

THE WENTWORTH COMPANY, INC.

EXCELLENCE

**A REPORT BY
THE WENTWORTH COMPANY, INC.**

TO

**Sharon Jones
SAMPLE COMPANY, INC.
100 Jones Parkway, #500
Lake Mary, FL 32746**

**CUSTOMER FEEDBACK
New Equipment – Sales & Marketing**

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March 1, 2010

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EXECUTIVE SUMMARY

Sample Company engaged The Wentworth Company to conduct a Customer Service Feedback Survey for the New Equipment, Sales and Marketing Division.

Twenty-four of thirty customers across the US were surveyed (a total response rate of 80%).

Methodology:

- Questionnaire developed specifically for Sample Company (approved by Sharon Prater).
- Sample Company provided 30 names of customers to contact.
- Each of the 30 was called and provided with an overview of the project and confidentiality.
- 15 – 20 minute conversations were conducted successfully with 80% (24) of the 30, discussing each survey question.
- The data were aggregated and arranged into this report.

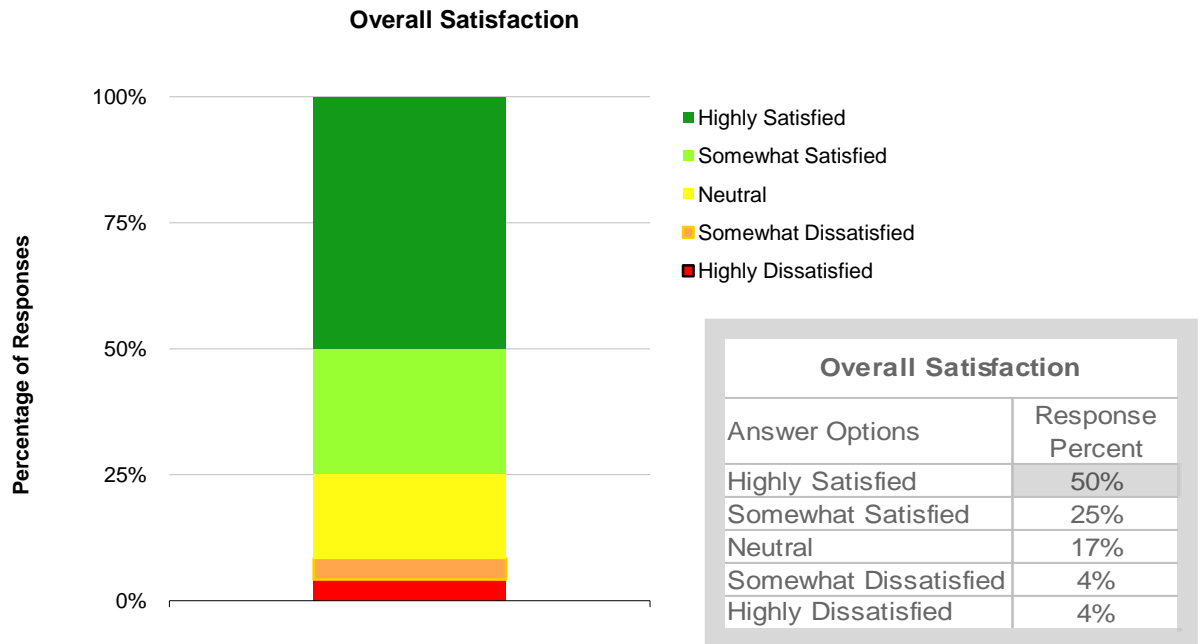
Summary:

- Customers are generally satisfied with Sample Company.
- Strengths:
 - Technology and Products
 - Customer Orientation
 - Quality and Financial Stability.
- Potential areas of improvement:
 - Culture attentiveness
 - US Team's lack of authority to make decision (results in delays).

**The staff and management of The Wentworth Company, Inc. thank
Sample Company for this opportunity to be of service.**

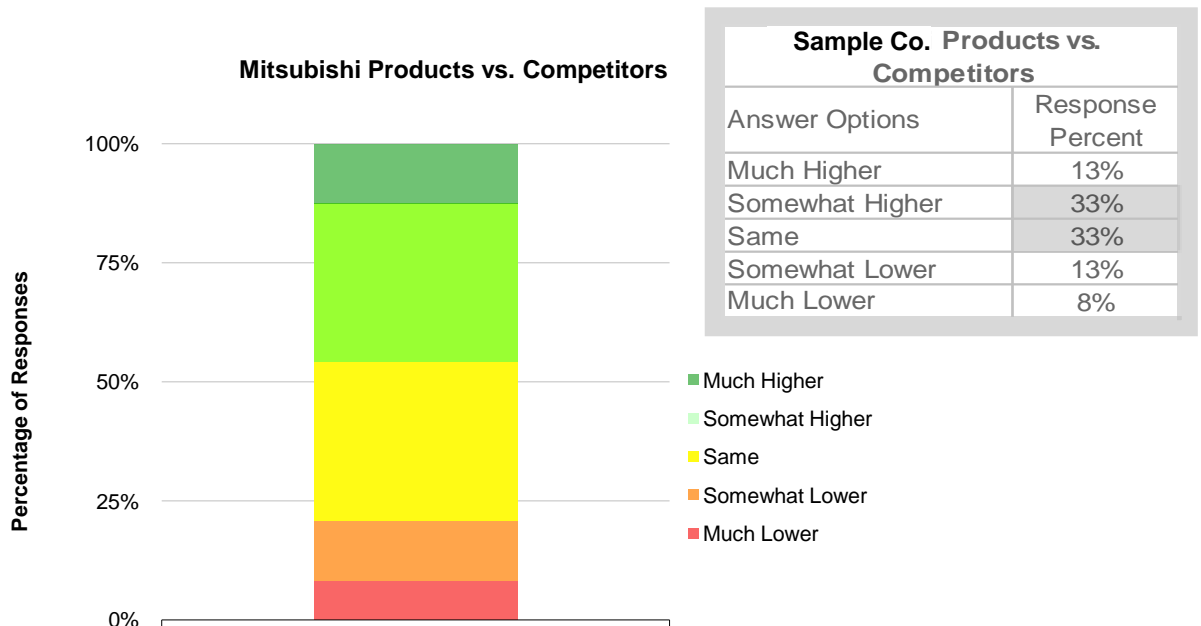
Overall Customer Satisfaction:

Sample Company customers said they were, overall, Highly Satisfied with Sample Company: 4.13 / 5 (5 = best)



Products In Comparison to other Companies:

Sample Company Customers ranked Sample Company products “Somewhat Higher” or “Same” when compared with competitors: 3.29 / 5 (5 = best)



Services In Comparison to other Companies:

Sample Company Customers ranked Sample Company services as “Same” when compared with competitors: 3.19 / 5 (5 = best)

Sample Co. Services vs. Competitors

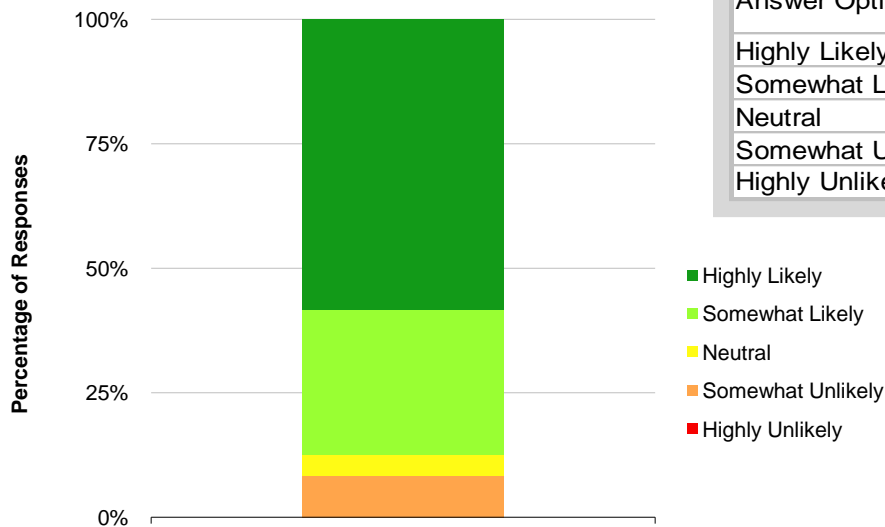


Sample Co. Services vs. Competitors	
Answer Options	Response Percent
Much Higher	10%
Somewhat Higher	24%
Same	48%
Somewhat Lower	14%
Much Lower	5%

Recommending Sample Company to Others:

Customers indicated that they were very likely to recommend Sample Company to others: 4.38 / 5 (5 = best)

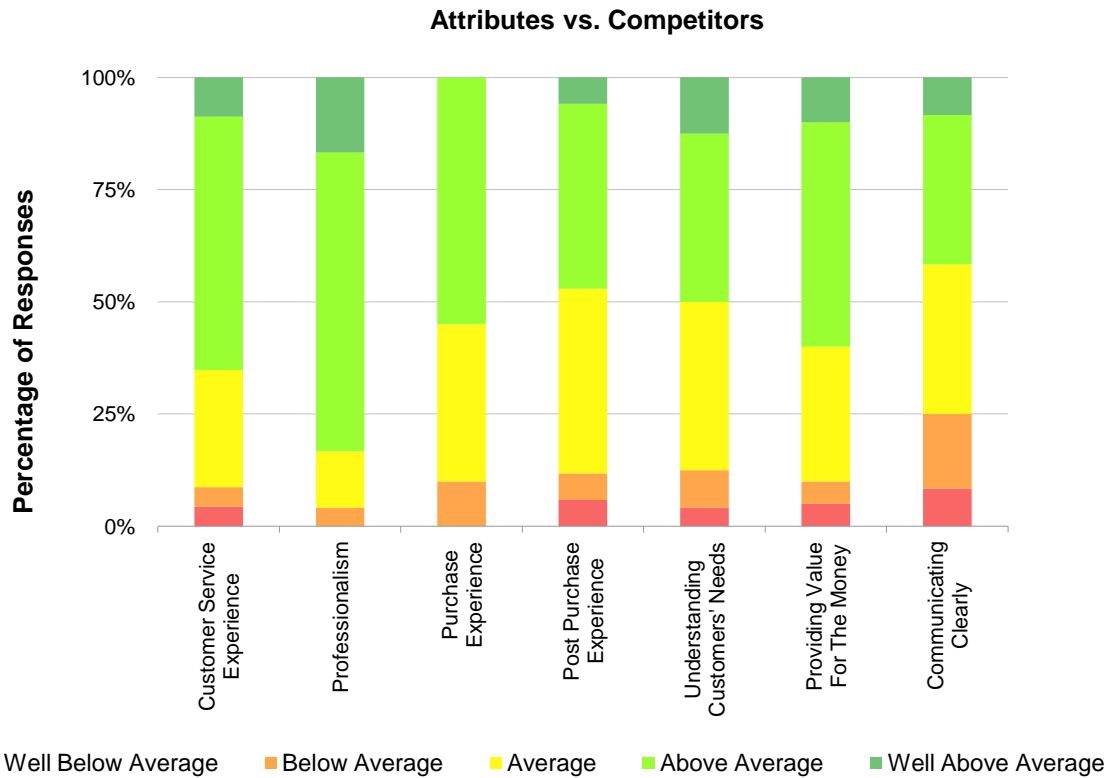
Recommending to Others



Recommending to Others	
Answer Options	Response Percent
Highly Likely	58%
Somewhat Likely	29%
Neutral	4%
Somewhat Unlikely	8%
Highly Unlikely	0%

Attributes

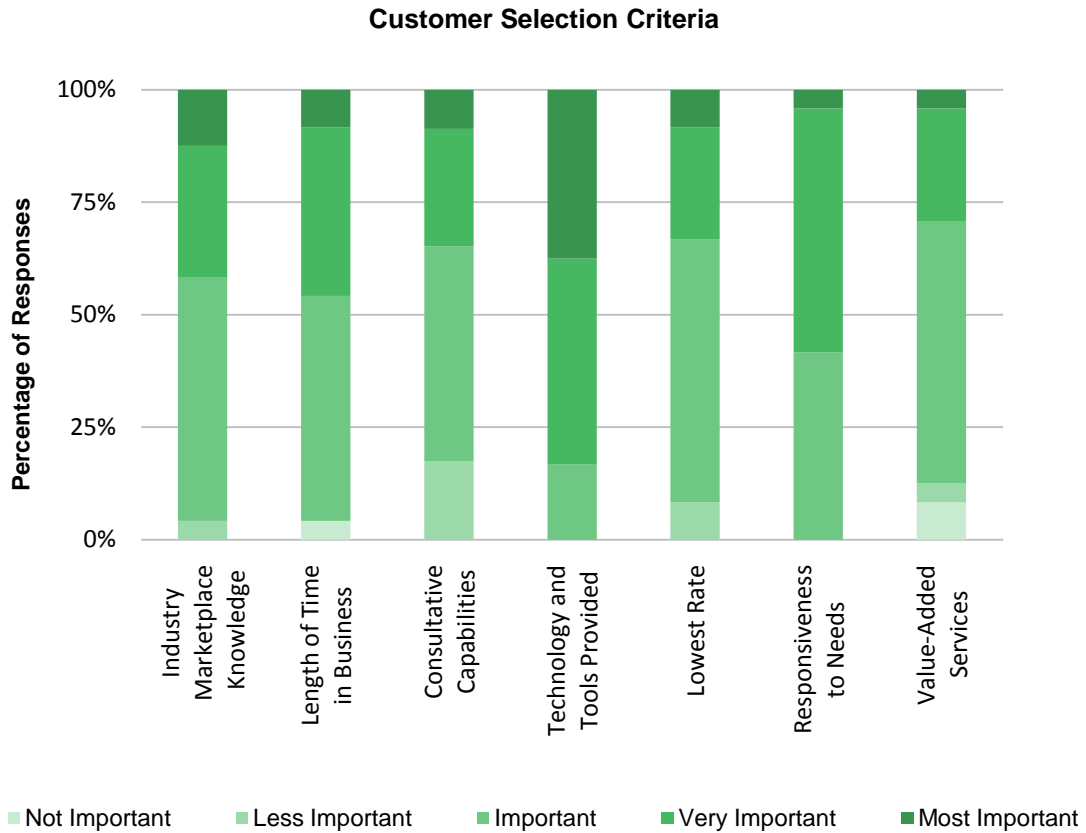
Customers indicated that they felt the various attributes of the service they received were generally delivered at a level of “Average” or “Above Average”.



Attributes vs. Competitors			
Attribute	Ave. Score (out of 5; 5 = best)	Attribute	Ave. Score (out of 5; 5 = best)
Customer Service Experience	3.61	Understanding Customers' Needs	3.46
Professionalism	3.96	Providing Value For The Money	3.55
Purchase Experience	3.45	Communicating Clearly	3.17
Post Purchase Experience	3.35		

Customer Importance

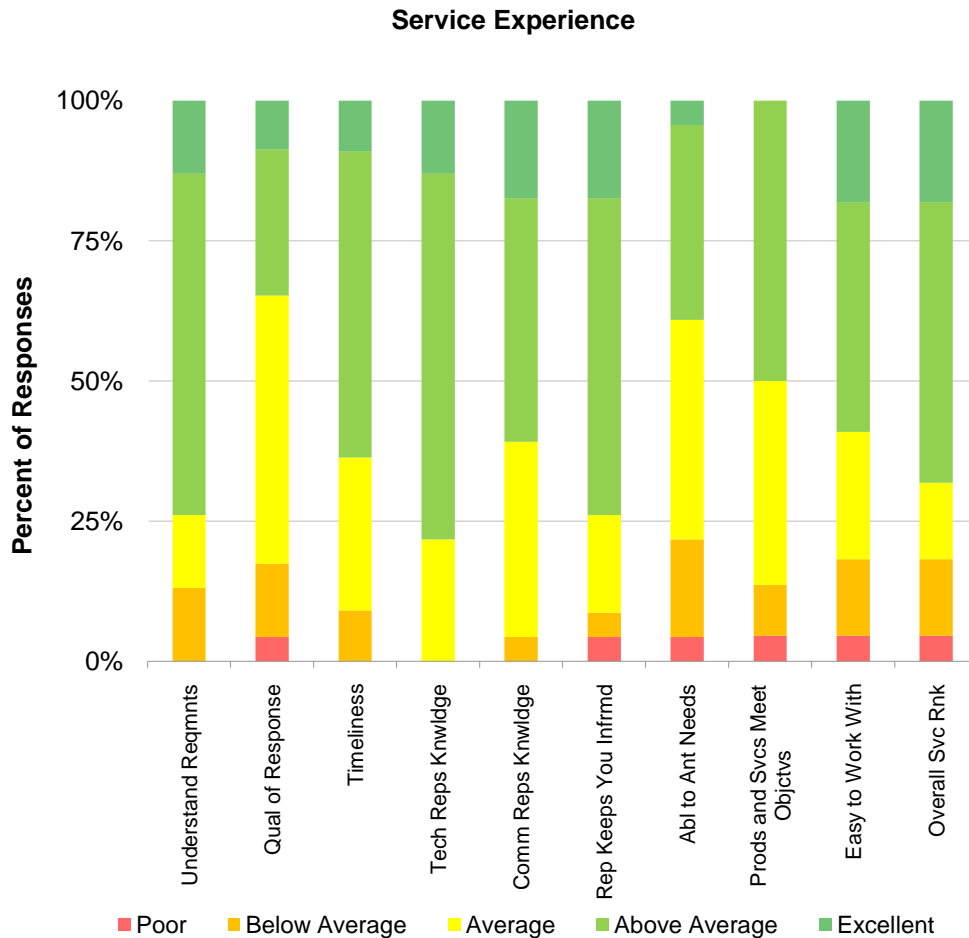
Customers indicated that "Technology and Tools Provided" was the most important selection criterion.



Customer Selection Criteria			
Criterion	Ave. Score (out of 5; 5 = most important)	Criterion	Ave. Score (out of 5; 5 = most important)
Industry Marketplace Knowledge	3.50	Lowest Rate	3.33
Length of Time in Business	3.46	Providing Value Responsiveness to Needs For The Money	3.63
Consultative Capabilities	3.26	Value Added Services	3.13
Technology and Tools Provided	4.21		

Service Experience

Customers indicated that the service they received was generally "Average" or "Above Average"



Service Experience			
Aspect of Service	Ave. Score (out of 5; 5 = best)	Aspect of Service	Ave. Score (out of 5; 5 = best)
Understand Requirements	3.74	Rep Keeps You Informed	3.78
Quality of Response	3.22	Able to Anticipate Needs	3.17
Timeliness	3.64	Products and Services Meet Objectives	3.32
Tech Reps Knowledge	3.91	Easy to Work With	3.55
Communicate Reps Knowledge	3.74	Overall Service Rank	3.64

Appendix 1: Detail Data on Customer Responses

OVERALL SATISFACTION

Question: What is your overall level of satisfaction with us?

Answer Options	Response Percent	Response Count
Highly Satisfied	50.0%	12
Somewhat Satisfied	25.0%	6
Neutral	16.7%	4
Somewhat Dissatisfied	4.2%	1
Highly Dissatisfied	4.2%	1

Question: How do we rate in comparison to other companies that offer the same products in the power industry?

Answer Options	Response Percent	Response Count
Much Higher	12.5%	3
Somewhat Higher	33.3%	8
Same	33.3%	8
Somewhat Lower	12.5%	3
Much Lower	8.3%	2

Question: How do we rate in comparison to other companies that offer the same services in the power industry?

Answer Options	Response Percent	Response Count
Much Higher	9.5%	2
Somewhat Higher	23.8%	5
Same	47.6%	10
Somewhat Lower	14.3%	3
Much Lower	4.8%	1

Question: How likely are you to recommend us to others?

Answer Options	Response Percent	Response Count
Highly Likely	58.3%	14
Somewhat Likely	29.2%	7
Neutral	4.2%	1
Somewhat Unlikely	8.3%	2
Highly Unlikely	0.0%	0

ATTRIBUTES

Question: How do we rate on the following attributes?

Answer Options	Well Below Average	Below Average	Average	Above Average	Well Above Average	Not Applicable	Response Count
Customer Service Experience	1	1	6	13	2	0	23
Professionalism	0	1	3	16	4	0	24
Purchase Experience	0	2	7	11	0	4	24
Post Purchase Experience (Project Implementation)	1	1	7	7	1	7	24
Understanding Customers' Needs	1	2	9	9	3	0	24
Providing Value For The Money	1	1	6	10	2	3	23
Communicating Clearly and Effectively	2	4	8	8	2	0	24

CUSTOMER IMPORTANCE

Question: Please rank your criteria for choosing an organization.

Answer Options	Not Important	Less Important	Important	Very Important	Most Important	Not Applicable	Response Count
Industry Marketplace Knowledge	0	1	13	7	3	0	24
Length of Time in Business	1	0	12	9	2	0	24
Consultative Capabilities	0	4	11	6	2	0	23
Technology and Tools Provided	0	0	4	11	9	0	24
Lowest Rate	0	2	14	6	2	0	24
Responsiveness to Needs	0	0	10	13	1	0	24
Value-Added Services	2	1	14	6	1	0	24

CUSTOMER SERVICE

Question: Please rate your experience with our service.

Answer Options	Poor	Below Average	Average	Above Average	Excellent	Not Applicable	Response Count
Understanding Business Requirements	0	3	3	14	3	0	23
Quality of Responses to Questions and Concerns	1	3	11	6	2	0	23
Timeliness or Sample Co. Representative Responses Needs	0	2	6	12	2	1	23
Knowledge Level of Technical Representatives	0	0	5	15	3	0	23
Knowledge Level of Commercial Representatives	0	1	8	10	4	0	23
Sample Co. Representative Keeps You Informed of Changes	1	1	4	13	4	0	23
Ability to Anticipate Needs and Provide Assistance Pro Actively	1	4	9	8	1	0	23
Products and Services Provided Meet Your Objectives	1	2	8	11	0	1	23
Easy to Work With	1	3	5	9	4	0	22
Overall, how do you rank our services?	1	3	3	11	4	0	22

STRENGTHS

1. Technology/Products

- Best in class technology.
- Ability to enter into the marketplace with strong technology.
- Solid technology.
- Technical knowledge.
- The gasification plant in Morocco was a great advantage to use as a demo.
- Knowledge of the marketplace.
- Their technology and the development of their technology.
- Deep technical backing for their product.
- Technical knowledge.
- Technical capabilities.
- Technical competencies.
- Technical expertise.
- Their technology and the resources at their disposal are their greatest strengths.
- Advanced technology products.
- Product innovation.
- Technical innovation.
- Specialized machinery, good products.
- Product diversities.
- Amount of detail provided on their products.
- They have excellent products that are tested in Morocco before released to the clients.
- Customer is pleased with production.

2. Customer Orientation

- They are responsive.
- A good partner.
- They understand Customer needs.
- They work to develop Customer relationships.
- Open communication.
- Enjoyed meeting Mr. Brown in Lake Helen and Mr. Jones in Morocco.
- They also have a historical customer focus.
- Client facing organization in the US is easy to deal with, fun to work with.
- They are not just in it for the sale, but for the long haul.
- Customer satisfaction oriented.
- Energetic sales staff.
- Sample Company is not a self-serving company.
- Responsive to their needs and providing information requested.
- Completeness in understanding the customer and products fully.
- Don is the ideal contact for this customer.
- Bud Jones makes things easy.
- Very positive and professional at all times.
- Appreciative of Sample Company's easiness to work with.

3. Quality

- Quality is #1.
- Products are well tested and proven.
- Sample Company stands behind their products.
- If an issue is identified related to quality, Sample Company fixes it.
- Testing that occurs prior to products going to market.
- Reputation and credibility.
- Longevity in the industry.
- Their frankness. If something will not work they are honest and up front.
- Customer had a turbine malfunction and Sample Company was very prompt in providing service.

4. Financial Stability

- Sample Company's determined approach to pursue opportunities and their strong financial stability.
- Sample Company is a major player in their field and the company is sound financially.

AREAS WITH POTENTIAL FOR IMPROVEMENT

1. Culture Differences

- Improvement needed in both communications and cultural understanding. The customer feels they try to take what worked in Morocco and apply it in the U.S. without taking into consideration the cultural differences.
- Customer has had currency issues with Morocco, which makes the product pricier.
- Receiving answers to technical questions out of Morocco is difficult.
- If they don't agree with you that something is wrong, then their steps to resolve the issue are slow and laborious.
- Due to the culture language barriers, it seems as if Sample Company is not on the same page as us at times. We sometimes think they hide behind their language issues when it suits them. On the other hand, we have complete confidence in the quality of their products.
- Red tape with Morocco causes long delays.
- In regards to services, they need to be more responsible from a completeness point. We still experience delays because decisions have to be made from Morocco. They are perceived to be worse in this area than others companies we have experienced.
- Clearer mandate and authority to their North America subsidiaries from the Morocco office.
- More decision making authority delegated to American Authority, or let the Customer communicate directly with Morocco.
- Dealing with the Morocchoese is difficult.
- Execute more decisions out of the United States.
- Increase awareness and responsibility to local organization of what is needed rather than just implementing what worked in Morocco.
- The cultural barriers have not improved over the years. Other foreign companies attempt to understand and adapt to American business practices. Sample Co. does not appear to have a long-term commitment to commit to Western business practices.
- Critical issues go to Morocco and the turnaround is too long.
- Time delay with Morocco is an issue.
- The language barrier is an issue, as well as the delay to get decisions made in Morocco.
- Because of the cultural differences, they are not as easy to work with.

2. Customer Service

- Better understanding for lack of commercial responsiveness.
- Our experience with Sample Company included a defective product and unresponsiveness. It took four letters from an attorney to get an appointment.
- Customer has worked with them both as a customer and as a partner. They were very good at communicating status. As a partner however sometimes they were so intent on getting the order, they missed some of the nuances with the big picture.
- Improvements could be made in fully understanding the owner's needs.
- If they don't agree with you that something is wrong, then their steps to resolve the issue are slow and laborious.
- Product line needs to be expanded a little further.
- More proactive response given to both technical as well as commercial.
- Stop being in denial about problems and work better with customers to resolve them.
- We have had only one experience with Sample Co. and on that whole it has been very bad.
- Better anticipate customer needs.
- Over a year of terrible, unacceptable levels of effort from Sample Company. However, it has been better in the last six months.

3. Competitiveness

- Sample Company is big with a multitude of resources. They should be one of the top tier players in the industry; however they have been slow to commit to becoming a top tier player. Sample Co.'s piece of the market is small but should be much larger if they would become more commercially minded.
- Sample Company has a "5 years ago product."

- Sample Co. is "...on the fringe of the top tier, but shouldn't be."
- Compare what is going on in the Industry and maintain this action going forward.
- Improve job pricing to their products and services to the marketplace.
- Sample Co. does not have the total wrap around knowledge that GE or Siemens have.
- On product releases, Sample Company is way behind. Their turbine model is 2.4 while other top tier manufacturers have had many new product releases. They are perceived to have reliability issues by the industry but Sample Co. doesn't have the same perception.

4. Technology / Service

- Provide typical responses, rather than specific studied responses.
- Improve response time.
- Create more creative solutions.
- Improve understanding of the customer requirements.
- Technical terms in Morocco were a little thin. This may be dated information, but their steam turbine delivery was not strong in a timing sense.

5. Communication

- In regards to marketing and communications, Sample Company should employ a more English speaking force.
- The biggest issue is overall communication, but they have solid products and we will continue to use them.
- Improve transparency.

6. Negotiations/Contracts

- Purchase process could be improved.
- Simplify communications during contract negotiations