



## Strand Hardware Exceed Expectations

We would like to thank all those who participated in our 2013 annual customer satisfaction survey. Our customers are at the heart of our business and we highly value customer feedback. Once again we are more than delighted with the responses we received providing valuable insight for Strand Hardware.

The following are some highlights from our survey:

**100%** of our respondents rated us the same or better than our competitors on the following:

- 👤 Quality of products
- 👤 Technical support / advice
- 👤 Product range
- 👤 Stock availability
- 👤 Speed of delivery
- 👤 Reliability

**94%** of our respondents rated our product literature as being the same or better than our competitors in comparison to 80% in 2012. This is an area we have been working on through the re-design of our new product catalogues.

**78%** of our respondents rated us as being the same or better than our competitors in regards to price. Operating in tough economic conditions, price is always an important factor within purchasing decisions. Here at Strand Hardware we know we are not the cheapest, but we pride ourselves in offering high quality products at reasonable prices resulting in good value for money for our customers. With our prices combined with the 100% feedback we received on quality of products it can be said that we are in line with market expectations.

The results have proven to uphold what Strand Hardware have built their reputation on with customers recognising we are suppliers of high quality products and offering great technical advice. Being clearly perceived as market specialists in emergency exit and panic hardware we will continue to work at sustaining this, as well as reaching our ultimate goal in being market leaders across our entire product range.