



# Indigo Customer Satisfaction Survey

Autumn 2008

Indigo hold Customer Satisfaction as the most important measurement within the business.

The 2008 survey is the third that we have conducted in the same number of years and offers us the benchmark to guide us in running the business, with particular emphasis on areas to improve whilst ensuring that activities within Indigo that are well received continue to maintain their standards.

Thank you to all the Customers who took the time out to complete the survey, we very much appreciate your feedback.

The 2008 survey follows the Autumn 2007 survey and shows a continued high level of Satisfaction with a small but important improvement in the overall rating to 83%. These continued high levels of Satisfaction, I do believe are attributable in the main to the attitude we adopt, which in turn is a reflection of the core values that Indigo live by, namely Reliability, Integrity, Competence and Caring. These values are the commitment we make to our Customers.

I would like to also thank all those within Indigo whose continuing hard work has ensured that relationships with our customers remain as strong as ever.

Peter McLane  
Managing Director

# Autumn 2008 Customer Satisfaction Survey

- We asked our customers to rate our service on a scale of 1 to 10, on twelve measures of satisfaction relating to our products, service and support.
- We also asked customers to rate our performance against our four core values as these are central to our efforts to deliver high customer satisfaction. They are **Reliability**, **Integrity**, **Competence** and **Caring** and have been prominent in the way we seek to behave for over 3 years now.
- Despite this year's successful results, we maintain our aim to further improve performance, especially in the areas of adhering to deadlines.
- The results below show an average score for all the satisfaction criteria.

Customer Comments	The Results																																
<p><i>"Indigo continue to demonstrate a high level of integrity."</i></p> <p>Mark Kirk Glen Dimplex</p> <p><i>"Good team to work with."</i></p> <p>Gary Grindlay Dams</p> <p><i>"Excellent - compares well with other vendors."</i></p> <p>Mark Kirk Glen Dimplex</p> <p><i>"Aurora project was excellent and programming work was also superb."</i></p> <p>Alan Lawton Alkor Draka</p>	<p><b>Our Values</b></p> <p><b>Reliability</b></p> <table border="1"> <tr><td>8.1</td><td>2008</td></tr> <tr><td>8.1</td><td>2007</td></tr> </table> <p>Deliver the expectations we set with robust solutions.</p> <p><b>Integrity</b></p> <table border="1"> <tr><td>8.8</td><td>2008</td></tr> <tr><td>8.8</td><td>2007</td></tr> </table> <p>Remain open &amp; honest, be respectful.</p> <p><b>Competence</b></p> <table border="1"> <tr><td>8.1</td><td>2008</td></tr> <tr><td>8.5</td><td>2007</td></tr> </table> <p>Take ownership &amp; show leadership.</p> <p><b>Caring</b></p> <table border="1"> <tr><td>8.5</td><td>2008</td></tr> <tr><td>8.5</td><td>2007</td></tr> </table> <p>Demonstrate a real desire to support customers and colleagues.</p> <p><b>Support</b></p> <table border="1"> <tr><td>8.3</td><td>2008</td></tr> <tr><td>8.3</td><td>2007</td></tr> </table> <p>Indigo's support services are dedicated to keeping your business on the leading edge and extending your technology investment.</p> <p><b>Account Management</b></p> <table border="1"> <tr><td>7.8</td><td>2008</td></tr> <tr><td>7.4</td><td>2007</td></tr> </table> <p>Indigo have made strides to improve account management but will continue in 2009 to maintain standards.</p> <p><b>Understanding Requirements</b></p> <table border="1"> <tr><td>8.0</td><td>2008</td></tr> <tr><td>8.2</td><td>2007</td></tr> </table> <p>Our dedication in ensuring we understand our customer's needs through our collaborative approach on projects remains key to clean projects.</p> <p><b>Performance On a Project</b></p> <table border="1"> <tr><td>8.1</td><td>2008</td></tr> <tr><td>8.4</td><td>2007</td></tr> </table> <p>The ability to deliver a successful project outcome is where our business is ultimately judged.</p>	8.1	2008	8.1	2007	8.8	2008	8.8	2007	8.1	2008	8.5	2007	8.5	2008	8.5	2007	8.3	2008	8.3	2007	7.8	2008	7.4	2007	8.0	2008	8.2	2007	8.1	2008	8.4	2007
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## Customer Comments

*"Project Management was exceptional."*

David Morgan  
EBM-papst

*"Excellent, really excellent, from specifications to final deliveries."*

Tomislav Mareni  
Agrokor

*"Delivered well ahead of schedule, many thanks."*

Paul Diamond  
Panache

*"Communication is always open, honest and straightforward."*

Tomislav Mareni  
Agrokor

## The Results

<b>Project Leadership &amp; Ownership</b>	8.1	2008
	8.2	2007
This is a key attribute for our consultants looking to add value to projects, so it is especially pleasing to see this commitment reflected here.		
<b>Packaged Software</b>	7.6	2008
	7.9	2007
RealTime is developed in close cooperation with the System21 Product Centre and delivered with the same architecture, standards, language, database and authorisation codes as System21 ensuring that RealTime can continue to be regarded as an additional module of System21 and not an interfaced or integrated application.		
<b>Product Development</b>	7.7	2008
	7.7	2007
Each year, Indigo seeks to invest further in relevant new functionality as well as maintaining compliance with System21. Version 9 will be released in 2009, whilst working with Customers both individually and through our Customer Conference to ensure that Version 10, due to be released in 2010 continues the theme of delivering value.		
<b>Bespoke Software</b>	8.0	2008
	7.8	2007
Bespoke software has the attraction of being tailored precisely to your needs and requirements, and can integrate seamlessly with your existing software. Therefore, we will continue to put the greatest emphasis on quality assurance and guarantee the high quality of every single application we develop and strive for this score to improve.		
<b>Adherence to Deadlines</b>	8.1	2008
	8.0	2007
We are delighted that this important measure has maintained it's solid rating.		
<b>Invoicing &amp; Administration</b>	7.8	2008
	8.0	2007
Indigo will continue to place emphasis on effective administration and will seek in the coming years to streamline and improve where possible.		
<b>Communication</b>	8.6	2008
	8.5	2007
Indigo prides itself on the friendliness and helpfulness of its entire staff, so we are pleased to see our score increase on the already high standard we achieved last year.		
<b>Overall Satisfaction</b>	8.3	2008
	8.2	2007
It is encouraging to see that customer satisfaction has increased. Indigo's primary internal mantra is 'To strive for the highest Customer Satisfaction, whilst maintaining long term sustainability through competent staff who enjoy their work'. We believe that this mantra underpins our pleasing result.		

The first part of the document discusses the importance of maintaining accurate records of all transactions. It emphasizes that every entry, no matter how small, should be recorded to ensure the integrity of the financial data. This includes not only sales and purchases but also expenses, income, and any other financial activities. The text explains that proper record-keeping is essential for identifying trends, managing cash flow, and preparing for tax obligations.

Next, the document addresses the need for regular reconciliation. It states that comparing the company's internal records with bank statements and other external sources is crucial for catching errors early. This process helps to ensure that the books are balanced and that there are no discrepancies between what the company reports and what the banks or other entities report. Regular reconciliation also helps to prevent fraud and to maintain the accuracy of the financial statements.

The document then discusses the importance of budgeting and forecasting. It explains that creating a budget allows a company to plan its future financial activities and to identify potential areas of concern. By forecasting income and expenses, a company can better manage its resources and make informed decisions about investments and other financial matters. The text also notes that budgeting is a key tool for controlling costs and for improving overall financial performance.

Finally, the document emphasizes the importance of transparency and communication. It states that all financial information should be clearly documented and easily accessible to those who need it. This includes providing regular reports to management and to the board of directors, as well as being open to audits and external reviews. Transparency is essential for building trust and for ensuring that the company's financial health is well understood by all stakeholders.