

# “Creative, Professional, Friendly”

**We were delighted to discover that’s what our clients think of us!**

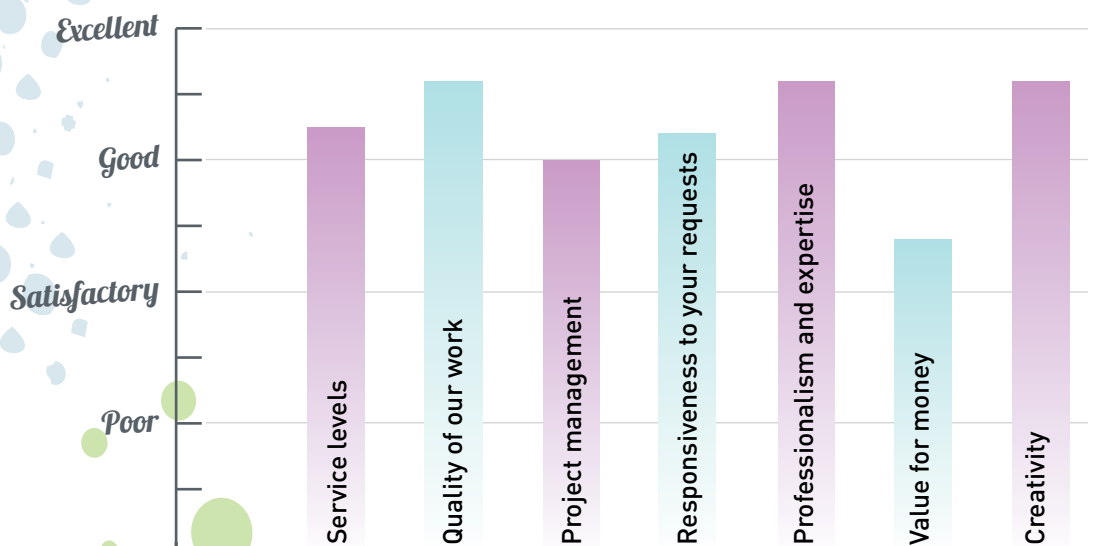
Our sixty second online client survey, last conducted in September, is a supplement to our regular client reviews, both formal and informal. We keep it deliberately short to give a snapshot of your opinions and impressions at that minute in time.

After analysing the results of our quickie survey we have recognised areas for improvement but overall the results were very positive.

## Top three values

We asked you to rate us on a number of criteria crucial to the output of a marketing communications agency. As you can see from the bar chart below, you scored us most highly. In fact, you rated us equally best on **Quality of work, Professionalism & expertise, and Creativity**. We couldn’t achieve much better on these, scoring an average of 90%.

Next highest were equally **Service levels** and **Responsiveness to requests** where we reached an average of 80%. A very credible result all round. Our **Project management** skills received an average rating of 75%.



## *Room for improvement*

Our lowest average scoring, a disappointing 60% was on the more ephemeral criteria of **Value for money** – always a difficult one to pin down in isolation. We recognise that price is a very high priority, especially in the current climate of budget cut backs.

We would not wish to compromise the quality of our work and creative output for which we have been praised, but at the same time there is a commercial reality which, rest assured, we recognise and hopefully you will see that we are addressing. We are always happy to work within budgets and to discuss ways in which you can maximise your spend for less.

## *Kind words*

How would our clients describe Marketing Impact in three words? The headline of this report gives it away, but there were more unprompted words – thankfully, all of which are printable! The three most frequently used were 'creative', 'professional' and 'friendly', followed in order of popularity by 'innovative', 'dynamic', 'responsive' and 'understanding'. It's pleasing to be viewed in those terms.

## *The icing on the cake*

The last question asked - if you would recommend Marketing Impact to a colleague or friend? All of you who responded said yes you would.

Thank you. We look forward to hearing from them soon!

## *Want to know more?*

If you'd like more detail on what our clients think of us, or on any other aspect of our services, please contact Steve Davidson on 020 8399 7400 or email [steve@marketing-impact.co.uk](mailto:steve@marketing-impact.co.uk)

## *And finally*

**Thank you for taking the time to complete the survey.  
We look forward to another year of partnership working  
and achieving further success together.**