



## ARDINGTON ARCHIVES CLIENT SATISFACTION SURVEY

### Background

A sample of Ardington Archives clients were interviewed to understand how satisfied they were with the service they received. It was an independent piece of work managed by AWM Marketing to ensure that clients felt free to express their feelings without worrying that they would have their literal words attributed.

The Client Satisfaction Survey was conducted with a mix of face-to-face and telephone interviews. It was a qualitative piece of research seeking to understand the personal experiences and perceptions of clients, rather than a statistical, quantitative study.

### Main Findings

It was clear from the research that Ardington Archives are very well thought of by their clients and that even when there have been quality issues arising these are dealt with promptly and effectively. A distinct feature highlighted by all interviewees was the warmth and personal attention that they receive whenever they ring the Ardington office for information or for help.

#### *Specific items of note are:*

- Professional attitude (e.g. “you are always guaranteed a professional response whatever the issue)
- Approachable and friendly (e.g. “a phone call to Ardington Archives is an easy one to make because you know that you will be properly greeted and that you can ask whatever questions you wish”)
- Totally dependable (e.g. “when asked to do something Ardington Archives staff always make sure that it happens. This is not always the case with other suppliers who need chasing on a number of occasions to ensure that things are actioned”).

### Survey Summary by Question

A consolidated summary of the client responses is listed below, for each of the questions asked in the survey. It is integral to the confidentiality element of the study that comments are not attributed to individual companies.

*Q1. How would you describe Ardington Archives? (unprompted question)*

*a. Client description of the business*

Although there were various ways that it was expressed the main description that came through was:

A friendly, professional storage facility

*b. Key Words (used by clients to describe Ardington)*

Friendly  
Reliable  
Helpful  
Efficient

*c. Specific features*

Very helpful, quick to respond, when you ring you are not left on the phone, prompt, any anomalies they come back to you, loading up (collections) is very good, quick to respond to e-mails, good at collections and deliveries, if we have a quick need they respond, they make sure that the detail is correct, always try to be helpful, boxes always come back neat and tidy – they are not abused (this contrasts to other storage companies where it is “scandalous” the way boxes come back, if they are not lost!)

*d. Negative comments*

The only problem is that they are a local, not a national company.  
It is a corporate decision to use Iron Mountain.

*Q2. Which description do you think is most appropriate for Ardington Archives?*

|  |     |
|--|-----|
| <i>Business storage specialists</i>      | 70% |
| <i>Document management company</i>       | 10% |
| <i>Total storage solutions</i>           | 0%  |
| <i>Total document storage management</i> | 20% |

Note. Although the level of responses in favour of the first option is overwhelming, all respondents needed prompting to make a selection.

It is notable that the word ‘business’ features in the preferred description.

*Q3. Which term best applies to Ardington Archives?*

*Quality Positioning*

|                            |     |
|----------------------------|-----|
| <i>Top quality</i>         | 95% |
| <i>Good quality</i>        | 5%  |
| <i>Average quality</i>     | 0%  |
| <i>Lower level quality</i> | 0%  |

The Top Quality rating confirms that Ardington Archives have an excellent quality reputation.

In the small number of cases where the highest rating was not given there was a comment made that suppliers should always be striving for total quality (i.e. that they would not give top marks on principle).

### *Price Positioning*

|                             |     |
|-----------------------------|-----|
| <i>Premium Priced</i>       | 15% |
| <i>Standard Priced</i>      | 80% |
| <i>Competitively Priced</i> | 5%  |
| <i>Low Priced</i>           | 0%  |

Very few clients perceived that Ardington Archives was at the ‘price driven’ end of the market. Competitively priced was only chosen as a description when typically “you would have to be competitive to have been given the business”. Similarly the majority selecting Standard Priced did so because they felt they have paid for a quality service and that the buying decision was not driven by price alone. In this context Standard Priced is seen as a price level that is appropriate to the service provided.

There was a word of caution within the pricing area:

- because the AA service is so good they have not benchmarked this service recently; and even if there is a difference AA will benefit from inertia and the upheaval that a change would cause.

*Q4. How would you rate Ardington Archives on a scale of 1 to 5 on your overall satisfaction with their customer service? Where 5 is excellent and 1 is very poor.*

*Overall customer satisfaction*            5 (excellent)    100%

This question is used as a check against the earlier answers and it is very encouraging that all respondents gave the highest rating without hesitation.

*Q5. Using the same 1 to 5 scale, how would you rate AA on the following service areas?*

*Being responsive to your needs*            5 (excellent)    100%

*Showing a genuine keenness and willingness to help you*            5 (excellent)    100%

*Acting in a professional manner*            5 (excellent)    100%

*Being proactive in supporting your business*            5 (excellent)    70%; 4 (excellent)    30%

*The speed with which they deal  
with your issues*

5 (excellent) 100%

These answers reinforce the overall Excellent rating given above and the positive comments made earlier in the interviews. The slightly lower rating of 4 (Good) for the proactive support by some respondents is where they do not want regular contact and “prefer it this way”.

Comments made at this time:

- efficiency has improved over the years
- AA has better recording systems now
- AA have come and asked if we have thought of using other boxes
- added another item onto the van (that had not thought about initially)
- some prompts are made at quarter end for destructions but this could be made more consistent

*Q6. What are the best parts of the current AA service and what could be improved?*

*Best*

- Quick to collect and deliver
- Speed of response
- Efficiency
- Flexibility
- Ability to send a request by e-mail in the afternoon and have it the next day
- Customer service (i.e when telephone they are always very helpful)
- Quick to ring back and sort out issues

*Could be Improved*

- Iron Mountain will select a file from a box and return it to you (although there is a potential issue about lost files).
- Annual listing of what is being held (allow cross-check periodically)
- Keep on top of the boxes that go back and forth more effectively

In a large number of cases the response was that there are not any specific items that can be improved. When probed it appears that this is due to a mix of high levels of satisfaction with the customer service provided; and the fact that storing documents is a relatively “low interest” item within their business.

*Q7. Have AA ever made a mistake?*

*Yes* 10%

*No* 90%

*If yes, were you satisfied with the response you received?*

In all cases the problem was rectified quickly.

*Q8. To your knowledge which of the following services do AA provide?*

|  | <i>Yes</i> | <i>Possibly</i> | <i>No</i> | <i>Do not know</i> |
|--|------------|-----------------|-----------|--------------------|
| <i>Storing business documents</i>      | 100%       | -               | -         | -                  |
| <i>Storing household items</i>         | -          | 20%             | -         | 80%                |
| <i>Storing discs and computer data</i> | 10%        | 25%             | -         | 65%                |
| <i>Storing high security items</i>     | 20%        | 30%             | -         | 50%                |
| <i>Scanning document for storage</i>   | 30%        | -               | -         | 70%                |

These figures show that there is still a high level of ignorance regarding the full AA product offer. This highlights the need for more customer education.

#### Document Storage

Reassuringly all respondents acknowledged the core document storage role of AA.

#### Household Storage

The question regarding household storage was to check if all respondents perceived AA as a Business Storage company only. Yet the vast majority said they did not know rather than a straight no.

#### Data Storage

A relatively small percentage of the respondents are aware of the data storage capability at AA.

#### Security Storage

A greater number are aware of this service but the Don't Knows is still too high.

#### Scanning

Scanning is clearly a know or don't know split with too few in the former area. However, at the time of the research this one of the newer areas being developed.

*Explore areas that could be of interest but not currently used.*

Scanning was the one area that generated most discussion. In many cases it is seen as a sensitive area but this is changing and many businesses are becoming more open to the potential of external scanning.

*Q9. Are you aware of the following services that AA provide?*

|  | <i>Yes</i> | <i>No</i> |
|--|------------|-----------|
| <i>Setting up systems in your office</i> | 85%        | 15%       |

|   |             |             |
|---|-------------|-------------|
| <i>Training client staff on storage</i>     | <i>90%</i>  | <i>10%</i>  |
| <i>Advice on how best to fill the boxes</i> | <i>90%</i>  | <i>10%</i>  |
| <i>Destruction dates and certification</i>  | <i>100%</i> | <i>0%</i>   |
| <i>Fast retrieval (scan and send)</i>       | <i>0%</i>   | <i>100%</i> |

Comments and ideas that came out of this:

- the descriptions that general staff use are often not particularly good, consistent or even meaningful: creating a need for more training
- however, staff do not have much free time and would not respond well to “storage training”
- there is a potential need for a “do’s and don’ts” leaflet or manual

*Q10. Are there any other comments that you would like to make?*

There were not any substantial comments that came out in this section that had not been covered elsewhere.

It was clear that AA clients are very pleased with them as a supplier and that the overall perception was very positive on the core document storage business.

There was an undertone that the relationship was effective because communication flowed in both directions.

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