



# Client Satisfaction Study

based on Net Promoter Score Survey

2020

# INTRODUCTION

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In the 9 years of operation, Sustainable Square advisors and consultants have delivered more than 150 projects to our clients. We came together to raise an important question being a customer-centered company.

## **What do our customers think about the projects delivered for them in Sustainability and Social impact?**

Therefore, after several discussions, we decided to run a Client Satisfaction survey completely designed in house to gain the exact answers we are looking for to help us serve businesses' needs better and identify sustainability risks in an organization.

# METHODOLOGY

To conduct a Client Satisfaction survey, a Gantt chart was used to divide the project scope into 4 phases including the following:



## Project setup

Client Satisfaction Research & Development, Client Satisfaction Framework Development, Sustainable Square Client's List Preparation & Classification, Development of Bank of Issues & Sub-Issues, Client Satisfaction Survey Creation.



## Listen to clients' feedback

Roll out Client Satisfaction Survey's to Clients Stage 3 (indicates the stage of project delivery), Send Reminders/Call Clients to take the survey, Gather all feedback in a report for Business development, Roll out Client Satisfaction Survey's to Clients Stage 1 & 2, Send Reminders/Call Clients to take the survey, Gather all feedback in a report for Product Delivery team.



## Analyze feedback

Meeting with Advisors, Sustainable Square Client's Feedback Action Plan.



## React to customer feedback

Call/Email Client with feedback resolution.

# RESULTS

*The survey included 10 questions and 4 pages. It was estimated for the survey to be completed in 5 minutes. 20 partners have taken the survey. This study is conducted for projects delivered in the past 3 years (2018 - 2020).*

# 9.4

average rating



# 80%

Net Promoter Score

## When we asked our clients “how likely are they to recommend our Advisory to other organisations?”

- On a 1 to 10 rating scale:
- 20% of the clients reported 8 out of 10.
- 20% reported 9 out of 10 and 60% reported 10 out of 10.
- **The average rating was 9.4 out of 10.**
- **The Net Promotor score is calculated to be 80%.**

Clients were asked based on **which phase of the project delivery** would they place their rating on and we found the following percentages of them reporting on:



*The value behind what the client paid for **Project delivery** was **important** to understand and so we asked them the following:*

**“Considering the overall value of the project you paid for, how would you evaluate our service?”**



**20%** said it was an exceptional value, **worth more than we paid for**

**80%** said it was a good value, **worth about what we paid for**



*We really wanted to know **if our partner would sign again** with Sustainable Square for a new project.*

In comparison to how they felt about Sustainable Square before this project, **our clients’ interpretation of completing another project with Sustainable Square**



# RESULTS

We asked our clients few statements to analyze the way we deal with our clients, here are the statements:



**100%**

of the clients strongly agree that:

*"Sustainable Square's project manager is knowledgeable and professional."*



**90%**

strongly agree while **10%** somewhat agree that:

*"they feel like they have a good relationship with Sustainable Square's project manager."*



**80%**

strongly agree while **20%** somewhat agree that:

*"Sustainable Square's project manager is making a positive contribution to my business."*



**100%**

of the clients strongly agree that:

*"Sustainable Square's project manager responds to my inquiries in a timely manner."*



**70%**

strongly agree while **30%** somewhat agree that:

*"Sustainable Square's project manager is a self-starter and they don't need to take continuous follow-ups."*



**90%**

strongly agree while **10%** Somewhat Agree that:

*"overall, they are very satisfied with Sustainable Square's project manager."*

# TESTIMONIALS

“ Great delivery and valuable knowledge transfer. Well done!!

“ My experience was good and happy to work with Sustainable Square again!!

PROJECT WAS DELIVERED ON TIME

“ Excellent experience and really enjoyed working with Sustainable Square.

“ Sustainable Square always prompt at their delivery and self startups. They have a great tend to deliver what they promise.

“ It was a good experience and felt dealing with Sustainable Square as they are a real partner, that was really helpful to accomplish the projects. What I would strongly recommend that you rely more on digitalization and use some of these support applications.

“ It was a pleasant and enriching experience. Relationship managers are knowledgeable, courteous, and Professional.

Very good... expected stronger recommendations from the study done, but overall very good work.



# CONCLUSION

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**Overall, the project delivery has scored 9.4 average as a Client Satisfaction rated by our clients.**

90% of the clients have a very good relationship with Sustainable Square project managers. When it comes to the paid amount versus the value delivered 80% of the clients said it was a good value, worth about what they paid for. The Net Promotor score is calculated to be 80% .

**The methodology stated at the beginning of the report indicates that the outcomes have been successfully achieved** to understand what our clients think about the projects delivered for them in Sustainability and Social impact.