ENTRUST CUSTOMER SATISFACTION SURVEY – 2014 RESULTS

INTRODUCTION

ENTRUST is proud to say that we offer our customers Extraordinary Expertise as demonstrated by our multiple certifications. Along with various hardware certifications (such as Dell Server Certified), we hold the following Microsoft competencies:

★ MICROSOFT GOLD DATACENTER
★ MICROSOFT SILVER MIDMARKET SOLUTION PROVIDER
★ MICROSOFT SILVER CLOUD PRODUCTIVITY
★ MICROSOFT SILVER SMALL BUSINESS

As part of our Microsoft certification requirements, Microsoft engages an independent 3rd party company to survey ENTRUST customers anonymously and assess our performance on at least a biannual basis.

The latest survey was conducted in October and November of 2014 and we are very pleased to share these results with you.

SURVEY BACKGROUND AND RESPONSES

The survey was conducted online via an email invitation. The email invitation was sent multiple times to our designated contacts at every single ENTRUST customer. Thus, our survey was not just from a “sampling” of customers but it went out to ALL customers. Every customer had an opportunity to participate in the survey. We did not “cherry pick” the customers to be included.

FORTY-FOUR PERCENT (44%) OF OUR CUSTOMERS RESPONDED TO THE SURVEY, WHICH IS AN OUTSTANDING RESULT. MICROSOFT REQUIRES THAT AT LEAST 25% OF INVITEES RESPOND IN ORDER TO RECORD A VALID RESULT.

Special note: It’s not too late and we still want to hear from you! If you received an invitation and just didn’t get around to taking the very short survey (less than 10 minutes, we are told), then you can still do so. If you do not remember receiving the invitation, please contact Mitch Sowards at our offices to request another invitation.

The survey results are tabulated against benchmarks for all Microsoft partners worldwide and for all Microsoft partners the partner country, in this case the USA.

OVERALL PERFORMANCE AGAINST BENCHMARKS – OUTSTANDING!

Please have a look at the below chart showing ENTRUST’s performance against the worldwide benchmarks. As you can see ENTRUST exceeds the benchmark in every category especially in regards to Technical Competency of Staff and Quality of Products!
100% OF ENTRUST CUSTOMERS RESPONDING RECOMMEND US!

Of the respondents taking the survey, 100% said they would recommend us to others! In fact, this question was asked on a rating scale of 1 (would definitely NOT recommend) to 5 (definitely WOULD recommend).

Our average score for all responses was 4.87 out of 5 and not one single respondent gave a score lower than 4 (and there were only a few of those).

100% OF ENTRUST CUSTOMERS RESPONDING ARE SATISFIED!

Of the respondents taking the survey, 100% said they are satisfied with our services. In fact, this question (like all the others) was asked on a rating scale of 1 (Very Unsatisfied) to 4 (Very Satisfied).

Our average score for all responses was 3.96 out of 4 and only one respondent gave a score other than Very Satisfied.
QUALITY OF PRODUCTS - OUTSTANDING!

This question was asked in a different way than the first two. Respondents were asked to rate the Quality of ENTRUST Products on a scale from 1 (the worst) to 9 (the best).

91% of respondents gave a score of either 9 or 8. The remaining 9% gave a score of 7. No respondents gave any score lower than 7. If you are familiar with the Net Promoter score system, this result is the equivalent of 91 which is outstanding! Companies with world-class Net Promoter scores such as USAA (score of 84) and Costco (score of 82) are the leaders and we are proud to be in that company.

For reference, the Net Promoter system asks people to score on a 0-10 scale (slightly different than this scale of 1-9). Respondents who answer 9 or 10 are considered “Promoters”. Respondents who answer 7 or 8 are considered “Passives” and respondents who answer 6 or less are considered “Detractors”. If you subtract Detractors from Promoters (and do not count Passives at all) and then compute what percentage of respondents are “Net Promoters”, you arrive at your Net Promoter score. In this case we had 91% of respondents as Promoters and NO Detractors. So we arrive at a score of 91 for a Net Promoter-like result.

VALUE RECEIVED - EXCELLENT!

This question also was asked in the 1-9 scale. 69% gave us scores of 9 or 8 (Promoters), 22% gave us scores of 7 (Passives). A single respondent gave a low 3 (Detractor) and a single respondent answered “Don’t Know”.

Again using the Net Promoter comparison, our result would have been a score of 65. Similar well-known companies with excellent scores are Apple iPhone (score of 67) and Amazon.com (score of 64) and Southwest Airlines (score of 62).

Incidentally, this excellent result represents our lowest score. All other measures are even better.

ABILITY TO MEET YOUR NEEDS – EXCELLENT!

This question also was asked in the 1-9 scale. 78% gave us scores of 9 or 8 (Promoters), 17% gave us scores of 7 or 6 (Passives). A single respondent gave a low 5 (Detractor). Again using the Net Promoter comparison, our result would have been a score of 74.
All Microsoft partners worldwide get a benchmark average score of only 72% and USA Microsoft partners get a benchmark average score of 77%. So ENTRUST is on par with all other USA partners.

**TECHNICAL COMPETENCY OF STAFF – STRATOSPHERIC!**

This question also was asked in the 1-9 scale. 97% gave us scores of 9 or 8 (Promoters), 4% gave us a score of 7 (Passives). Again, there were no Detractors. Again using the Net Promoter comparison, our result would have been a score of 97!!!

All Microsoft partners worldwide get a benchmark score of only 79% and USA Microsoft partners get a benchmark score of 83%. So ENTRUST receives technical competency scores in the “there’s not much air up here” range!

**CONCLUSION**

We are very pleased with the results of this survey and to learn how satisfied our customers are with our competency, services, quality, and value. But we do wonder about the 56% of customers who did not respond. We know that everyone is busy and it leaves little time for taking surveys. But this survey is short and we really do want to include as many respondents as possible to get accurate results. So even if (perhaps especially if) your own experience with ENTRUST does not align with the results you see here, please take time to take the survey. ENTRUST will only become better by paying attention to our customers’ honest needs and opinions. And we promise we will do so!

**ONE MORE THING:** The survey did offer respondents the opportunity to provide free form feedback and we received many complimentary comments. We also received some constructive feedback on changes folks would like to see in our operations. Please be assured that we are paying attention to those comments!

Learn more at: [www.entrust.us.com](http://www.entrust.us.com)

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