

SURVEY ON THE PERCEPTION OF GECA CLIENTS' SATISFACTION.

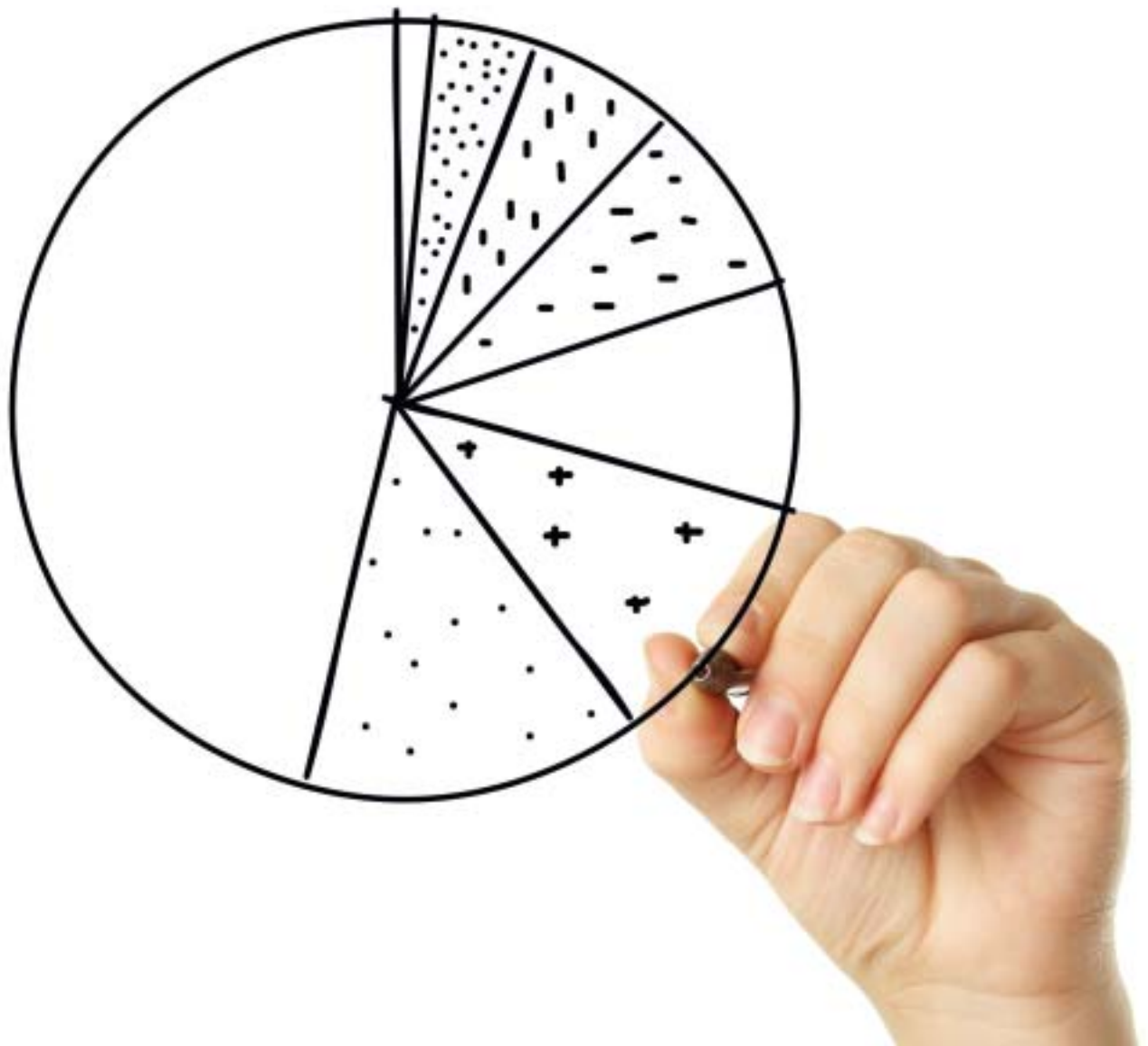
2009 Edition | Synthesis report.



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We are glad to introduce you the results on 2009 survey on the perception of our clients' satisfaction.

The survey has been carried out between January and March 2009 on a sample of GECA clients who have been asked to express themselves on some elements regarding product quality, service and relationship with the company – through an evaluation scale ranging from 1 (very bad) to 4 (excellent). The average values obtained have been normalized so as to show the outcomes on a scale ranging from 0 to 10, for a more immediate reading and more easily comparable with future analyses*.

The outcomes are very satisfying and the effort that we have been doing is analysing the nuances of the judgements expressed, while trying to intervene on those elements which present the best opportunities of **improvement**. The survey has furthermore provided us with suggestions for the development of **new services**.

In this report the synthesis results have been expressed. The clients taking part into the survey have received a detailed report.

Luigi Bechini

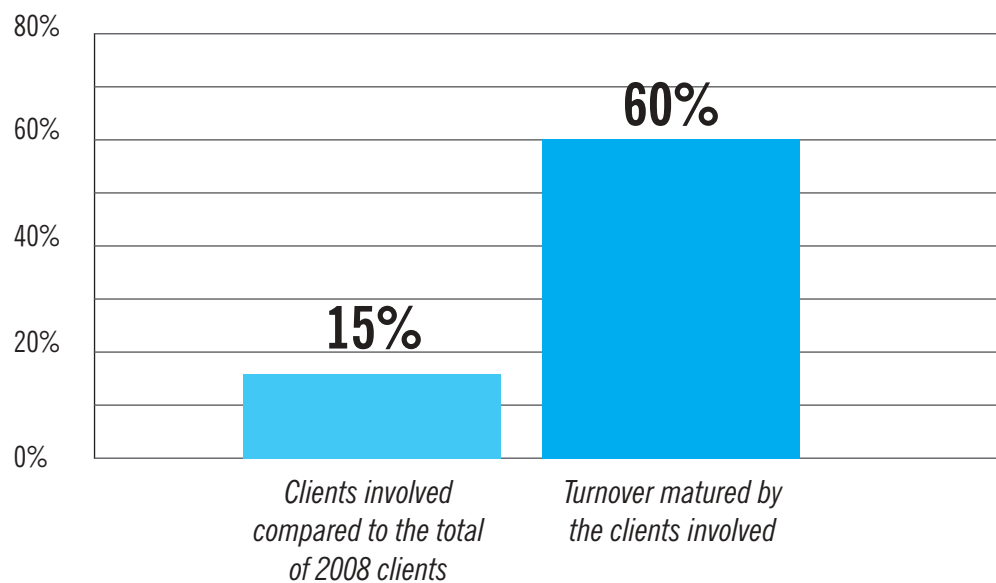
(Quality Manager of GECA Spa)

***Methodological remark:** the evaluation scale proposed has been intentionally planned to be very short. This choice is motivated by the will to stress the answers in order to get either positive or negative judgements, with no opportunity to select intermediate values. While normalizing the results we have managed to reduce the possible distortion deriving from such choice.

CLIENTS INVOLVED.

The clients who have taken part into the survey have been 15% of the total, still they represent 60% of GECA turnover.

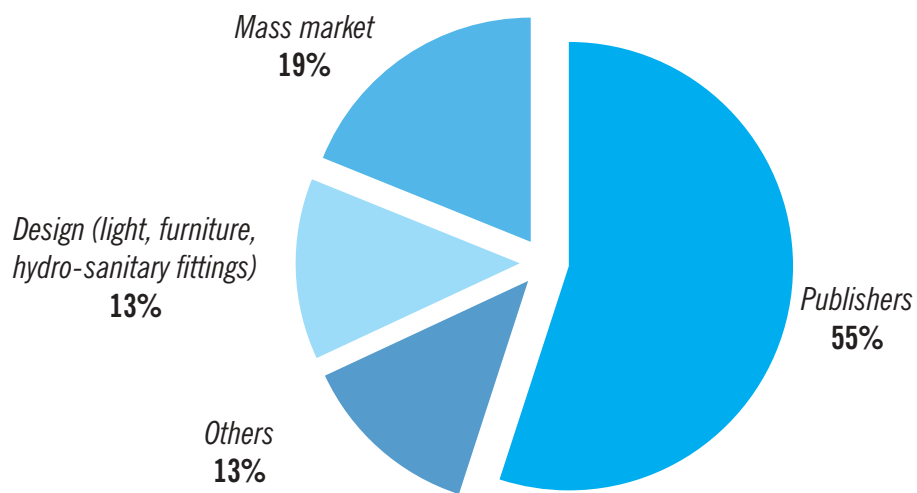
Chart 1 – Clients involved



15% of the clients

60% of the turnover

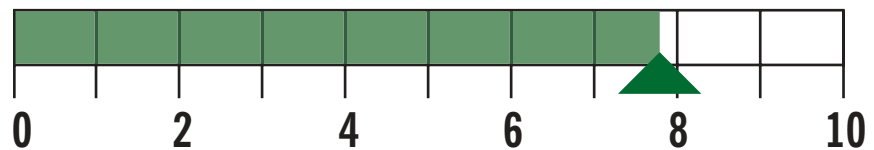
Chart 2 – Distribution of the clients interviewed according to their typology



THE RESULTS COMPANY.

The overall satisfaction index that the clients interviewed have expressed towards GECA is 7.85. This outcome is the synthesis of the evaluation based on twelve elements, grouped in three “chapters”: product quality, service quality, relationship with the company. 100% of the clients who have taken part into the survey have expressed an overall positive judgement, ranging from 6.2 to 10.

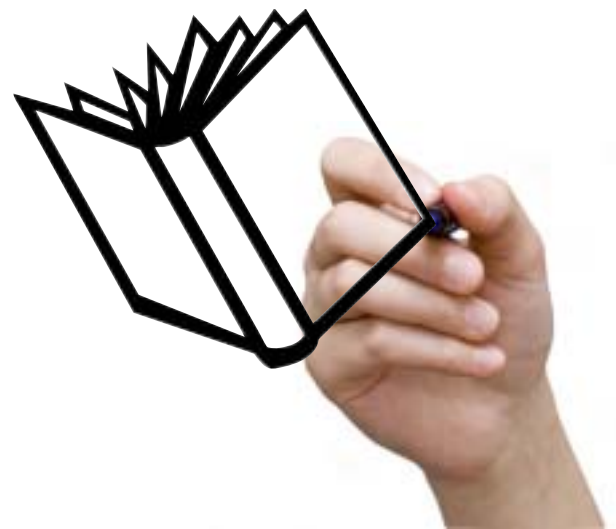
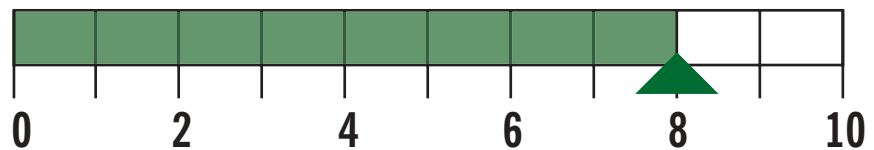
7.85



THE RESULTS PRODUCT.

The satisfaction perceived from our clients in relation to the product quality is very high and is settled on an average value of 8.00. If compared to the other two categories (“service quality” and “relationship with the company”) this is the highest value.

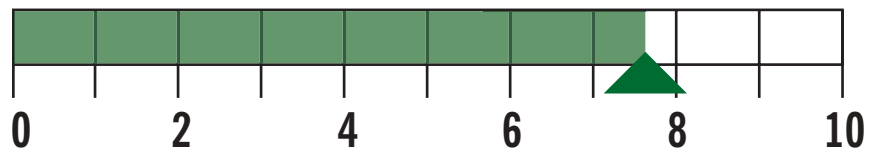
8.00



THE RESULTS SERVICE.

Also concerning the perceived quality in service, the interviewed clients' judgement is quite flattering. The final average value is 7.60.

7.60

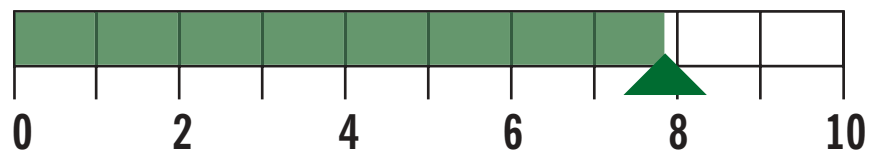


THE RESULTS

RELATIONSHIP WITH THE COMPANY.

The second highest value after the product has been noticed for the elements grouped under the definition “Relationship with the company”. This value is for us particularly meaningful since the quality of people and relationships is something which has to be progressively built and which represents a unique patrimony for the company, difficult to double.

7.90

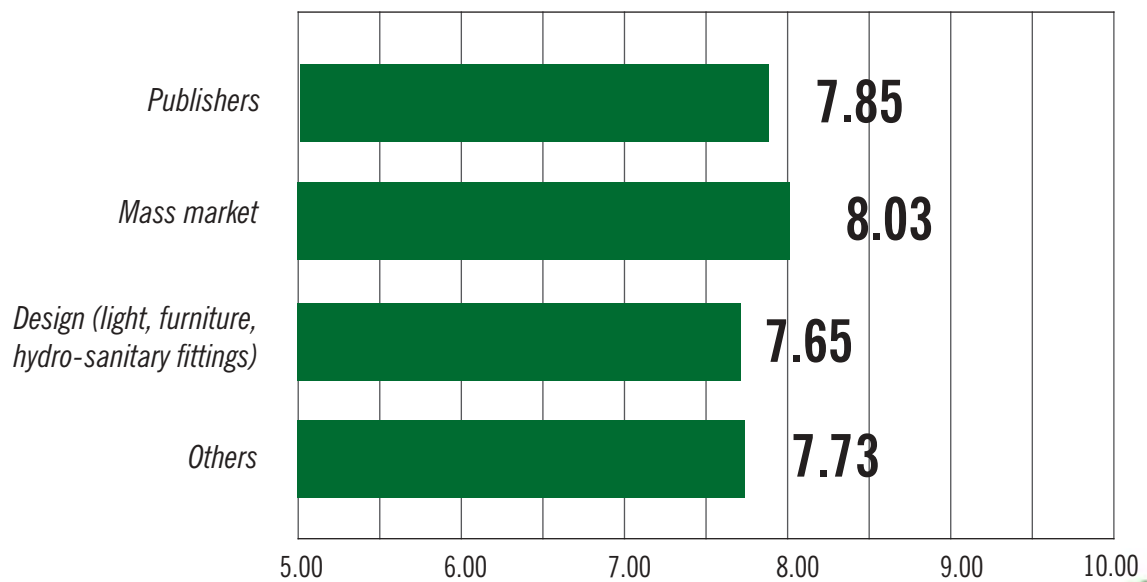


THE RESULTS

AVERAGE VALUES PER CLIENT TYPOLOGY.

The cross section per client typology shows a certain homogeneity in the judgements expressed. The most satisfied clients are the ones operating in the mass market sector. Publishers follow in short distance, then the other two categories.

Chart 3 – Average quality index per client typology

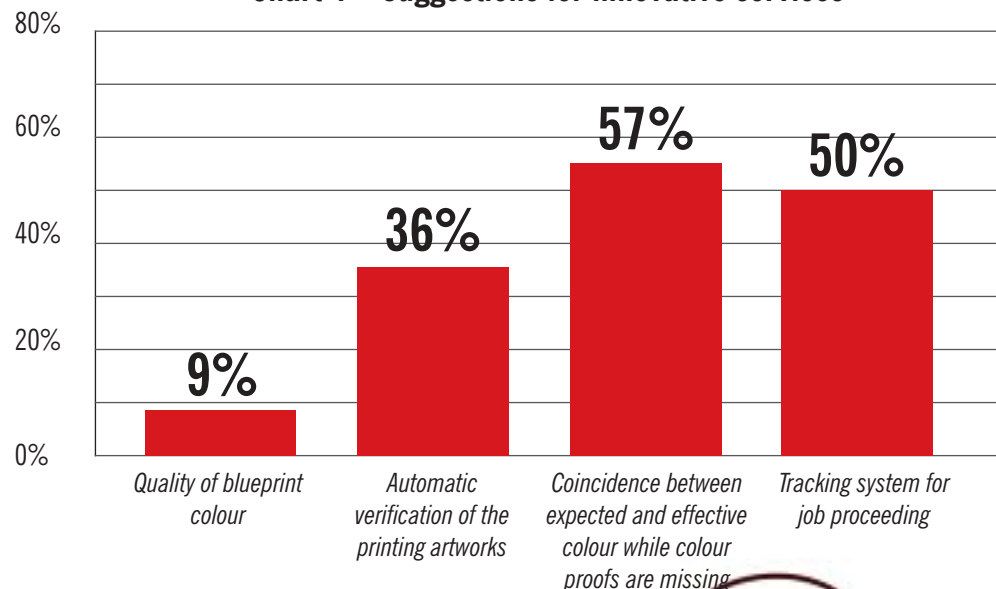


THE RESULTS

SUGGESTIONS FOR FUTURE INNOVATIONS.

One of the most interesting aspects of the survey is that of gathering the point of view of our clients in relation to the attention we should pay to some innovative projects we have recently been pondering. A multiple choice was possible. The element GECA should more pay our attention to, according to our clients, is developing a new system to guarantee a higher coincidence between expected colour and effective colour, even with no colour proof supplied by the client.

Chart 4 – Suggestions for innovative services



FUTURE ACTIONS

OUR INVOLVEMENTS.

Basing on the analysis of the evaluations shown and in order to take an action on what has emerged from the survey, GECA has decided to carry out projects with the final aim of defending and improving the points highlighted as in need of more care and of developing the innovative services which the participants consider more interesting.

On our Internet site and in our monthly newsletters we will express these operations in detail, as soon as they are realized.



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