



CUSTOMER
SATISFACTION
REPORT

August 2013

logos®

the name alone is excellence

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General Comments

“A customer is

the most important visitor on our premises. He is not dependent on us; we are dependent on him. He is not an interruption in our work; he is the purpose of it. He is not an outsider in our business; he is part of it. We are not doing him a favor by serving him; he is going us a favor by allowing us to do so.”

Mahatma Gandhi

Passion **Perseverance** **Team Work** **Quality**
 Publicity Proximity Campaign
Vision
 Competency Clients **Creativity** Top Ten
Service Member of AAA Production
 Communication **Attitude** Future Success
 Advertising Agency **Values** Design Challenge
 Excellence **Determination**
 Integrity



Professional
Background

Throughout its 25 years of existence, Logos Publicity Limited a fully fledged advertising and communication agency incorporated on 17 November 1987, has made its way in the advertising field and has established a reputed named by providing quality services to its clients.

At Logos, the client comes first and in order to respect those lines, the agency ensures that they continuously evaluate their performance and keep abreast with the clients' demands and constant feedback through a client satisfaction survey. The previous client report was made in 2010 and this latest 2013 version comes with some new aspects

Methodology

The Customer Satisfaction evaluation process

A sample consisting of 17 clients of Logos was interviewed through face to face meeting, by email and through telephonic interview.

Data Collection

The fieldwork to gather the required information for the report started on the 14th of June 2013 till the 12th of July 2013

Measurement of Satisfaction

Data collected pertained to different aspects of the service provided by Logos and were thereby divided into 6 categories:

- Client profile
- Campaign evaluation
- Service quality
- Employee performance
- Pricing policy
- Client's general opinion

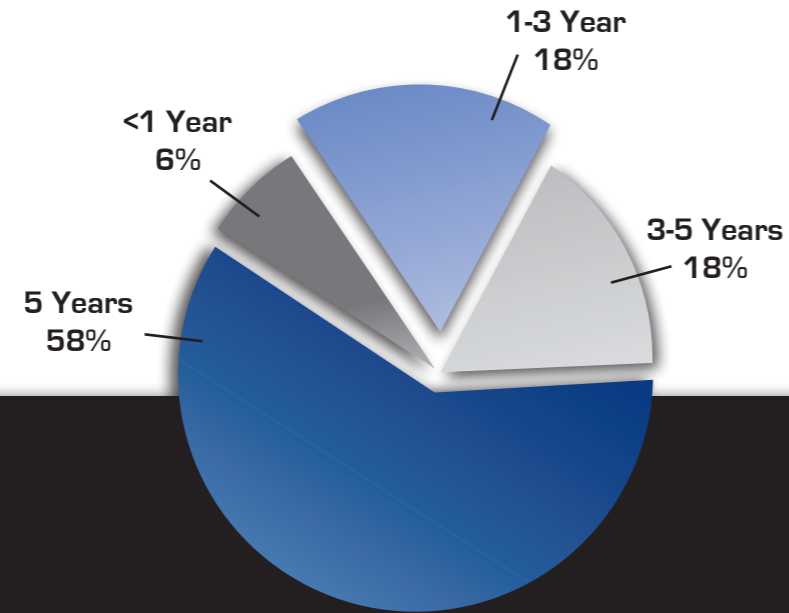
Response rate:

Out of the 25 questionnaires sent out, only 17 responded.

Response rate: **68 %**



Client Profile



CLIENT FIDELITY

Client working history with Logos

The respondents were asked the number of years during which they have been working with Logos and had to select between 4 alternatives namely; less than one year, between 1 to 3 years, between 3 to 5 years and more than 5 years.

As shown in the below pie chart, **58 %** of the clients have worked with Logos for more than 5 years, **18 %** between 3 to 5 years , **18 %** 1 to 3 years and **6 %** less than one year.

“Every great business is built on friendship”

J C Penny

Client Profile

CLIENT FIDELITY

Client future intention with Logos

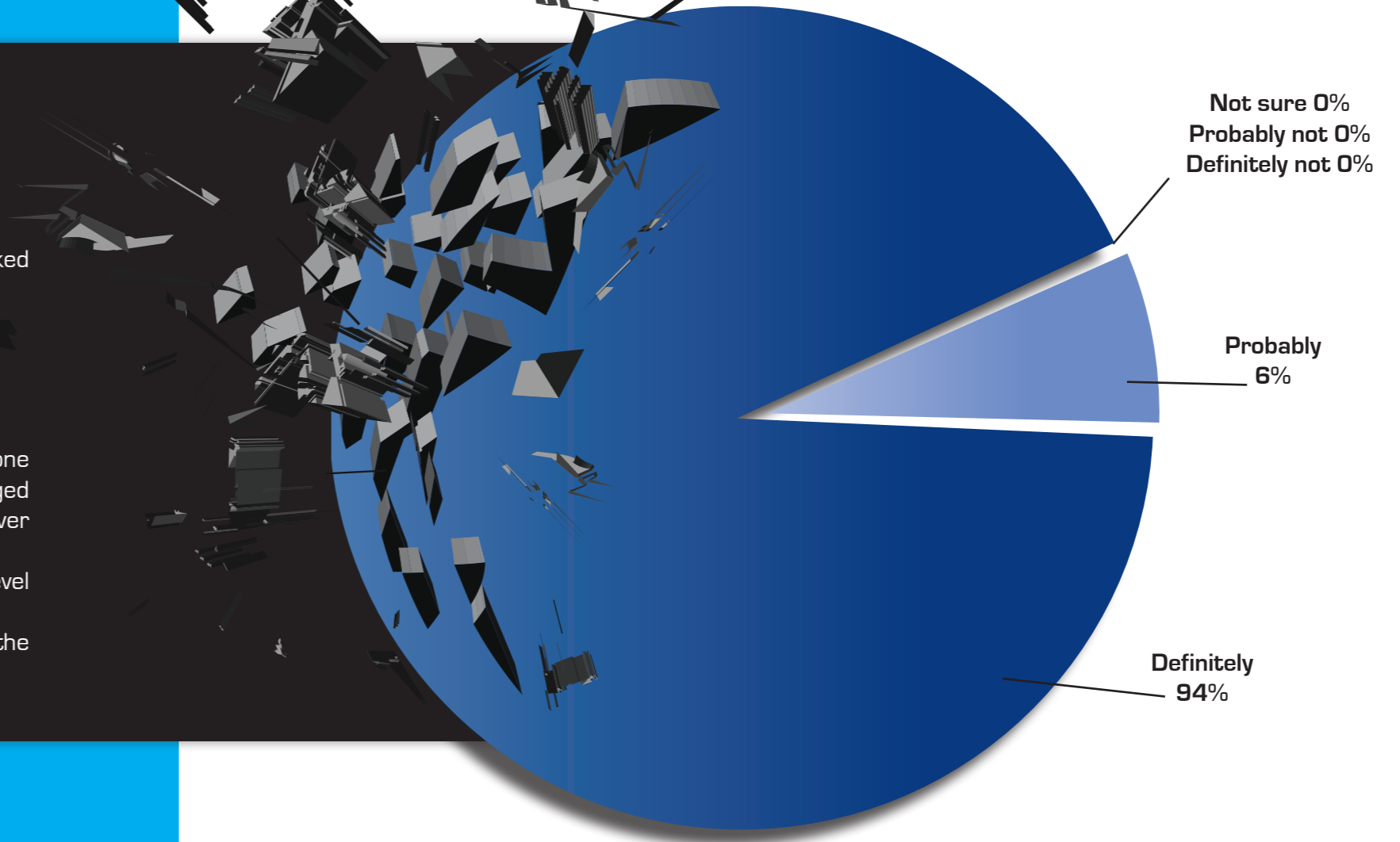
To determine whether or not the clients of Logos intend to stay with Logos in the coming future, they were asked whether they would continue to use the services of Logos and the results were as such with **94 %** definitely, **6 %** probably and **0 %** for not sure, probably not and definitely not.

The reasons for the respondents' choice of 'definitely':

For some of the clients, Logos is considered as being a reliable partner, for others Logos is a number one agency in Mauritius. This shows that throughout the years of relationship with its clients, Logos has managed to provide an excellent service to its clientele which lead to an at all times satisfied clientele who have never experienced any problem with the agency.

Moreover, the agency is considered as a one-stop shop being a full fledge agency and the agency makes its level best to satisfy the requirements of the clients.

Thereby, beyond any doubts, the clients of Logos would like to keep on working with Logos and experience the same quality service.



Client Profile

CLIENT PERCEPTION

First word that comes in the mind of the clients when they think of Logos

Each client has a different perception of Logos and when each of them thinks about Logos different words goes through their mind. As such to know the perception of the client on Logos, the clients were asked to tell us the first word that comes in their mind when they think about Logos. The answers were then analyzed to assess any commonness in their answers.

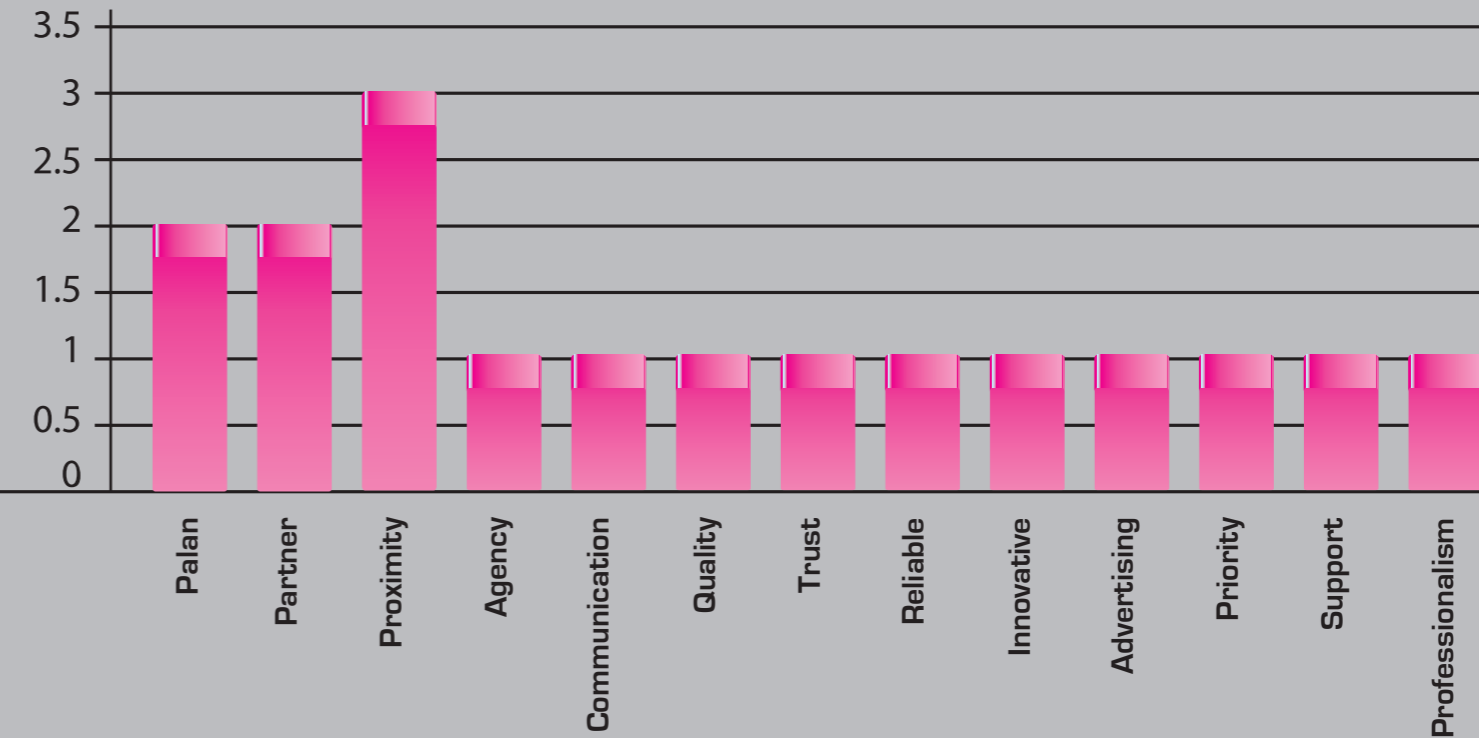
The results are as below:

3 clients associated Logos with the word 'Proximity'

2 clients associated Logos with the word 'Palan'

2 clients associated Logos with the word 'Partners'

While the remaining 10 respondents associated Logos with the words "Agency, Communication, Quality, Trust, Reliable, Innovative, Advertising, Priority, Support and Professionalism"



Client Profile

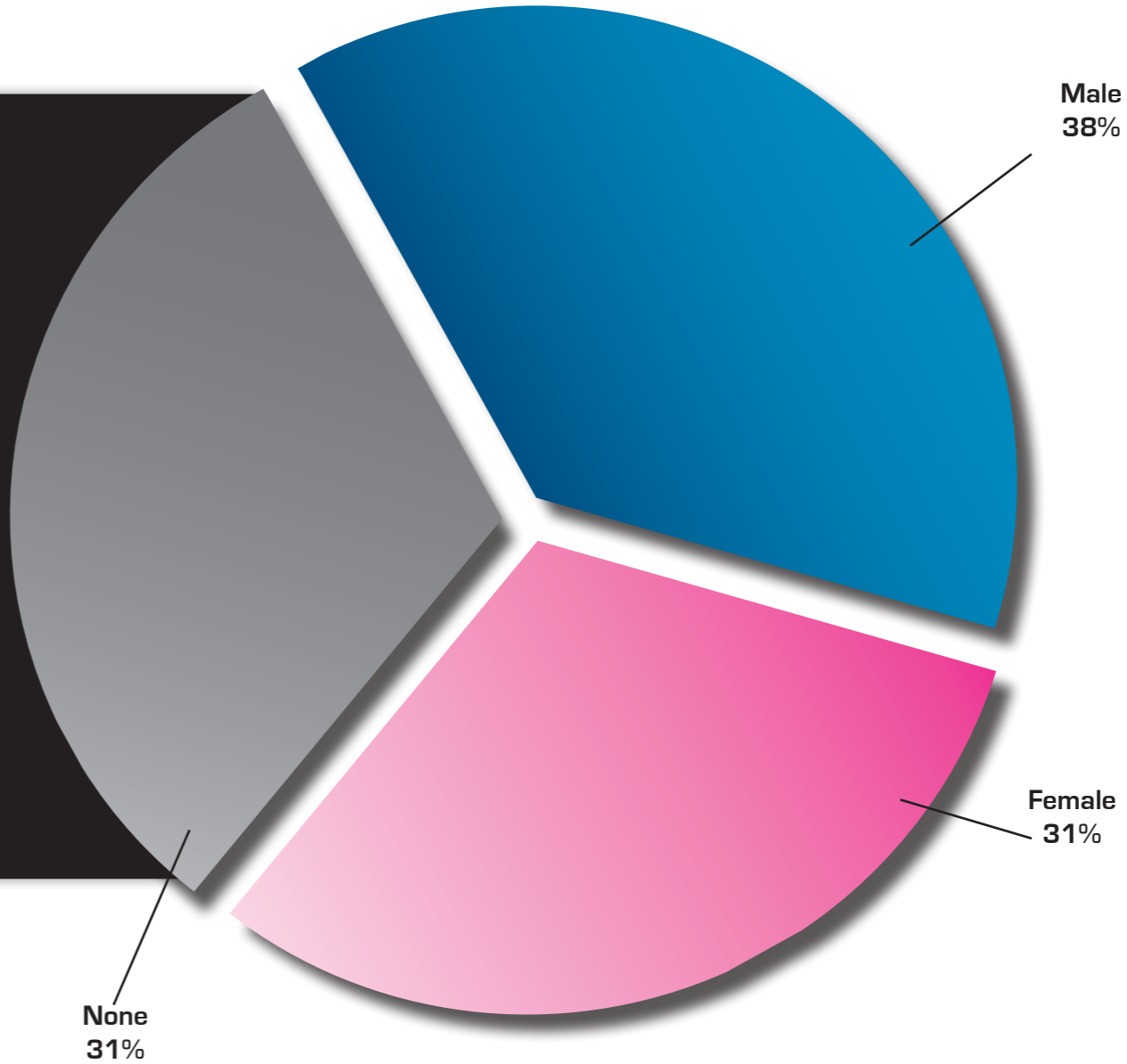
CLIENT PERCEPTION Association of a gender to Logos

For this particular perception question the respondents were asked to allocate a gender to Logos. **31 %** could not associate a specific gender to Logos as for them the agency has to a certain extent a little bit of both genders or because of the values of Logos.

38 % of the respondents chose to associate Logos with the gender male mainly because the agency is currently run by Mr Palan and his sons.

The remaining **31%** of the respondents chose to associate Logos with the female gender for several reasons. One of the main reasons is that the clients believe that everything is possible with Logos because the agency is a caring one and is the reflection of honesty. It can thereby be trusted for any work.

Also another reason to associate Logos with the gender female is that the agency is moving forward in the advertising field and is making headway towards change. Moreover there is an eye for details in the work carried out by Logos



Service Quality

Several questions were asked to the clients in order to rate the service quality in general

Clients' Opinion on the overall service

For this section the respondents were asked what they liked the most of the services provided by Logos.

The aspects of Logos that are the most appreciated by the clients are that Logos is considered to be a very reliable agency which can provide prompt services.

For instance, when the agency is given an important work to do within a short delay, the agency can produce a quality piece of work.

Also, Logos is very appreciated by its clients for its location, customer care service, professionalism to meet set deadlines and for its good responsiveness and flexibility to adapt to the demands of the clients.

The agency is valued as one that gives the clients a feeling of freedom to discuss their ideas and thereby always having the appropriate solutions.

The agency members are valued as being good listeners

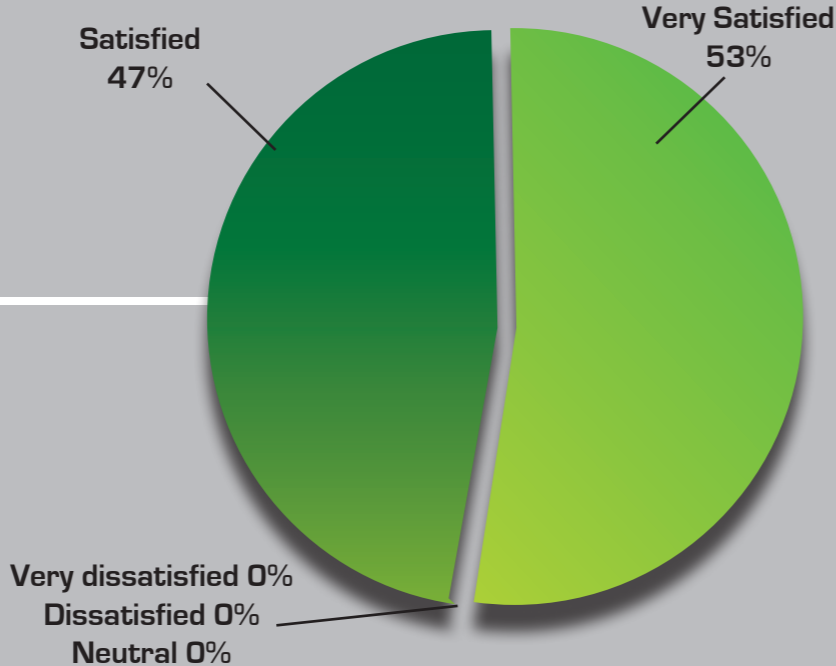
“When the
customer
comes first,
the customer
will last”

Robert Half

Service Quality

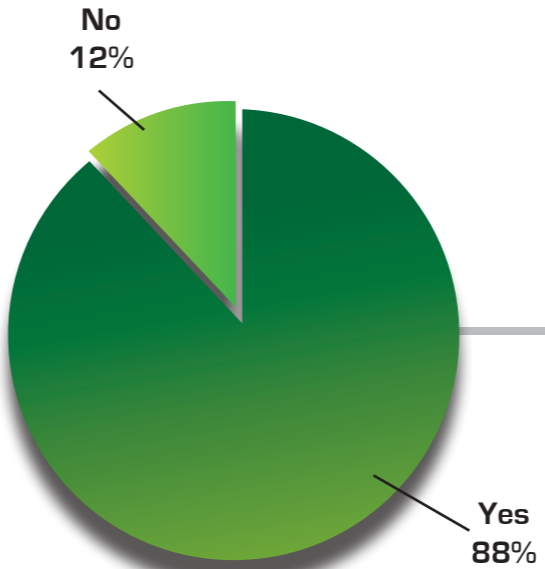
Overall Service Quality

The clients were asked to rate the overall service quality by choosing among five answers; (1) Very Satisfied,(2) Satisfied, (3) Neutral, (4) Dissatisfied, (5) Very Dissatisfied. The results were calculated by bringing out the percentage of clients' responses for each type of answer.



Clients Recommending Logos

From previous studies it has been noted that most of the clients got to know about Logos through word of month; by a friend or colleague. As such, to have a better understanding of how people discover Logos, the respondents were therefore asked whether or not they have ever recommended Logos. 88 % of the interviewed clients of Logos said that they had recommended the services of Logos to others while the other remaining 12 % said no.



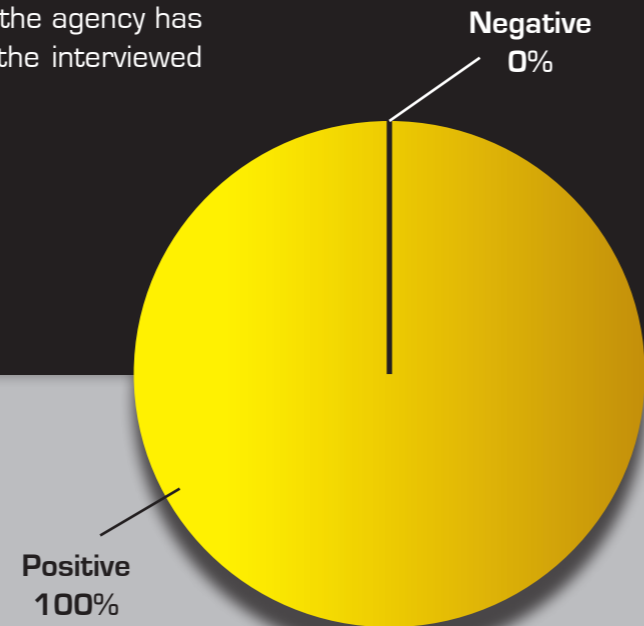
Campaign Evaluation

Outcomes of Campaign

"If constructive thoughts are planted positive outcomes will be the result. Plant the seeds of failure and failure will follow" Sidney Madwed

The outcomes of the campaign can either be classified as positive or negative. Of the 17 respondents, 100 % of them replied that the outcomes of the campaign were positive.

Therefore, it is important to note that throughout the years, the agency has not faced any form of negative outcomes complaints from the interviewed clients.



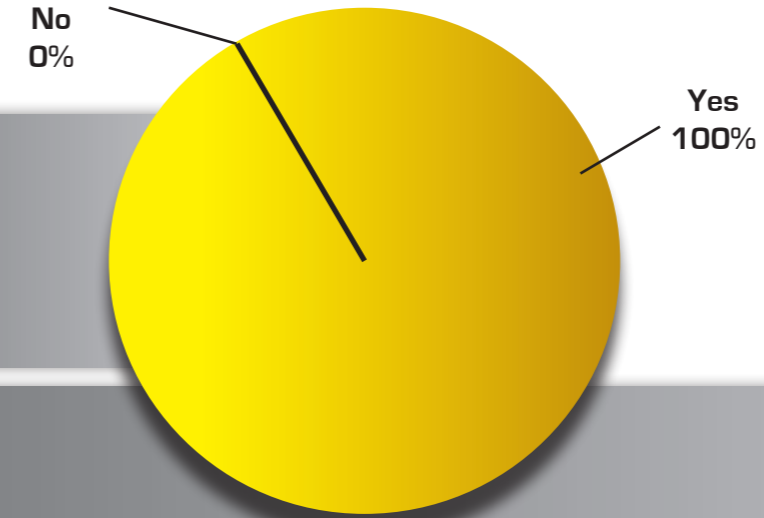
"Do what you do so well that they will want to see it again and bring their friends"

Walt Disney

Campaign Evaluation

Quality of campaigns met expectations

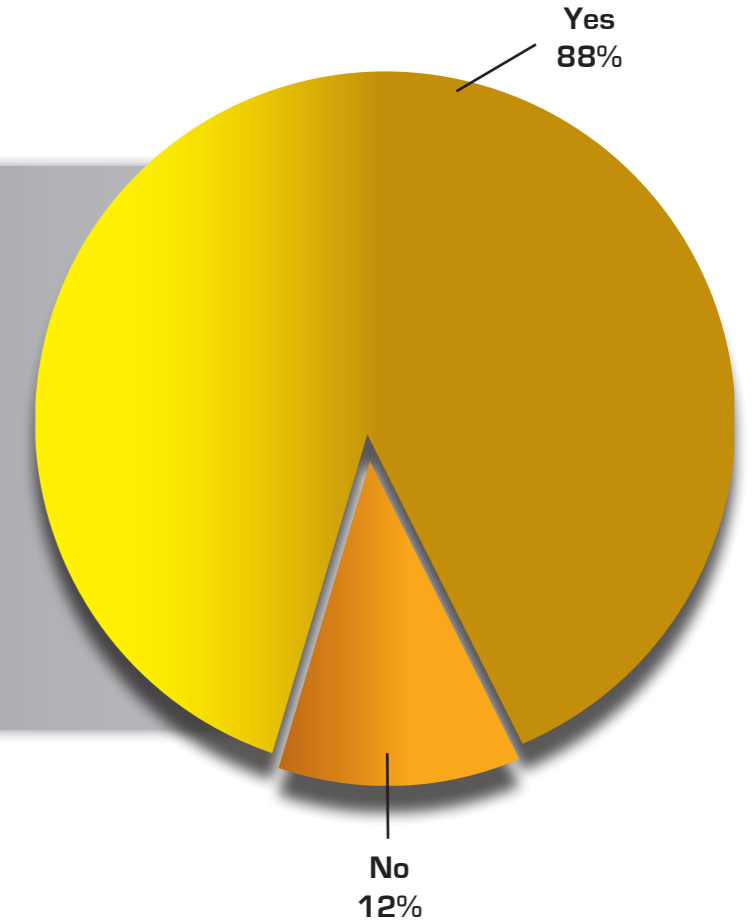
The respondents were asked whether or not the campaigns were to their expectations. Out of the respondents, 100 % of them said yes that the campaign met their expectations.



Campaigns went by the plan

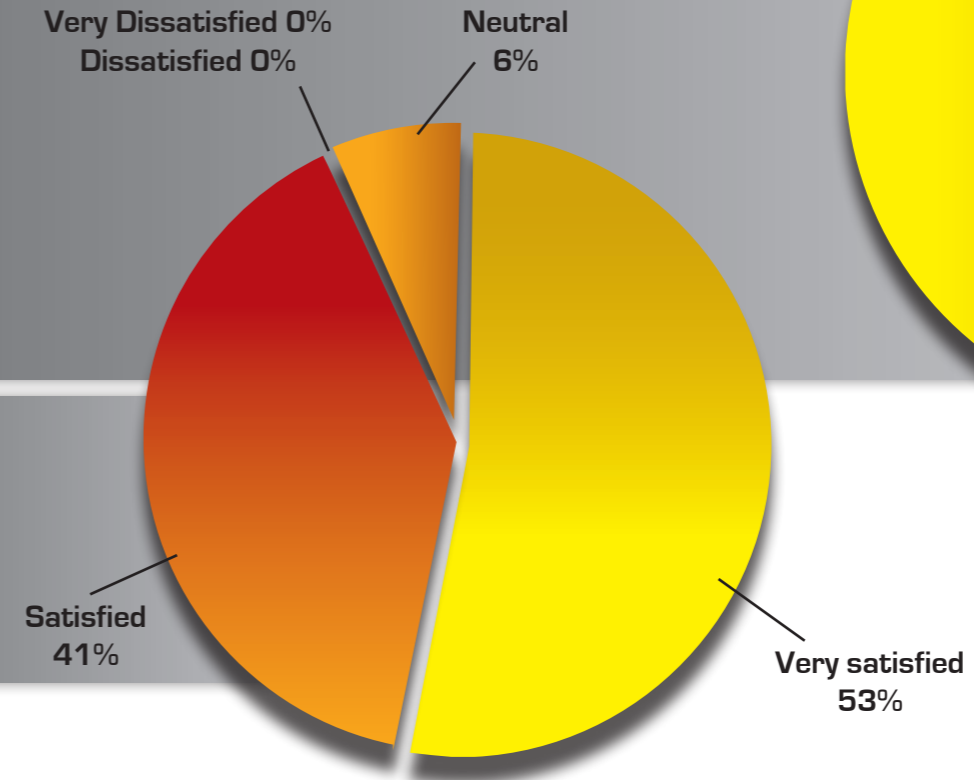
Out of the 17 respondents 88 % said yes, while the remaining 12 % said no. The main reason for which the respondents said yes is that: The objectives set for the campaign were attained as Logos adapted and followed the plan and met the preset deadlines.

While for those who said no, the reasons were mainly because of some changes or unexpected situations which are out of the control of Logos. For instance, due to economic reasons, some amendments were made which led to an increase in the quotations. It is important to note that the clients who said that the campaign did not go by the plan maintained that they did not held Logos responsible for economic changes and natural calamities.



Ability of the agency to understand and propose creative solutions

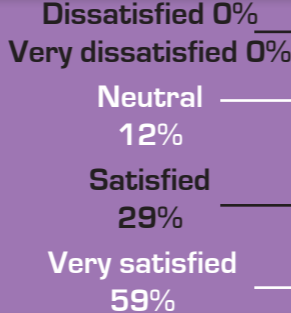
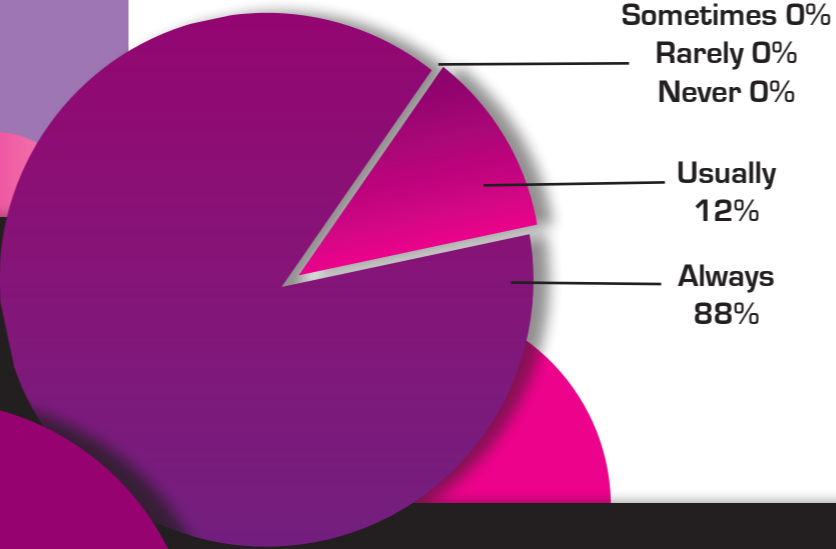
The respondents were given the following statement "the agency understood your problems and offered creative solutions" to evaluate on the basis of being: (1) Very Satisfied,(2) Satisfied, (3) Neutral, (4) Dissatisfied, (5) Very Dissatisfied. The results are as follows:



Pricing Policy

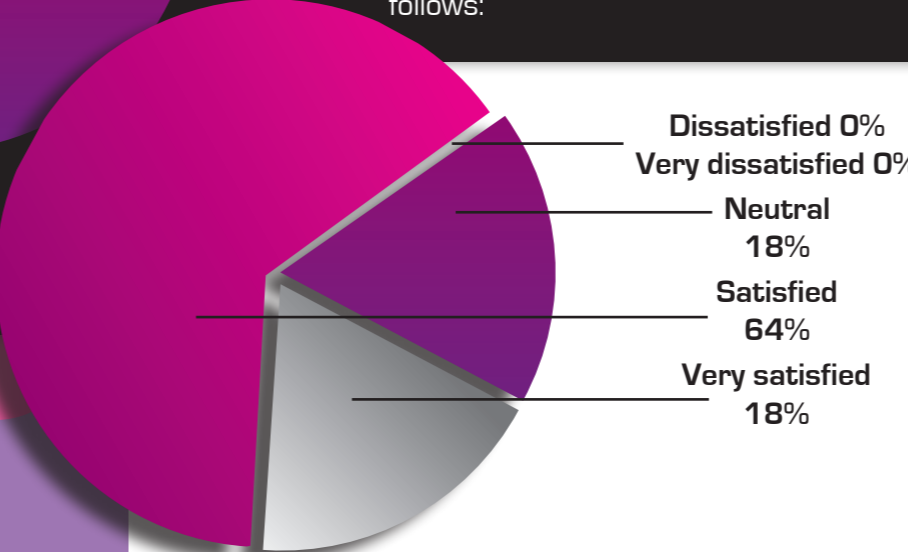
Flexibility of pricing policy

The first question that was asked about assessing the flexibility of Logos payment method and the results for the alternatives given were “88 % always, 12 % good and 0% for sometimes, rarely and never”. This is illustrated in the following pie chart:



Choices offered to clients

The clients had to evaluate the extent to which they believed the agency offered them choices which could be accommodated within their budget. In order to do so they were given the choice between five alternatives namely: (1) Very Satisfied,(2) Satisfied, (3) Neutral, (4) Dissatisfied, (5) Very Dissatisfied. The results are as follows:



Quotations sent to the clients

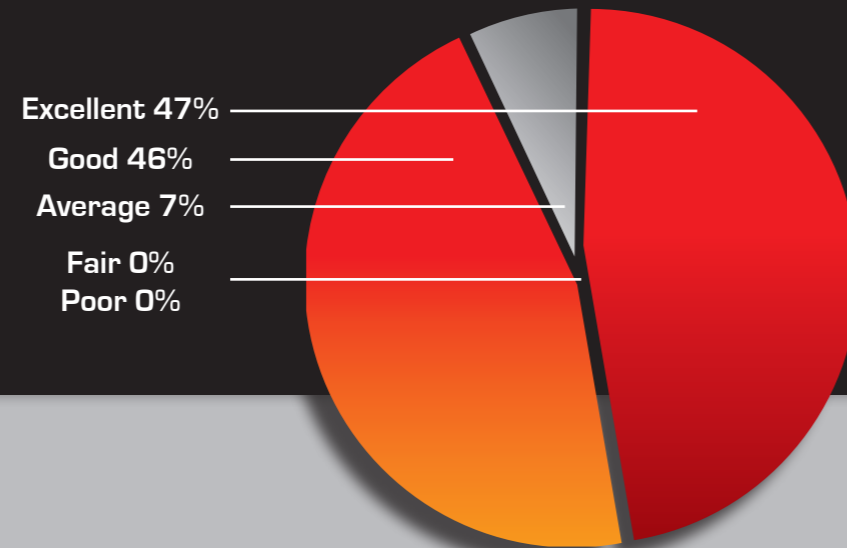
The clients also had to evaluate the extent to which they were satisfied with the quotations sent to them on the same basis as above. The results are as follows:

Employee Competency

This section reflects the competency of the employees of Logos which has been measured through several questions in the survey.

Overall performance of employees

The clients' rating of the overall performance was based on 5 choices namely: (1) Excellent, (2) Good, (3) Average, (4) Fair, and (5) Poor. The results were as follows with 47 % for Excellent, 46 % for Good and 7% for average.



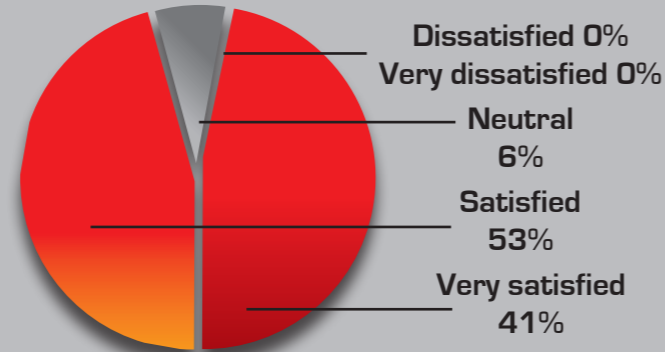
“Ability is what you’re capable of doing. Motivation determines what you do. Attitude determines how well you do that”

Lou Holtz

Employee Competency

Responsiveness of employees to queries

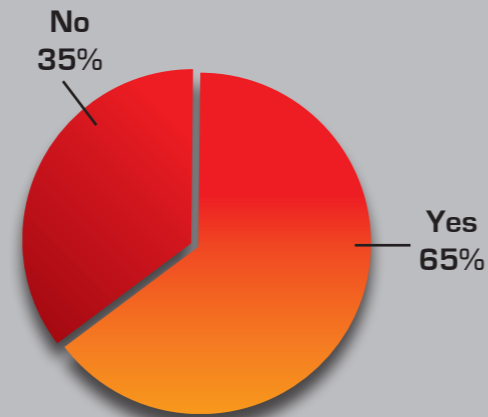
Further to the overall employee competency, the degree of responsiveness to queries was also analyzed and the results proved to be very positive with 94 % of the responses being for Very satisfied and Satisfied.



Commended staff

Also the clients had to choose whether or not the client thinks that one of the staff with whom they have been working have to be commended.

Out of the 17 respondents, 65 % chose yes and the remaining 35 % said no.



Testimonials

The forecasted future of Logos

Below is the list of answers of the clients to how they see Logos in the future:

"An undoubted excellent future and will definitely progress"
Julien R - Mr D. Santchurn

"Promising future"
Development Bank of Mauritius - Mr C.Lee

"The plus point of Logos is the service of proximity that they provide and that they are good listeners"
Development Bank of Mauritius - Ms C.Badere

"More quality services at the reasonable price as usual"
Airports of Mauritius Limited - Mr Appaya

"As an agency that will grow in size"
Total Mauritius Ltd - Ms J.Bhanjan

"Keep it up with the way they work"
Ceridian - Mauritius - Ms C.Theodore

"Logos will go very far if they adopt the same attitude and it is just a question of time for many to know about them."
Ceridian - Mauritius - Mr K. Mussai

"Une boîte à devenir; they have the qualities to seize an opportunity"
Seven Amps - Mr M. Palan

Testimonials

The forecasted future of Logos

Below is the list of answers of the clients to how they see Logos in the future:

“Will keep providing new ideas/techniques and stay on the same service track”
Manjoo Co Ltd - Ms S.Manjoo

“As a leading and trendsetter agency”
Le Caudan Waterfront - Mrs A.B.Laumond

“Expand their lines of activities and become more visible on many rudiments”
Mr Rajoo

“The agency will further progress”
ABC Foods (Chue Wing & Co ltd) - Mr J. Li

“Have their own printing department”
Phoenix Insurance - Mr T.Fernando

“It will be the best agency if it is not already”
Phoenix Insurance - Mr A. Joomun

“Same quality service and no matter the amount of designers; the service will be there”
System At Work - Mr A- Sadaful

“Expanding and be among the best both on national and international level.”
Financial Intelligence Unit - Ms Y.I.Fureed

“Improving”
Valspring (Eau Val Ltée) - Mr J.P.Lee

Conclusion

The main objective of this study was to evaluate the extent of client satisfaction of Logos and finding out the opinions and views of the clients on Logos.

As shown in the previous sections, Logos is well appreciated for its philosophy, services, its employees, pricing policies and many more.

The report also shows the future intentions of the clients, thereby explaining the strong bonds that exist between Logos and its clients.

General Comments

Below are the general comments of the clients on Logos:

“Good agency to work with”
Julien R - Mr D. Santchurn

“Never had any problem in any dealings with Logos”
Development Bank of Mauritius - Mr C. Lee

“The plus point of Logos is the service of proximity that they provide and that they are good listeners”
Development Bank of Mauritius - Mrs C.Badère

“More quality services at the reasonable price”
Airports of Mauritius Limited - Mr G. Appaya

“Logos is a trust-worthy agency and is honest when dealing with its clients”

Total Mauritius Ltd – Mrs J. Bhanjan

“A devoted Mauritian agency which can be described as being a good listener and which finds the appropriate solutions and is reliable.”

Ceridian - Mauritius – Mrs C. Theodore

“A very friendly agency with which there is no need to talk a lot for them to understand the client’s business need.”

“Availability for Logos is very important and as a client of Logos we cannot find any negative aspect about them.”

Ceridian - Mauritius - Mr K. Mussai

“An agency that is on the right track and has made a lot of progress”

Seven Amps - Mr M. Palan

“Logos is a very reliable agency and they maintain good personal contact with the client which is very important for me.”

Manjoo Co Ltd - Ms S.Manjoo

“Logos is the ideal partner, they are hard workers and for them the client is king”

Le Caudan Waterfront - Mrs A.B.Laumont

“Logos has profound respect for its clients and as a client I get the sentiment of respect with the service provided by Logos.”

“Trust when it comes to small deadlines”

Mr Rajoo

“Satisfied with the services provided by Logos”

ABC Foods (Chue Wing & Co ltd) - Mr J. Li

“All the projects done with Logos have been carried out well”

“Excellent feedback from customers”

“Mainly because of the good feedback obtained from the public that the company is staying with Logos; as one of the best advertising agency”

Phoenix Insurance - Mr T. Fernando

“Very supportive agency which is at the same time a creative one as well”

Phoenix Insurance - Mr A. Joomun

“Professionalism never came as an issue or question with Logos; it’s just like buying a Gucci bag”

System At Work - Mr A. Sadaful

“Good team with a high level of professionalism and work will be done to expectation”

Financial Intelligence Unit - Ms Y.I.Fureed

“Very comprehensive and always aiming at its best”

Valspring (Eau Val Ltée) - Mr J.P.Lee

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