

# 2019 Service Culture Survey

# Presenting a summary of the main themes of our recent survey

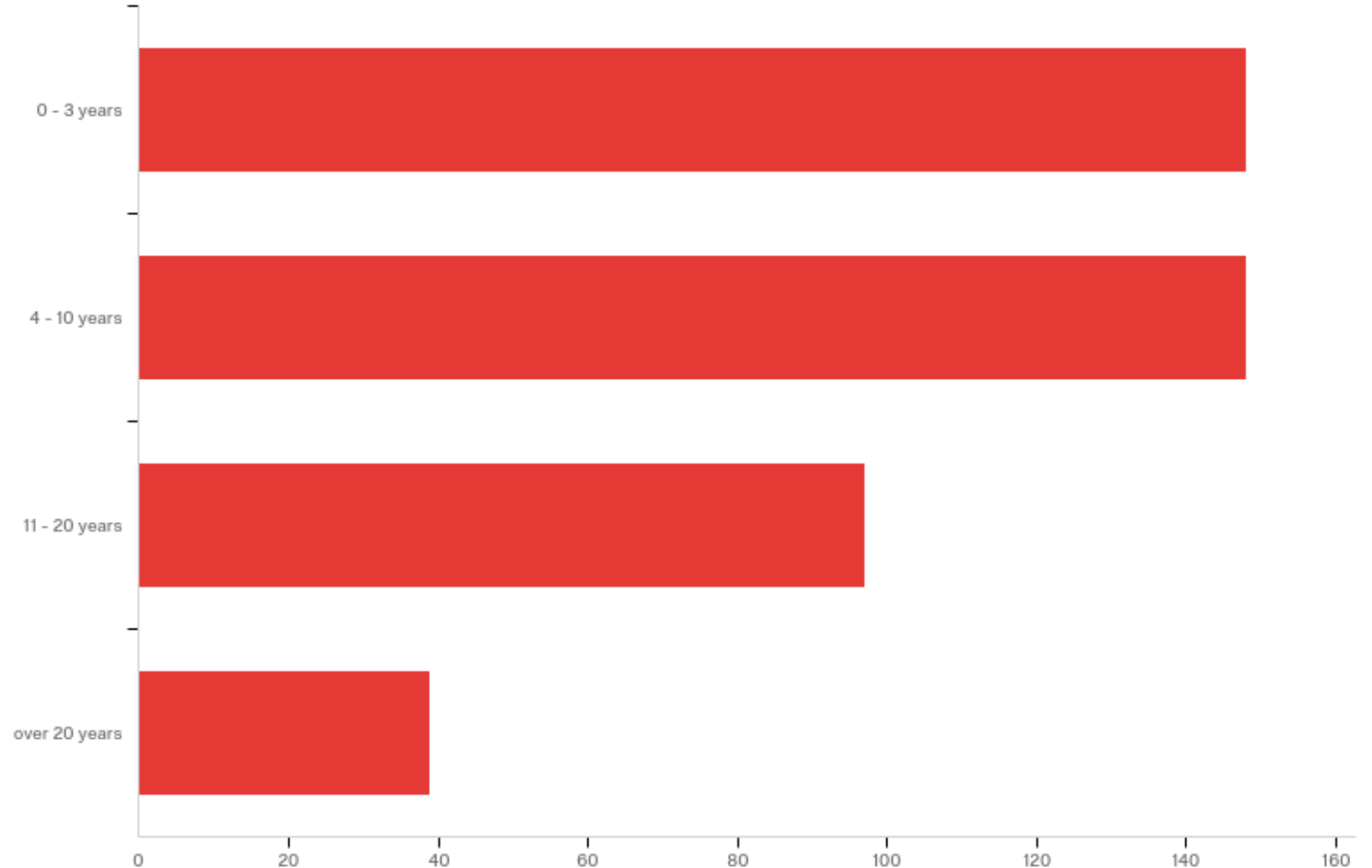
Thank you to all of you who took the time to complete our recent survey. We had over 400 respondents.

In the following slides we will summarize the main themes and common responses from the survey.

We appreciate all the comments, and we will be incorporating these suggestions as we move forward.

# Years Using Birkman

– who completed  
the survey?



**94%** extremely satisfied  
or satisfied with Birkman overall

**96%** agree or strongly agree Birkman  
is a high quality assessment

**95%** believe Birkman understands  
your assessment solution needs

**97%** state Birkman products meet  
their needs moderately to extremely well

**91%** find it extremely easy or easy to work with Birkman

# Satisfaction with Birkman

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**80%** agree or strongly agree Birkman  
is a good value for the money

**91%** agree Birkman provides better  
information than its competitors

**98%** are extremely likely or likely to  
recommend Birkman to a friend

**88%** agree or strongly agree Birkman  
information is easy to understand

**94%** feel Birkman technology (software  
tools like BirkmanDirect) meets the needs  
of your business



# What is important for service excellence?



Options for Ranking	% this item was ranked as first or second most important for excellence
Customer Service	60%
Effective Training	34%
Research & Development	32%
Pricing	23%
Application Specific Reporting	13%
Workshop Aids (such as toolkits)	12%
Product Innovation	12%
Brand Awareness	12%

# How are we doing?



## Birkman Service

**98% say we have been responsive or extremely responsive to your questions or concerns about our products**

**88% stated Birkman's service was good or excellent**

**90% state the Customer Service team answers questions and solves problems well to extremely well**

**93% stated Birkman trainings are effective or extremely effective**

# How are we doing?

## Birkman Service Ratings

Department	Extremely Satisfied or Satisfied with Service Provided
Account Managers for client companies	79%
Independent Consultant Support	85%
Customer Service/Support	87%
Executive Committee	77%
Finance	73%
Information Technology	67%
Product Innovation	68%
Research & Development	71%
Training	85%

# Common Positive Themes

Accuracy of assessment

Depth of information

Variety of reporting options

Value Birkman brings to people

The concept of NEEDS



# Areas for improvement

Technology Upgrades

Translations

Pricing options

Consistent, responsive support

Cost effective training

Resource materials on products and report  
formats (what and how to use them)

# How can we better serve your training needs?



Your preferred types of trainings are:

- 1) Recorded webinars
- 2) Live webinars
- 3) eLearning

Training topics you are interested in:

- Application-specific training
- How to conduct a Birkman Conversation (feedback)
- How to help people see their Stress Behaviors when they are in total denial
- Trainings on the various reports and how to best use them
- Best practices
- Difficult questions
- Norms and how to use them
- How to keep the conversation going after the initial session

# Birkman and Social Media

- The most commonly used social media channel for business purposes is **LinkedIn**
- The next most commonly used are **Facebook, Instagram and Twitter**
- 56% follow Birkman on at least one social media channel
- 17% did not know Birkman was on social media
- Birkman Newsletters and group emails are the most preferred method of communication with our customers

## **Social media content most requested:**

- Brand awareness
- Testimonials
- Application related information
- Latest research
- Items promoting the value of assessments
- Promotion of trainings, conferences, visits, etc



# THANK YOU

Once again, we greatly appreciate everyone who took the time to complete the survey. Raffle winners have been notified. Congratulations to those who won.

Please contact [support@Birkman.com](mailto:support@Birkman.com) if you would like to discuss these results.