



# Customer Satisfaction Insights + Market Intelligence

Do you know what customers really say and believe about your company?  
Do you understand how that compares to what's being said about your peers?

## We can tell you.

Customer satisfaction builds stronger brands, creates more loyal customers, and leads to enhanced growth opportunities. Knowing your company's performance in customer satisfaction is part of the equation. Understanding how you compare to competitors and industry leaders completes the picture.

Only OFS Metrics can deliver insights from your current customers along with information from the broader marketplace. Learn what you are doing right — and what your competitors might be doing better. Our actionable market intelligence can help your company develop the right strategies to drive success.

## OFS Metrics Supplier Benchmarking Surveys<sup>SM</sup>

Our Supplier Benchmarking Surveys are designed to compare the satisfaction of your customers to that of the leaders (and laggards) serving the oil and gas industry. This gives you the data you need to make smart moves and better decisions.

As a division of EnergyPoint Research, the leading provider of independent oilfield customer satisfaction research, OFS Metrics has extensive knowledge of the oil and gas industry. As a result, we are uniquely qualified to deliver comparative customer satisfaction survey results to companies like yours. We own a proprietary database of more than one million data

points detailing the customer satisfaction performance of the best-known names in the industry.

Your customized survey will be based on established, structured processes that are unobtrusive, quick-to-administer, and easy on you and your customers. We capture insights that benefit your entire organization, including sales, business development, support, operations, engineering, marketing, supply-chain, human resources, executive management and other functions.

**We want to put our extensive experience to work for you!**

## Here is our five-step survey process



## Gain insights from your customers

Below are just some of the valuable insights you will gain with OFS Metrics Supplier Benchmarking Surveys.<sup>SM</sup>

- **Detailed customer satisfaction results on your company in multiple categories, including:**
  - overall satisfaction
  - performance and reliability
  - service and professionalism
  - post-sale support
  - quality of personnel
  - pricing and contract terms
  - safety and environmental stewardship
  - product and service quality
  - technology and engineering
  - ... and many more
- **Your company's customer satisfaction scores compared to those of your competitors and other companies serving the oil and gas industry.**
- **Identification of the various factors that drive customer satisfaction, and an understanding as to which provide the largest impact on results.**
- **Analysis of what your company and your peers are doing right (and wrong) for customers, with recommendations for effectively addressing their needs.**
- **The likelihood customers will promote, or recommend, your company to others.**



## Contact Us Today

OFS Metrics provides suppliers to the oil and gas industry with unmatched customer satisfaction information and insights, including benchmarking against competitors and peers serving the industry.

**Let us put our extensive experience — and deep industry knowledge and database — to work for you.**