

Adding Value Through Experience



Dear Customer

- Satisfaction survey feedback

We conducted a customer satisfaction survey during April and May. This is of course a necessary gauge for any business but we have the added motivation of bringing our Q A in line with that required by I S O Standards and a basic principle of these is the identification of activities for incremental improvement.

Our sincerest thanks to those who responded. We particularly appreciate your feedback as we realise that you have many priorities.

It is our pleasure to share the the feedback that we have received with you.

The survey forms were sent out at random and we had a response rate of approximately 20%. The survey was divided into 3 primary sections - sales, quality (product and documentation) and delivery. It was in this last area that we have noted that our performance falls short of our customers' expectations. We have taken this to heart and the challenge is now to apply the corrective action. To this end we are

- as applicable putting our suppliers and service providers on notice regarding their performance.
- working with our sales and operations staff to find ways of eliminating problems and delays that occur in the supply chain.
- expanding the range we stock to include alloys expected to be more frequently used in the future and thereby change their status from "a special import" to "stock item" !!!

We remain committed to serving users and specifiers of nickel alloys, duplex and high alloy stainless steels, titanium and selected copper alloys and believe that the best way of achieving this is to offer a more valuable service than is available from elsewhere. There is no doubt that we have come a long way but we are also aware that we have not yet reached our goal.

Thank you for your support over the years.

Ken Perel

HOLD THIS THOUGHT

In China we spend yesterday's money but in the West
you spend tomorrow's money.

- Unknown Chinese Businessman

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