

Final Report & Tabulations

ABC Company Customer Satisfaction Study

Prepared for:

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Background and Objective of Research

ABC Company Group has rebranded its 5 divisions, including ABC Technologies (ABCT) under the name “ABC Company Clinical Technologies”. The move should allow ABC Company to set them-selves apart in the international market and bring the expertise and experience of each division to the forefront of clients’ minds.

ABC Company offers a suite of technologies that help increase the quality of efficiency of the clinical trial products used in all phases of clinical trials. Their clients include many of the top pharmaceutical and biotechnology companies in the world and their products have been in use since 1995 with the introduction of the Interactive Voice Response System (IVRS).

Study Objectives

1. Obtain information to improve ABC Company’s offerings to their clients. Determine areas where ABC Company is particularly strong and where they may be weak. Relate this to personnel.
2. Obtain information that differentiates ABC Company’s offerings from those of competing IVR providers. Identify their competitive position.
3. Obtain quantification of market claims. Describe the level of client satisfaction, customer loyalty and perceived strengths/weaknesses of ABC Company.
4. Identify the performance of individual ABC Company staff personnel. Identify those who have been exceptional.
5. Determine claims perception of ABC Company. Measure client satisfaction regarding the strengths and weaknesses of the ABC Company offerings.
6. Measure the opportunity for repeat business for ABC Company among the respondents.

Methodology and Sample

ABC Company Clinical Technologies has requested that MAXimum Research, Inc conduct a study to measure Client Satisfaction with ABC Company. Previously, MAXimum Research completed such a study in 2005 that can be compared with the findings from this year's version. The questionnaire remained the same with the addition of three questions related to the rebranding of ABCT as ABC Company.

MAXimum Research conducted 60 random phone interviews using a list of 155 select clients supplied by ABC Company. The majority of respondents were clinical research, study and project managers, contract managers and senior managers and directors. These respondents worked in pharmaceutical and biotechnology companies. Each respondent was offered an honorarium in the form of a \$25 American Express gift card.

In order to reach the respondents in an efficient manner, interviewing was conducted primarily during the day with some evening calling in order to allow for time zone changes. Each telephone number received up to 10 attempts to contact the eligible respondent and another 10 attempts to complete the survey with that respondent. We also left detailed messages and a toll free number for respondents so they could call to complete the interview at convenient times or from another phone.

Detailed Findings

P1. What are the top three elements that you look for when selecting a Clinical Technology Provider?

Cost Effectiveness (37%), Experience/history/track record (35%), and Meets Timelines (23%) were the top three responses. Knowledgeable Project Reps/Managers came in a close fourth with 22%.

Other significant responses included Good Customer Service (18%), Up to Date Technology (17%), Flexibility (15%), Quality (13%), 24/7 Customer Service and Tech Support (10%), Responsiveness (10%) and Reliability/Dependability (10%).

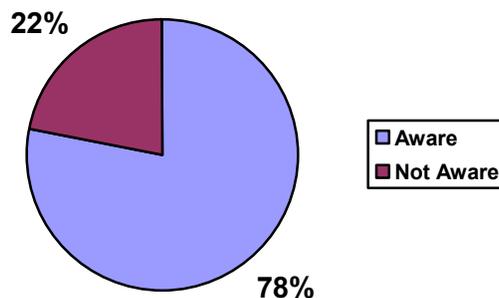
Another 30 elements only had 1 or 2 responses and 2 respondents did not mention any elements at all.

P2. Which, if any, industry publications do you currently subscribe to, both online and print?

25 respondents do not subscribe to any publications. The most subscribed to publication is the DIA Journal (13%). ACRP (7%), Clinical Trials (7%), Centerwatch Weekly (5%) and American Pharmaceutical (3%) rounded out a top five. 4 or fewer respondents mentioned another 41 publications.

P4. Have you been properly informed that ABC COMPANY becoming ABC Company Clinical Technologies was a rebranding initiative, NOT an ownership change?

The majority of respondents (78%) were aware of the rebranding initiative.



1. With what areas are you most satisfied today related to ABC Company's offerings?

Customer Service and the IVRS system were tied for the most mentions for this question with 34% of the responses. Pricing of Systems, Responsiveness to Issues, and User Materials Done

Well were also tied with another 8% of responses each. Together these 5 areas made up almost two thirds of the responses.

The other 25 areas of satisfaction that made up the remaining 1/3 of responses were the web based program, reporting, ease of use, quality, flexibility, personnel, overall services, technology, timeliness and ability to resolve issues.

12 % of the 60 respondents did not mention any areas of satisfaction.

2. What are your top areas of dissatisfaction with ABC Company?

There is not one overwhelming area of dissatisfaction. 58% of respondents didn't mention any area of dissatisfaction with ABC Company.

The highest response was Responsiveness to Problems or Issues with 10%. Close behind were High Employee Turnover (7%); Lack of personal interaction (5%), Timely Follow Through (5%) and Technology is Lacking/Limited (5%).

The remaining 10 areas of dissatisfaction each had only 1 response and included flexibility, lack of customer service, no direct line to a PM, responsiveness, experience, support and system problems.

3. Comparison of Satisfaction Criteria

Overall, customers are not dissatisfied with what ABC Company provides. They were asked on a rating scale of 1-5, with 5 being the most satisfied and 1 being not at all satisfied. The lowest rated criteria is still at least in the "neither satisfied nor unsatisfied" category. While this does not show overwhelming satisfaction it does show that customers are not negative towards any particular criteria.

Ease of working with ABC Company is the criteria which most respondents are satisfied with the Project Managers' understanding of needs being a close second.

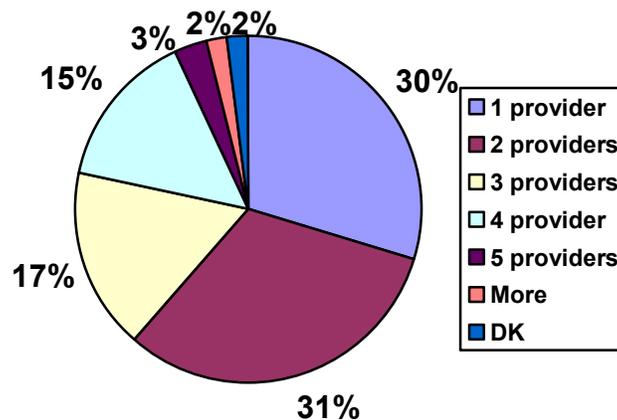
Compared to last year, overall satisfaction ratings were slightly down. The criteria with the great change were Business Development Staff (-.97), Availability of System (-.77), Training on System (-.75), Timeliness of Data Exports (-.73) and Quality of Data Exports (-.71). These would be definite areas of improvements needed.

<i>Criteria</i>	<i>2006</i>	<i>2005</i>	<i>Change</i>
Ease of Working With the Company	4.17	4.45	-.28
Project Managers' Understanding of Your Needs	4.04	4.39	-.35
Availability of Your System	3.95	4.72	-.77
Meeting Timelines for System Delivery	3.95	4.48	-.53
Ability to Deliver Proposals on Time	3.93	4.62	-.69
Knowledge of Trainers	3.90	4.33	-.43

Project Managers' Knowledge	3.89	4.39	-.50
Systems Ease of use	3.89	4.40	-.51
Project Managers' Responsiveness	3.88	4.34	-.46
Information Provided in Proposals	3.86	4.39	-.53
The Quality of Released Systems	3.85	4.16	-.31
Ability to Provide Appropriate Solutions for Your Needs	3.83	4.30	-.47
Ability to Meet Commitments	3.83	4.25	-.42
The Requirements Specification Process	3.82	4.25	-.43
Systems Ability to Handle Complexity	3.82	4.00	-.18
Help Desk Staff Responsiveness	3.79	4.03	-.24
The Quality of Reports	3.79	4.25	-.46
General Ability to Resolve Issues	3.78	4.26	-.48
Pricing of Systems	3.76	4.00	-.24
Responsiveness to Issues	3.75	4.16	-.41
Help Desk Staff Knowledge	3.73	3.97	-.24
Modules Offered	3.71	4.24	-.53
The Timeliness of Data Exports	3.67	4.40	-.73
Training on Systems	3.67	4.42	-.75
The Flexibility of Systems	3.66	3.96	-.30
Proposal Defense Meetings	3.66	3.91	-.25
Business Development Staff	3.65	4.62	-.97
The Quality of Data Exports	3.62	4.33	-.71
Ease of Making Changes Once Systems Go Live	3.50	3.67	-.17

4. How many IVR providers do you use?

30% of respondents use only 1 provider while 64% use up to 4 providers. 5% used more than 4 and 2% were not aware of how many providers their company used.



5. Satisfaction Criteria Compared to Other Providers

As with last years' study, a high number of respondents (9 in 2005 and 16 in 2006) were not sure how ABC Company compared to other providers in any of the criteria presented to them.

Respondents were asked to compare their satisfaction on a scale of 1-5, with 1 being much better than others and 5 being much worse. Overall ABC Company rated “about the same”, “somewhat better” or “much better” than others.

ABC Company rated better than others in Ease of Working with the Company, Business Development Staff and Responsiveness to Issues. Last year the top comparisons were Ability to Deliver Proposals on Time, Ease of Working with the Company and Business Development Staff.

Compared to last year, attributes that rated better this year were ABC Company’s General Ability to Resolve Issues (+.15 change), Help Desk Knowledge (+.10 change), Responsiveness to Issues (+.08 change) and the Quality of Data Exports (+.08 change). Areas with the biggest negative changes were Proposal Defense Meetings (-.49 change), Ability to Deliver Proposals on Time (-.38 change), Project Managers’ Responsiveness (-.24 change), the Requirements for Specification Process (-.28 change) and Project Managers’ Knowledge (-.26 change).

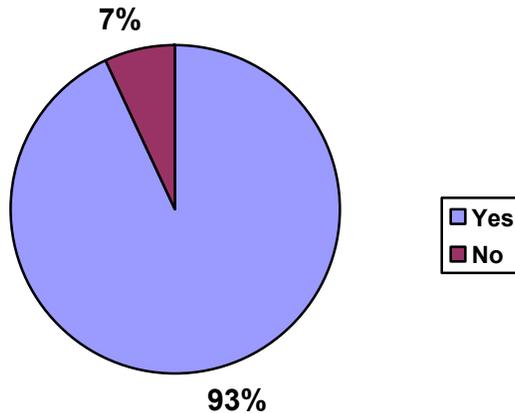
ABC Company has improved on their handling of issues and help desk compared to other providers. They need more attention paid towards proposals and Project Manager abilities in order to improve comparison in those areas.

Criteria	2006	2005	Change
Ease of Working with the Company	2.40	2.37	-.03
Business Development Staff	2.50	2.41	-.09
Responsiveness to Issues	2.56	2.64	+.08
Help Desk Staff Responsiveness	2.61	2.61	-.00
General Ability to Resolve Issues	2.63	2.78	+.15
Ability to Meet Commitments	2.63	2.53	-.10
The Timeliness of Data Exports	2.66	2.70	+.04
Meeting Timelines for System Delivery	2.66	2.59	-.07
Systems Ease of Use	2.68	2.57	-.11
Project managers’ Responsiveness	2.68	2.44	-.24
The Flexibility of Systems	2.68	2.75	+.07
Ability to Deliver Proposals on Time	2.70	2.32	-.38
Availability of Your System	2.71	2.60	-.11
Help Desk Staff Knowledge	2.71	2.81	+.10
Ease of Making Changes Once Systems Have Gone Live	2.72	2.68	-.04
The Quality of Data Exports	2.72	2.80	+.08
Project Managers’ Knowledge	2.73	2.47	-.26
Pricing of Systems	2.73	2.63	-.10
Functionality Offered	2.73	2.77	+.04
The Quality of Released Systems	2.74	2.66	-.08
Project Managers’ Understanding of your Needs	2.75	2.56	-.19
The Quality of the Reports	2.78	2.72	-.06
Systems Ability to Handle Complexity	2.79	2.86	+.07
Information Provided in Proposals	2.80	2.59	-.21

Our Ability to Provide Appropriate Solutions for Your Needs	2.83	2.63	-20
The Requirements Specification Process	2.88	2.60	-28
Proposal Defense Meetings	2.93	2.44	-49

6. Is ABC Company staff customer oriented?

93% of respondents feel that ABC Company’s staff is customer oriented.



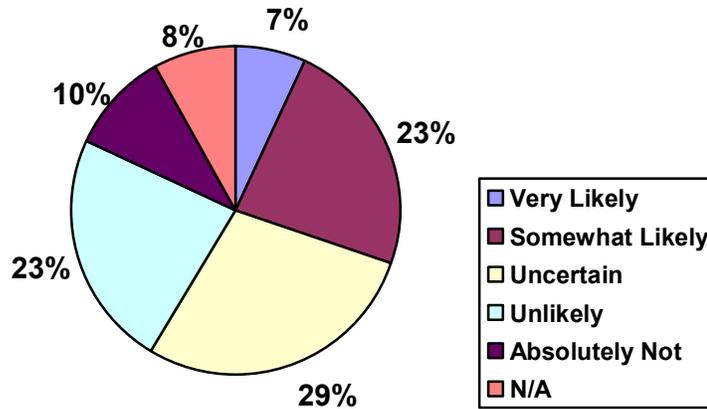
7. Can you think of any ABC Company employees by name, whom you feel have provided you with HIGH value?

This year, 7 employees had a significant mention with Ellen Shea and Brendan Heron capturing the top number of mentions with 4 each. Lisa Carcel (Shales), David Chast, Les Hanson, Kevin Leather and Summer Reilly each received 3 mentions. There were 31 other employees who had 1 or 2 mentions and 14 respondents did not mention any employees names at all.

8. If there was another vendor who offered the same technology at the same price as ABC Company, how likely are you to use another vendor?

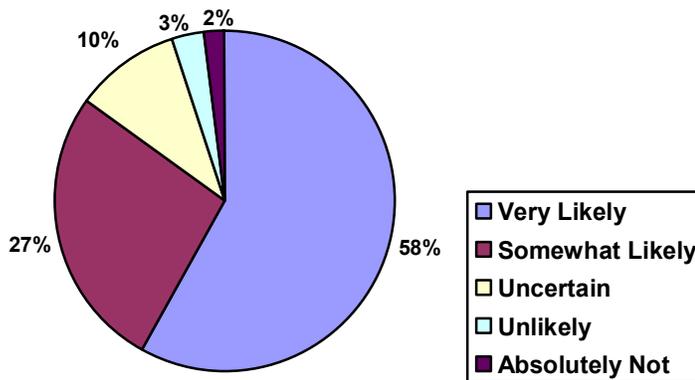
Results for this question are inconclusive – 30% are likely to use another vendor - with the majority only being somewhat more likely (23%), 33% are not likely to use another vendor – with the majority only being somewhat unlikely (23%) and 28% are uncertain.

8% of respondents found this question was not applicable to them.



9. *Would you recommend ABC Company to a friend or colleague?*

An overwhelming amount of respondents (85%) would recommend ABC Company to a friend or colleague. 58 % are very likely to do so. Only 5% were unlikely with just 1 respondent saying they absolutely would not.

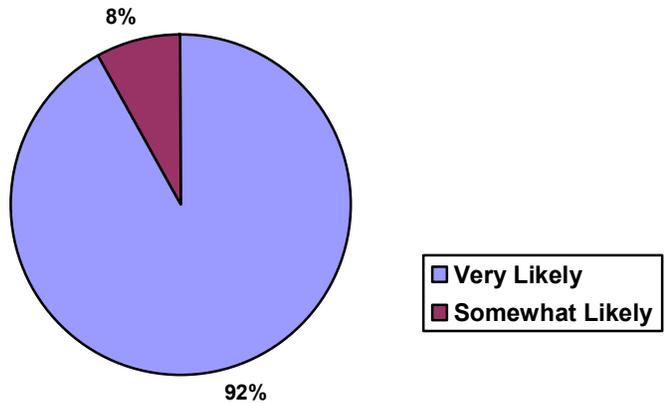


10. *If you were contacted by a third party as a reference for ABC Company, how would you describe the relationship?*

Again an overwhelming number of respondents' replies are positive towards ABC Company. 83% describe a positive relationship with ABC Company (58% are very and 25% are somewhat). 12% would describe a neutral relationship whereas only 5% would describe a negative relationship with ABC Company.

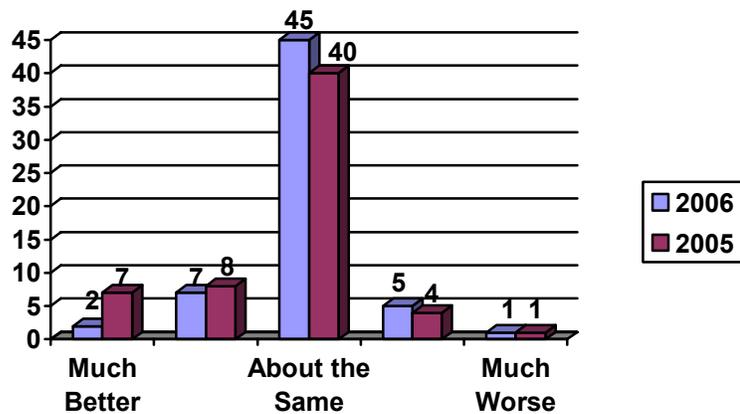
11. *All in all, would you say you are a satisfied customer?*

This is another area that showcases the overall satisfaction customers have with ABC Company. 92% replied that they are satisfied customers while 8% feel that they are not.



12. As compared to a year ago, how do you perceive ABC Company?

In 2006, customers mainly perceived ABC Company about the same. 78% replied this way. 15 % perceive ABC Company better and 10 % perceive ABC Company worse. In 2005, more customers perceived ABC Company better than the previous year, while the amount that perceived worse was about the same at 9%.



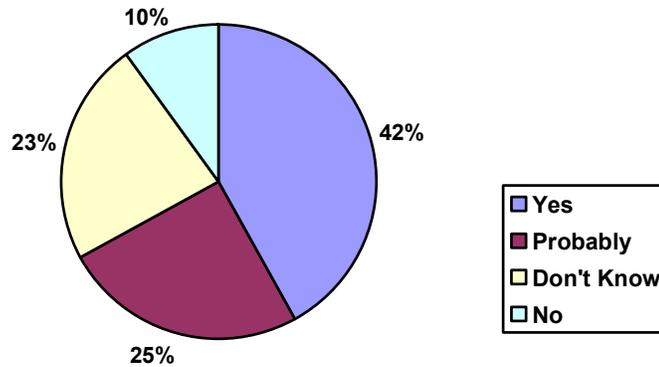
13. How many providers do you intend to use in the next year?

The majority of the respondents, 55% are planning on using 2-3 providers next year. 25% say they will be using a sole provider while 10% intend to use 4 or more. Another 10% of respondents replied that they were not planning on using any providers next year.

Compared to last year, the amount of customers planning on using only one provider has gone down from 39%. This suggests that customers are more open to using multiple providers this year.

14. Do you intend to use ABC Company as an IVRS Provider in the Next Year?

Most customers (67%) intend to use ABC Company again next year. 42% say yes while 25% say probably. 23% are not sure while only 10% give a definitive no.



15. What advice would you give ABC Company?

The most popular advice was to Keep Up the Good Work (20%). Staff Retention was another piece of advice along with More Proactive Management and More Training for Project Management (all 7%). Another significant piece of advice was to Increase Staff or the Availability of Staff (5%), which along with the former and some lesser mentioned responses, make the majority of advice to actually be about ABC Company's staff in general (32%). This shows that while the majority of customers are satisfied and will be using ABC Company next year, the staff in general need to make improvements in order to keep that satisfaction up.

The other 23 responses included comments about pricing, flexibility, growth, technology, timeliness and reports. 5% of respondents were not sure of what advice they would give and 18% had no advice for ABC Company.

Summary and Conclusions

Overall the respondents interviewed are satisfied customers who will be continuing to use ABC Company in the next year.

- 92% are satisfied customers
- 67% intend to use again next year
- 85% would recommend ABC Company to a friend or colleague
- 83% would describe a positive relationship as a reference
- 58% have no dissatisfaction with ABC Company
- 33% would remain loyal to ABC Company even to a competitor equal in price and product.

The top three elements clients are looking for are Cost Effectiveness, Experience/History/Track Record and Timeliness. Obviously ABC Company customers are coming back and are generally satisfied with these attributes.

Customer Service and the IVRS Systems ranked top when respondents were asked to name their top areas of satisfaction with ABC Company. Responsiveness to Problems and Issues was the top area of dissatisfaction, yet 58% of those asked had no response to this question. This shows that respondents have mostly positive opinions of ABC Company.

- When asked to rate areas of satisfaction on a scale of 1-5 with 5 being most satisfied, respondents' replies ranged from 4.17 – 3.50. No area was scored as somewhat unsatisfied or not at all satisfied, further showing the general satisfaction with ABC Company.
- When comparing areas of satisfaction with other IVRS providers on a scale of 1-5 with 1 being much better than others, respondents' replies ranged from 2.40 – 2.93. Again there

was no negative scoring with certain areas being any worse than competitors. All answers fell within the “compared the same” or “better than others” categories.

Despite the rebranding initiative, 78% of respondents still perceive ABC Company the same as last year. This reflects well on ABC Company showing that customers did not have a negative reaction to the regrouping or name change.