

krome

2017 CUSTOMER SATISFACTION SURVEY



Krome Technologies customer satisfaction survey

Why your feedback matters

Since its inception Krome's mission has been to provide a superior level of service to our clients, the only way that we can ensure we are meeting, or exceeding your expectations, is to ask you, our customers directly.

The survey was sent out to everyone that had purchased via Krome throughout 2017, whether they were a new customer that year, or had dealt with Krome on a long term basis.

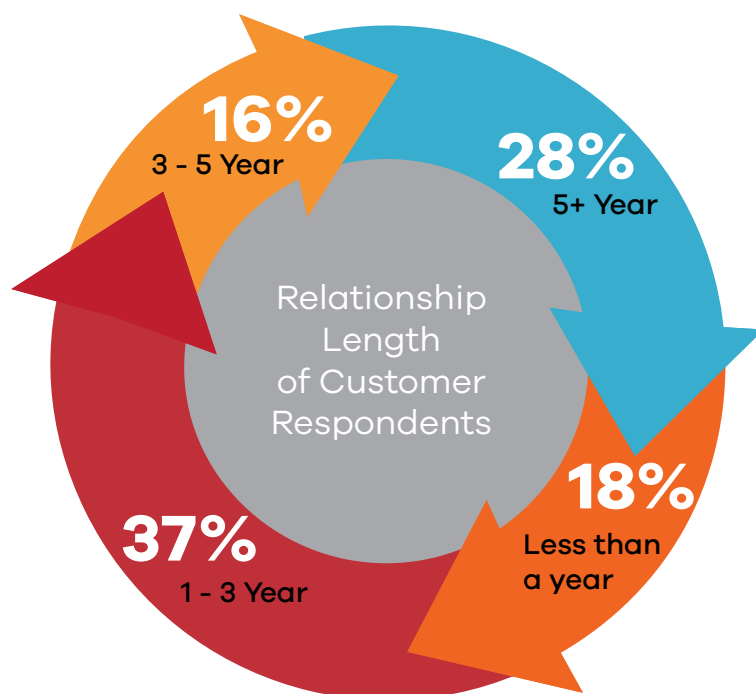
30% Response Rate

30% of the customers that the survey was sent to responded. Thank you to each of you that did.

It is incredibly important to us to ensure that we deliver all of our customers, new and long term, with a consistent, high service level.

As you will see from the survey response figures, the results in this report have been compiled from a proportional number of customers that have engaged with us anywhere from the past year, through to five years or more.

As an organisation one of our aims is to constantly enhance and improve on the services we offer our customer base. With the feedback provided we can make the changes necessary to enhance the overall customer experience even further.



100% Of customers said they'd recommend Krome Technologies to others

42% Have already recommended Krome Technologies to others

"Having worked with Krome at my previous company, I recommended them for projects with my new one. Krome have always been very professional from the original consultation and quotations process through to the project completion. I will continue to recommend them in the future."

Customer feedback provided from the 2017 survey.

How you rated our services

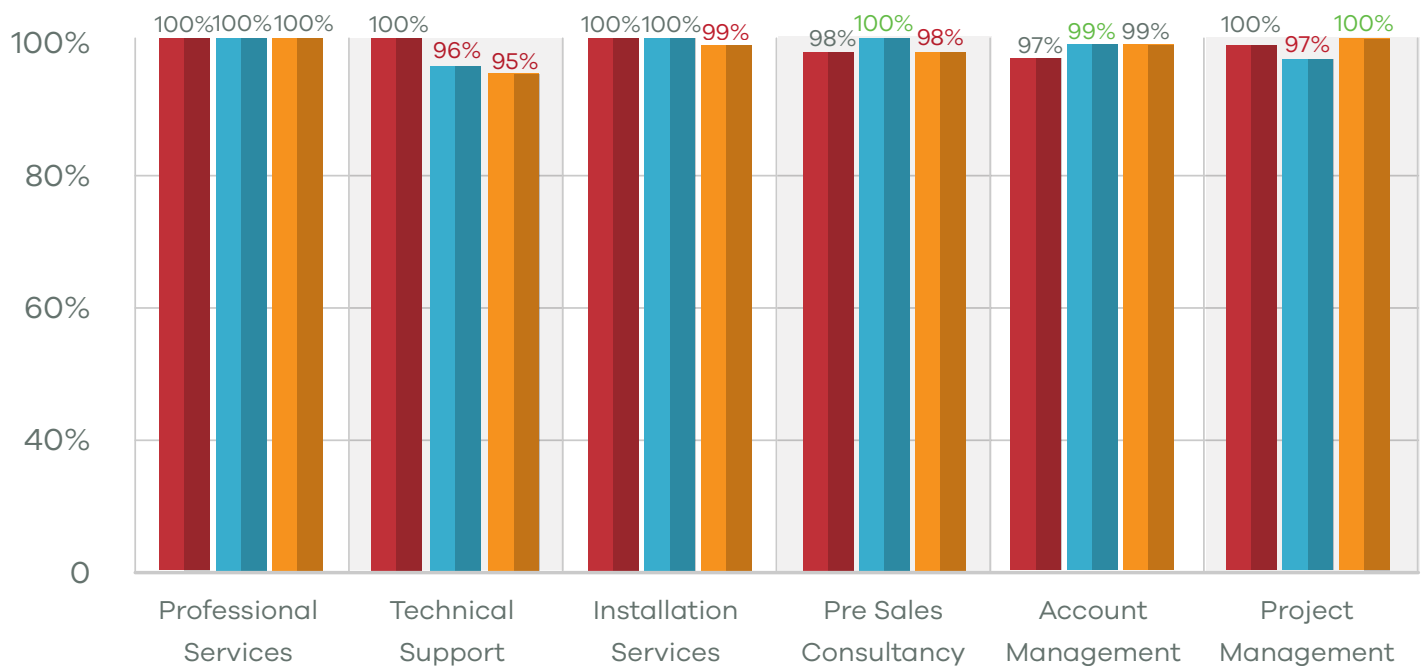
How many of you graded us **GOOD - EXCEPTIONAL**

2015

2016

2017

Figures have been collated based upon the data provided; where "not applicable" has been selected we have removed from the data count.



What changes have been made or are being implemented.

- In keeping with last year, we are pleased to see our professional services and installation services teams are still delivering at an incredibly high standard. Our internal initiatives around continuous quality control and improvement are evident and reflected as a result.
- We are pleased to see that we are achieving 95% satisfaction for our technical support services, we are however cognisant that this is an area for improvement; we are recruiting for further Tier 2 and Tier 3 technical consultants to join the support team, additionally we are adding a dedicated Tier 3 consultant to reside permanently on the service desk. In order to streamline service delivery in this area we are also implementing a new ITSM (IT Service Management) system, which should be live Q3 2018.
- To enhance our installation and deployment services further we have recently added additional deployment engineers across both our southern and northern offices.
- Our pre-sales consultancy rating remains high, which is excellent. Further investment to grow our pre-sales team is being made, enabling us to scale further and react faster to our customer needs.
- Our investment in upskilling long term Krome employees with project management training, coupled with some key acquisitions has proven its worth with our PM rating moving back up to an impressive 100%. Further investments are planned in this area and we intend to keep our rating high moving forwards in 2018.

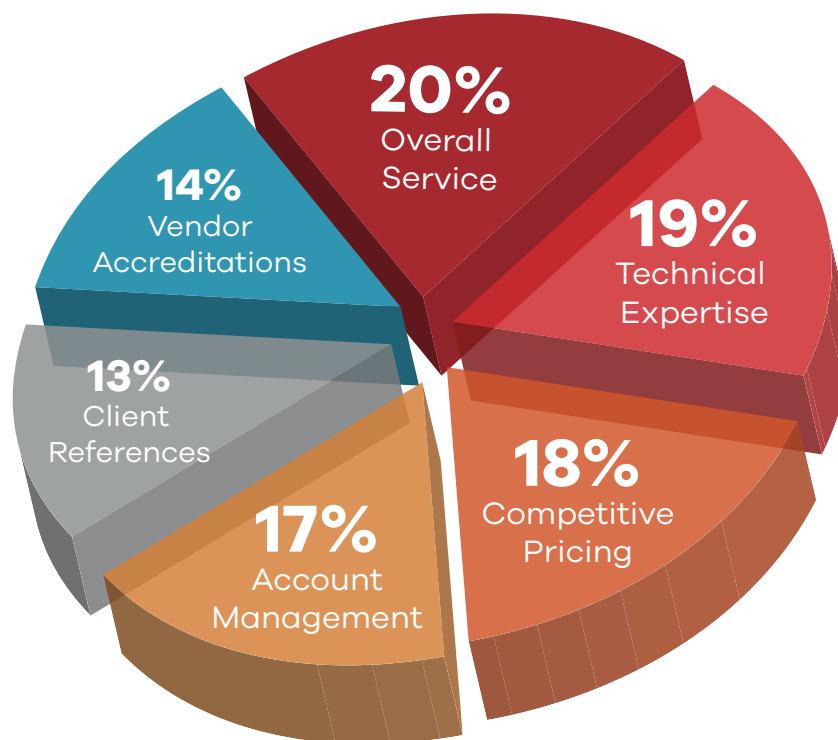
"Krome is an exceptional company. Our account manager is extremely helpful, always willing to go the extra distance, and has access to very knowledgeable people for pre-sales and post-sales support. They have also always been very competitive on price. Krome is our preferred supplier and I would highly recommend them to other organisations!"

Customer feedback provided from the 2017 survey.

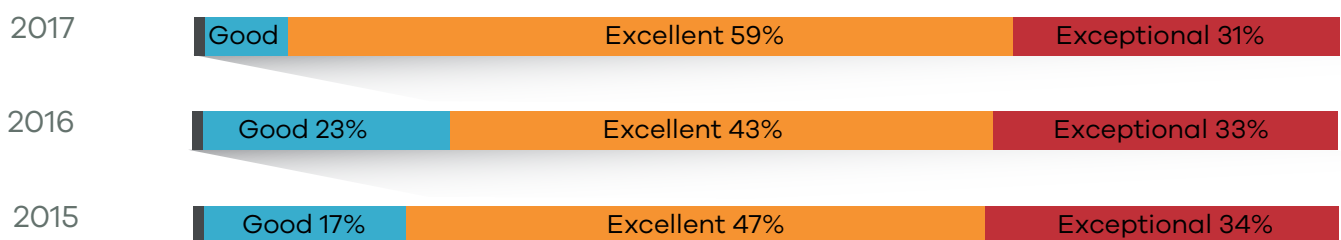
What is important to you in a supplier

What you consider the most significant factors when selecting a supplier, in order of overall importance.

Interestingly, the survey results from the previous year showed extremely similar figures across the spectrum, with quality of overall service and technical expertise graded as the most significant factors when selecting a supplier. The importance of competitive pricing has risen by just 1% compared to last year, with vendor accreditations and client referrals remaining the same.



How you compared Krome to your other suppliers

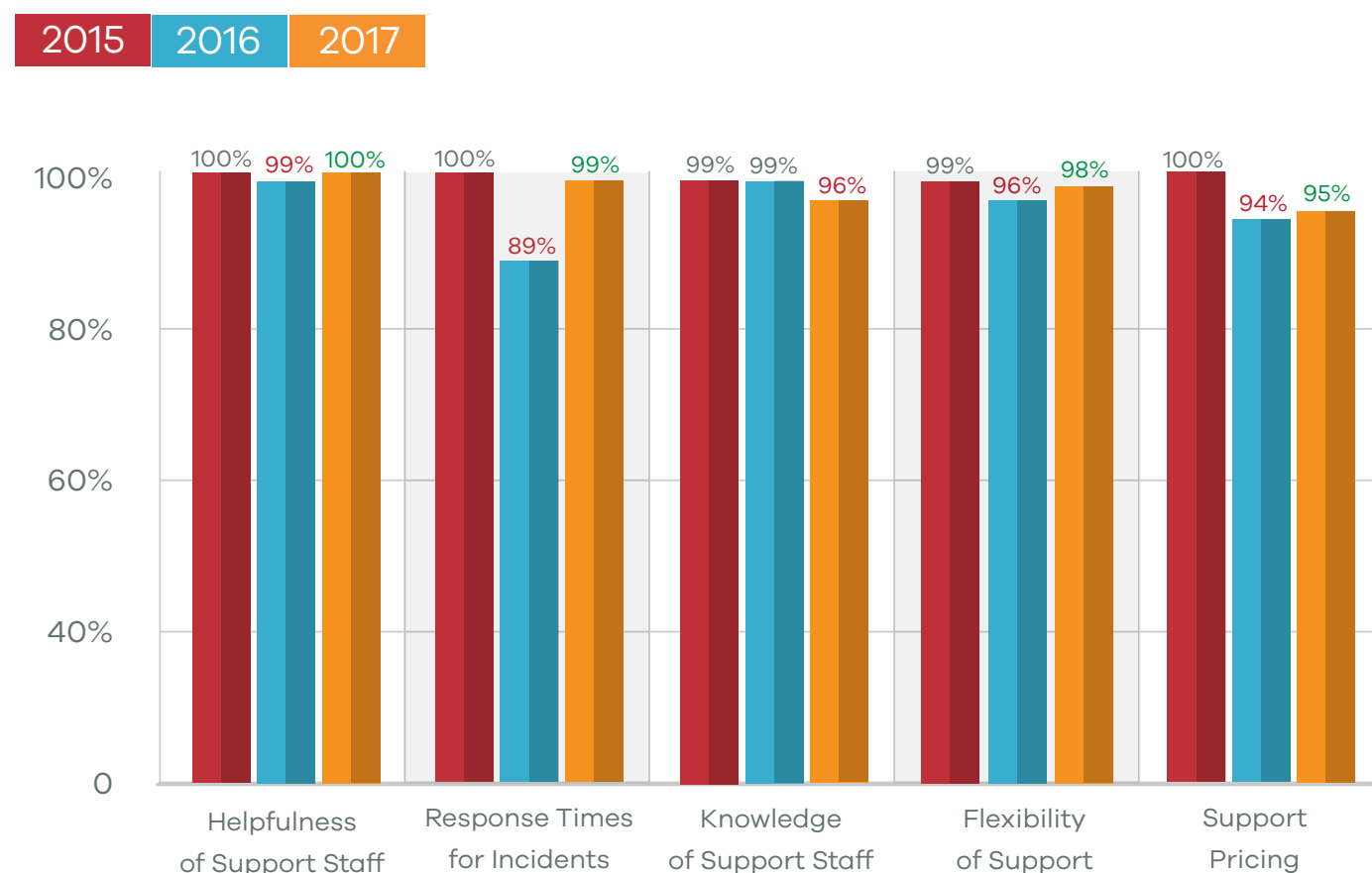


"Krome knows its business and its customers, if you know your customers business and understand their needs, then you can supply them with the right solutions. That's what everyone should be looking for, and Krome can deliver it."

Customer feedback provided from the 2017 survey.

How you rated our technical support services

How many of you graded Technical Support **GOOD - EXCEPTIONAL**



We are pleased that across a large cross section of responses, we are still very close to achieving our goal of 100%, a goal that will continue to have a concerted focus in 2018. We are in the process of implementing new systems that will enable us to provide an improved level of service for our customers. Whilst we would like to see every element of our business rated as 100%, which is our aim, achieving this year on year is difficult; we take on-board all feedback and use it to assist us in applying our focus where it is most needed.

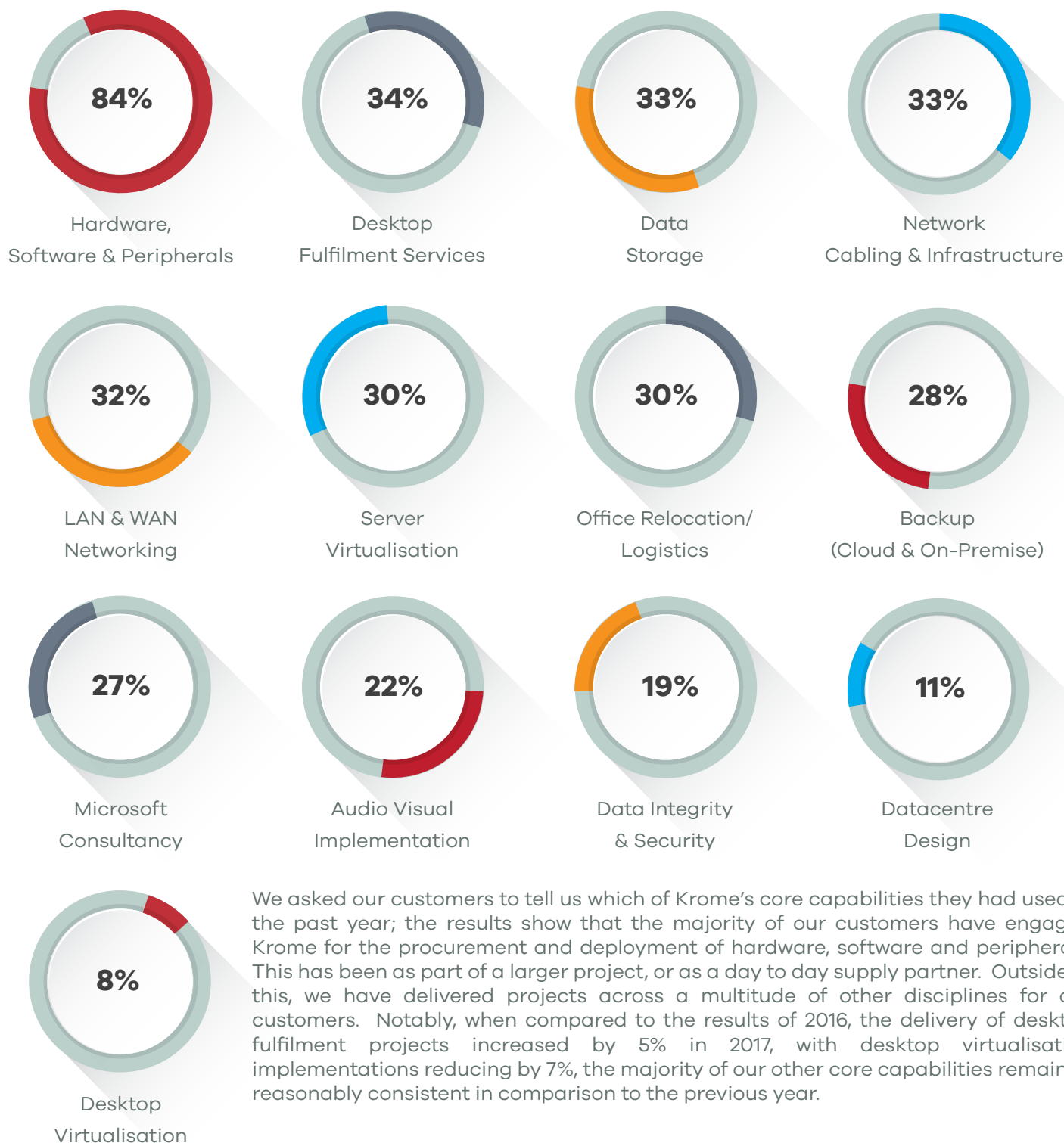
In response to the small decrease in ratings that we received for our support services in 2016 we have addressed these issues and are delighted to have seen an overall improvement in 2017. Our primary objective within the support function was to make significant improvements in the response times to logged incidents, we achieved this by strengthening our helpdesk team with additional first line members and added a dedicated technical receptionist to help log and manage the helpdesk tickets. The implementation of our new ITSM (IT Service Management) system will be completed this year which will provide significant process improvements internally.

A structured technical training programme is now in place to enhance and broaden the skills and knowledge within the first-line response team and a dedicated Tier 3 consultant will reside permanently on the helpdesk.

"Krome has met all of our expectations, delivering quality solutions with suitably expert consultancy and support. It is also very confidence inspiring dealing with a company where you get to know people by name and are not simply another number in the system."

Customer feedback provided from the 2017 survey.

The projects we've been working on for you



We asked our customers to tell us which of Krome's core capabilities they had used in the past year; the results show that the majority of our customers have engaged Krome for the procurement and deployment of hardware, software and peripherals. This has been as part of a larger project, or as a day to day supply partner. Outside of this, we have delivered projects across a multitude of other disciplines for our customers. Notably, when compared to the results of 2016, the delivery of desktop fulfilment projects increased by 5% in 2017, with desktop virtualisation implementations reducing by 7%, the majority of our other core capabilities remained reasonably consistent in comparison to the previous year.

"From my involvement with the various team members from Krome, the opinion I have is that Krome as an organisation have a very proactive sales team, backed by a technical team who are fully skilled to take on a project, no matter what the size or complexity. They put the customer first."

Customer feedback provided from the 2017 survey.

What we are doing to enhance your experience



In Summary

Overall, we are very pleased with the feedback from our customers relating to our performance in 2017. We are an open organisation and we are happy to disclose the facts to our clients, good or bad. It is only by continually approaching our customer base for honest and direct feedback that we can endeavour to improve our services.

Our aim for 2018 is to use the information provided in 2017's customer satisfaction survey to improve the business. This information assists us in shaping our training plans, our investment strategy and gives us the direct information we need to continually improve to ensure we hold true to our ethos of being a customer first, partner organisation.

"I feel well supported having Krome as a partner. Technically proficient and professional. My relationship with Krome is built on mutual trust; they are not interested in 'quick wins' but rather in finding mutual benefit in a long-lasting partnership."

Customer feedback provided from the 2017 survey.

krome

Krome Technologies Ltd
Krome House
246 Station Road
Addlestone
Surrey KT15 2PS

+44 (0)1932 232345
sales@krome.co.uk
www.krome.co.uk

Krome Technologies Ltd
Krome House
2 Quays Reach
Carolina Way, Salford
Manchester M50 2ZY

+44 (0)161 8681360
sales@krome.co.uk
www.krome.co.uk