

The gradcracker Customer Satisfaction Survey - Results

We have carried out our first formal survey to check that the customer service standards we aspired to when we launched in October 2007 are continuing to be achieved.

We were grateful for the time so many of our employers took to complete the survey and by the number of responses completed. 77% of our advertisers participated and we believe this to be an excellent return. It is certainly a more than large enough sample to give a meaningful picture.

The results are shown inside this document and they reveal a high level of satisfaction across the 12 areas covered by the survey.

As well as asking employers to 'tick the appropriate box' when answering questions, we also provided the facility to write any additional comments. It is not putting it too strongly to say that we were all thrilled to bits by the tone of these comments and we are very proud to print examples of these throughout this document.

The advertising agencies which responded included most of the UK's biggest and brightest - TMP, Penna Barkers, Thirty Three, aia, Mediacom. Given that these people deal with a wide variety of graduate recruitment media daily, we knew that their expert opinion would give us a valuable insight into how we compare with our competitors. (A full list of respondents is on the back page.)

With hindsight, we would do certain things differently next time. For example, we wouldn't ask the question regarding 'written enquiries'

- a number of employers pointed out that they have never needed to make these so could hardly comment on our response time.

There are risks in asking the opinion of your customers - the obvious one being that you don't like their answers! In the case of Gradcracker, we were aware of another specific risk. We provide a platform - a microsite format - for employers to present themselves to students. We advise employers regarding content and we actively encourage them to continually develop and improve their microsite but inevitably some promote themselves more effectively than others. We had only one response which could be classified as negative - and even that employer was fair enough to acknowledge that the problem might lie within their presentation. We hope to be working closely with this employer to remedy the problem.

We are understandably very pleased with the survey results and they reflect the enthusiasm and dedication of our team. However, the survey was never intended to be a 'fishing for compliments' initiative. It was a serious, Director-led investigation into where we are now and how we can improve in the future. There are certain areas in which we believe we can get even better and our advertisers can be assured that there will be no complacency at Gradcracker on the back of these results.

gradcracker

The careers website for engineering students

“ It was a serious, Director-led investigation into where we are now and how we can improve in the future. ”

98.3%

of all advertisers would use Gradcracker again

100%

of ad agencies would recommend Gradcracker to their clients

100%

satisfied with the helpfulness and courtesy of our staff

How satisfied are you with the overall service you receive?

Very Satisfied	84.5%	49
Satisfied	13.8%	8
Dissatisfied	1.7%	1

How satisfied are you with the speed with which the service is delivered?

Very Satisfied	91.4%	53
Satisfied	8.6%	5
Dissatisfied	0.0%	0

How satisfied are you with the ease of contacting the person you need?

Very Satisfied	86.2%	50
Satisfied	13.8%	8
Dissatisfied	0.0%	0

How satisfied are you with the quality of information or advice provided?

Very Satisfied	81.0%	47
Satisfied	19.0%	11
Dissatisfied	0.0%	0

How satisfied are you with the time taken to respond to telephone enquiries?

Very Satisfied	87.9%	51
Satisfied	12.1%	7
Dissatisfied	0.0%	0

How satisfied are you with the time taken to respond to written enquiries?

Very Satisfied	75.9%	44
Satisfied	22.4%	13
Dissatisfied	1.7%	1

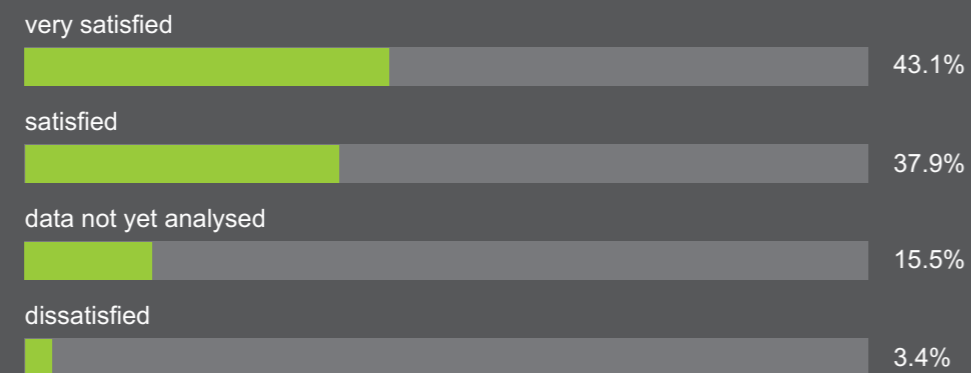
I have found the staff at Gradcracker to be efficient, proactive and helpful, and I look forward to analysing the results of this year's campaign to see Gradcracker's impact.



Gradcracker has provided us with a fantastic service and the quality of the applications we have received has been very high.



Satisfaction with application numbers



Overall service provided



Response to telephone enquiries

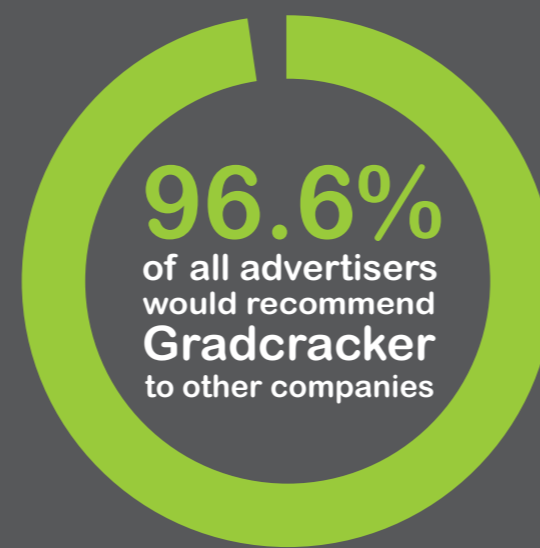
87.9%

of all advertisers are VERY satisfied

Ease of contact

0%

of all advertisers are dissatisfied



The best move I've made in Graduate recruitment and I would heartily recommend Gradcracker to all recruiting engineering graduates. I wouldn't bother going elsewhere. Excellent idea, excellent service and excellent staff!



Best media to work with by a very long way!



A great service and database and very helpful and friendly staff running it.



Only the other day we were praising Gradcracker as one the best media around. Well done on a great product and great service - it does make a difference.



I promise I haven't just been lazy by ticking the same box all of the way down. I think you know by now how impressed I have been with Gradcracker - not only the site but the service and rapport that we've built up over the last 2 years. When speaking with other suppliers and companies, I often mention the Gradcracker site as a benchmark so hopefully that says it all!



Staff helpfulness

96.6%

of all advertisers are VERY satisfied

Staff courtesy

96.6%

of all advertisers are VERY satisfied

91.4% of employers are VERY satisfied with the service delivery speed

Staff knowledge



Quality of information/advice



My experience of Gradcracker has been overwhelmingly positive. Gradcracker appeared out of the blue a few years ago and is true to its word in terms of delivering quality response (often where other websites fail). The service is perfect - achieving that elusive balance of maintaining quality regular contact without ever becoming "another irritating call from the media".



Speed of service delivery is excellent.



Gradcracker has out-performed many of the generic graduate media and is always within the top 3 of our source reports. It is by far the most successful new brand to be included on our media schedules. I am more than happy to recommend Gradcracker to any of our Engineering clients.



How satisfied are you with the knowledge of the staff with whom you deal?

Very Satisfied	87.9%	51
Satisfied	12.1%	7
Dissatisfied	0.0%	0

How satisfied are you with the courtesy of our staff?

Very Satisfied	96.6%	56
Satisfied	3.4%	2
Dissatisfied	0.0%	0

How satisfied are you with the helpfulness of our staff?

Very Satisfied	96.6%	56
Satisfied	3.4%	2
Dissatisfied	0.0%	0

How satisfied are you with the number of applications?

Very Satisfied	43.1%	25
Satisfied	37.9%	22
Data Not Yet Analysed	15.5%	9
Dissatisfied	3.4%	2

Would you use Gradcracker again?

Yes	98.3%	57
No	1.7%	1

Would you recommend Gradcracker to other companies?

Yes	96.6%	56
No	3.4%	2*

* 1 respondent has to remain impartial and is not allowed to recommend companies to others.

We provided our employers with a small incentive to respond by means of a prize draw to win M&S vouchers.

Janice Montgomery, Senior Careers Advisor at the University of Aberdeen, very kindly agreed to make the draw and the winners are listed below.

Winner

Kate Whittall, Penna Barkers

Runners-up

Kevin Benson, ALSTOM

Jenny Brown, NG Bailey

Christian Buncher, TMP

Paul Dilley, Lloyd's Register

Ruth Ellway, Croda International

Emma Haines, SELEX GALILEO

Giles Marshall, Schlumberger

Jenny Tremlett, aia

Gemma Waterman, SAS

Survey respondents (employers or their ad agency)

Carly Barker, GE Aviation
Lindsey Barnett, Foster Wheeler
Kevin Benson, ALSTOM
Naomi Blackburn, Discovery Graduates* (Unatrac)
Lisa Brennan, Doosan Babcock Energy
Andrew Brown, Penna Barkers* (United Utilities)
Jacqui Brown, AECOM
Jenny Brown, NG Bailey
Christian Buncher, TMP* (AMEC Nuclear)
Jane Bunney, British Sugar
Georgina Burrell, SES
Hannah Chapman, ThirtyThree* (Siemens)
Jo Chester, Cummins
Kevin Conway, Defence Engineering & Science Group
Paul Dilley, Lloyd's Register
Nicola Dobson, BAM Nuttall
Ruth Ellway, Croda International
Meg Findlay, AMEC Natural Resources
Tamarin Fisher, SAS* (BP)
Simon Gellibrand, Penna Barkers* (Balfour Beatty)
Kathryn Griffiths, Aquaterra Energy
Emma Haines, SELEX GALILEO
Darren Harris, aia* (Thales)
Carol Haydon, AgustaWestland
Clare Horbury, TMP* (Jaguar Land Rover)
Isabel Howden, Technip
Michael Hunt, Ramboll
Nicola Jay, MBDA
David Kirby, AREVA T&D
Beth Lucas, Johnson Matthey

Veronica Marcano, Triumph Motorcycles
Giles Marshall, Schlumberger
Sabina Marszal, Maersk Drilling
Jo Mawer, WMW* (Atkins)
Vickie McManus, VetcoGray
Jo Munn, Morgan Est
Michael Nathan, Skanska
Maria O'Donnell, MediaCom*
Steve Perks, Germanischer Lloyd
Melissa Perry, Mott MacDonald
Debbie Precious, Morgan Professional Services
Helena Raeside, McQueen Consultancy* (Babcock International)
Andrew Renouf, Corus
Ben Rice, Xchanging* (BAE Systems)
Amanda Richards, National Express
Karl Robson, Guardian Industries
Rebecca Ryalls, ThirtyThree* (AWE)
Katie Sansom, KBR
Pam Sives, TMP* (Transport Scotland)
Sue Sowerby, Sowerby Group* (Peter Brett Associates)
Anna Stec, Cundall
Valters Tone, Tarmac
Jenny Tremlett, aia* (Tube Lines)
Mike Tuckwell, Baker Hughes
Gemma Waterman, SAS* (Amey)
Kate Whittall, Penna Barkers* (Nestlé)
Bethan Wigg, Morgan Ashurst

* Indicates an ad agency responding on behalf of a particular employer.

I often recommend Gradcracker to other companies - I would only do that if I was completely satisfied with them, they never fail to add the WOW factor, keep doing what you're doing! Everyone I have worked with at Gradcracker or come into contact with have been fantastic.



Jo
Chester

Was slightly conscious that I had ticked 'Very Satisfied' for every question but it's true :)



Maria O'Donnell
(ad agency)

Gradcracker has been a very useful addition to our graduate hiring strategy by reaching engineering students right across the UK and allows us to reach beyond our targeted university list.



Mike
Tuckwell