

Customer Satisfaction Survey Results for 2011



Customer Satisfaction Survey

Brainard Strategy is continually striving to provide the highest quality services possible. Customer feedback enables us to make improvements that really matter to our clients.

Thank you to our valued clients who provided feedback during our 2011 Customer Satisfaction Survey.

Core Values

In order to Delight our Customers we embrace the following core values:

- Pursuit of knowledge
- Flexibility
- Responsiveness
- Partnership
- Candor

Key Findings

Satisfaction Rate with the overall service delivered by Brainard Strategy: **93%**

Top Rated Strengths:

“Service knowledge and professionalism”

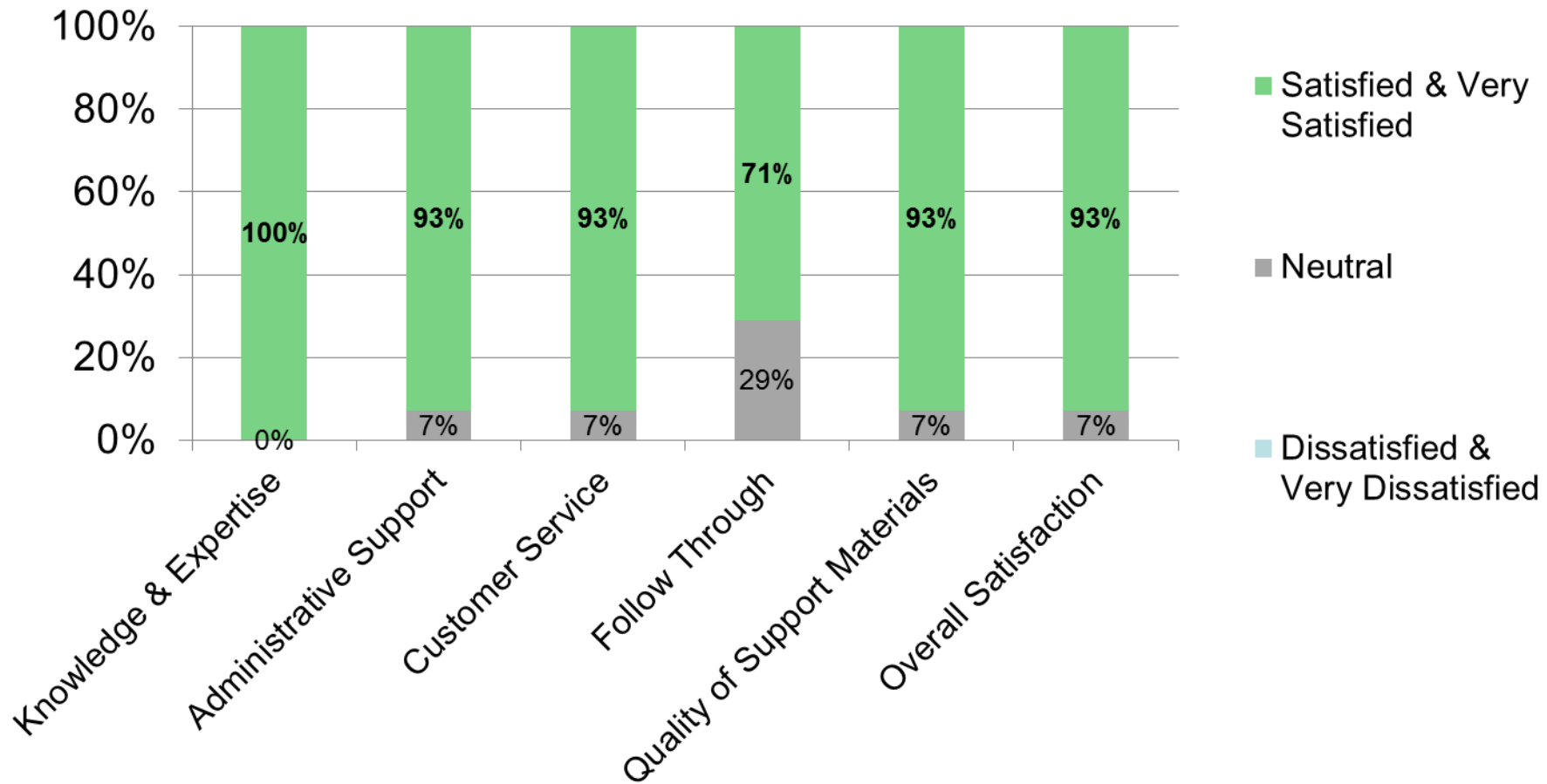
“Responsiveness”

“Service quality”

“Flexibility”

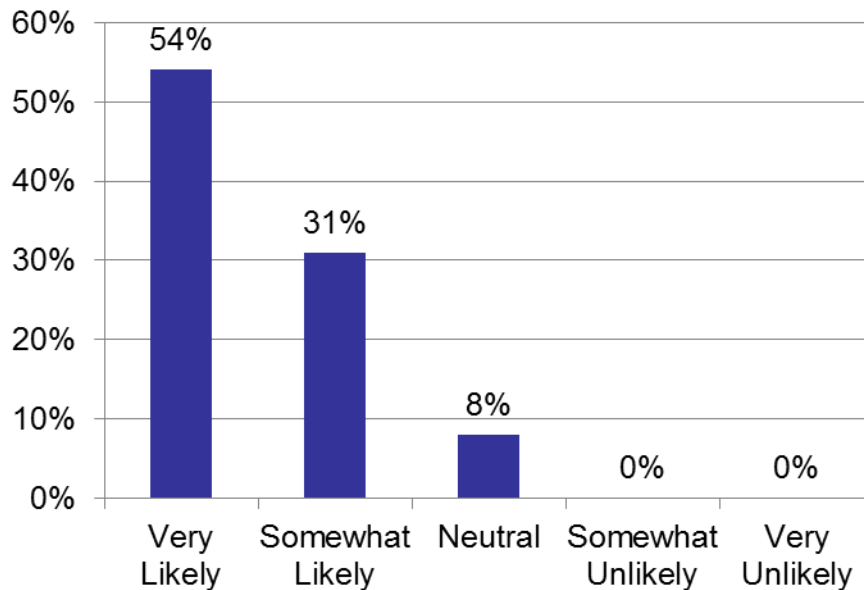
100% of clients surveyed indicated they would recommend Brainard Strategy to others.

Satisfaction Ratings

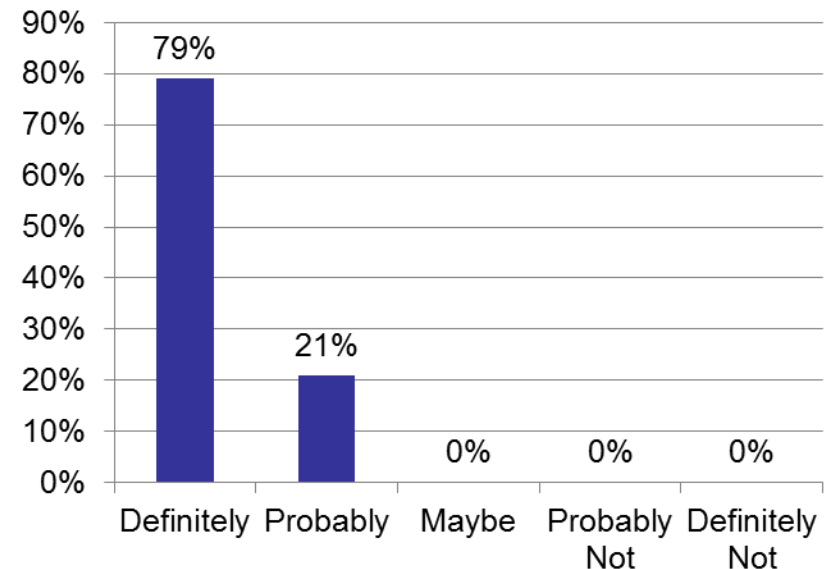


Intent to Leverage Brainard Strategy Again in the Future

How likely are you to use the services from Brainard Strategy again?



Would you recommend Brainard Strategy to others?



Brainard Strategy's Strengths

50% or greater of respondents indicated that the following characteristics describe the strengths of our service:

- Service knowledge and professionalism
- Service outcomes
- Responsiveness
- Flexibility

Opportunities for Growth

Respondents indicated that we have three opportunities for further development. We appreciate our clients' candor and look forward to better servicing our partners in these target areas in 2012:

- Project support
- Understanding of our full range of services
- Responsiveness *(interestingly, responsiveness met the criterion for both a strength and opportunity this year)*

Conclusion

The Customer Satisfaction Survey provided Brainard Strategy with insight into what is important to our clients. We are committed to providing high quality services that fit the needs of our clients.

We look forward to making improvements that add value to the services that you need.