



# Indigo Customer Satisfaction Survey

Autumn 2009

I would like to thank our Customers for taking the time to participate in this survey and am delighted that over half felt it important enough to respond. Your time and effort is much appreciated. The 2009 survey follows the Autumn 2008 survey and we are delighted to continue to achieve a high overall satisfaction score.

Customer Satisfaction is heralded within Indigo as the most important measurement within our organisation. Our continued high levels of Satisfaction, I do believe are attributable 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.

Sharing the results of our Customer Satisfaction Survey is important to us; it allows us to recognise our achievements, while demonstrating our commitment to work openly on further improving our products and services.

Our recent survey's have given us valuable insights particularly your comments into our successes and failures, and will help us shape how we take the business forward and form the basis of bettering our products, services and support.

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 2009 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

Indigo demonstrate an empathy with their customers where projects (no matter how small) are treated as a team effort. That is a refreshing change given the nature of some software houses.

Dave Butler  
Puma

Telephone support- I feel we can use as a first resort not the last.

Alan Lawton  
Alkor Draka

Excellent level of consultancy and requirements capture.

Gregg Rayworth  
Regatta

When it comes to focussed projects like our move to Aurora, you do deliver

Caroline Redman  
Greene King

### The Results

#### Our Values

<b>Reliability</b>	8.0	2008
	8.0	2009
Deliver the expectations we set with robust solutions.		
<b>Integrity</b>	8.8	2008
	9.0	2009
Remain open & honest, be respectful.		
<b>Competence</b>	8.1	2008
	8.5	2009
Take ownership & show leadership.		
<b>Caring</b>	8.5	2008
	8.8	2009
Demonstrate a real desire to support customers and colleagues.		
<b>Support</b>	8.3	2008
	8.0	2009
Indigo's support services are dedicated to keeping your business on the leading edge and extending your technology investment.		
<b>Account Management</b>	7.8	2008
	8.1	2009
Indigo placed greater emphasis on this following the poor 2008 result, but there is still room for further improvement.		
<b>Understanding Requirements</b>	8.0	2008
	8.2	2009
Our dedication in ensuring we understand our customer's needs through our collaborative approach on projects is reflected by an improvement in our average score.		
<b>Performance On a Project</b>	8.1	2008
	8.3	2009
The ability to deliver a successful project outcome is where our business is ultimately judged.		

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### Customer Comments

So far, an excellent track record on projects delivered through a 'partnership' approach to project delivery.

Mark Kirk  
Glen Dimplex

Willingness to help out when the chips are down

John Tinkler  
Nifco

Helpdesk is fast and knowledgeable.

Dave Thorpe  
Jackel

Great level of openness and accessibility.

Gregg Rayworth  
Regatta

Glen Dimplex's favourite Vendor!

Mark Kirk  
Glen Dimplex

### The Results

<b>Project Leadership &amp; Ownership</b>	8.1	2008
	8.5	2009
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
	7.6	2009
As well as Infor's System21, Indigo have developed complementary products to System21 in the areas of Warehousing and Bar-code automation. The Indigo products are known as RealTime for System21 and are developed in close cooperation with the System21 Product Centre.		
<b>Product Development</b>	7.7	2008
	7.7	2009
Each year, Indigo seeks to invest further in its own product (RealTime for System21) by delivering relevant new functionality as well as maintaining compliance with System21.		
<b>Bespoke Software</b>	8.0	2008
	8.1	2009
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
	7.4	2009
A disappointing drop in performance to a still respectable 7.4, however, Indigo have and are recruiting to strengthen our ability to deliver within expectation and will place firm emphasis on improving this in the coming 18 months		
<b>Invoicing &amp; Administration</b>	7.8	2008
	8.0	2009
An important cog in the wheel which is expected to run smoothly.		
<b>Communication</b>	8.6	2008
	8.7	2009
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	2009
We are delighted to achieve a high overall satisfaction score, albeit slightly down on 2008. Indigo place the greatest emphasis in Customer Satisfaction and keep it as the number one priority within the business.		