

June 2016

## 'Outstanding' result from Solstor



### The Challenge

Solstor UK Limited offer industry leading transport and distribution services. The company is a family owned business and believe in delivering consistently high quality levels of service and operational performance all of the time, regardless of size or location. Solstor have been working with Investor in Customers since 2014 and the challenge was to improve on the previous years.

### The Solution

In 2014, at the first time of asking, Solstor achieved a 2-star 'Outstanding Award'. The rigorous assessment involved research by IIC combined with feedback from customers, employees and senior management to assess how well the business understands its customer needs and how well it delivers services that meet those needs.

### The Outcome

In 2016 another 'Outstanding' result. Not only retaining their 2-star rating, but increasing scores right across the board (as the adjacent charts show).

In fact, Customers actually rated Solstor as a 3-star company, but their staff score brings them down to slightly below illustrating their strong ethic of continuous improvement. The second graph shows a fantastic image of general improvement across all the IIC themes.

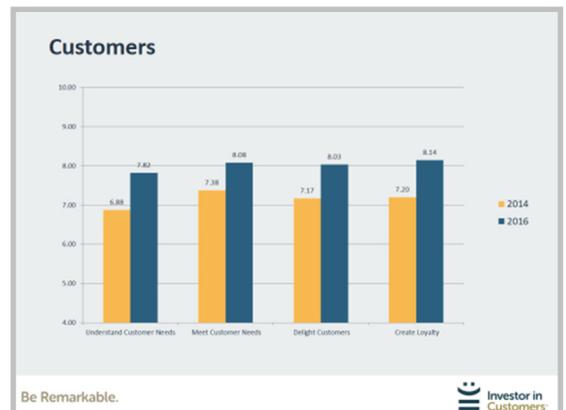
The results prove that the work doesn't stop as soon as you have achieved your assessment. Working tirelessly throughout the business has led to improvements throughout.

Customer comments such as: "Everyone is very efficient and any queries are dealt with as quickly as possible."; "Because the staff are not only very approachable and understanding but have given me such an insight and so much help all the years I have worked with them that I couldn't speak highly enough about them"; "I feel that Solstor are easy to deal with and do what they say they will do" and "I really need to rely on the transport company that I am delegating a shipment with. The service is excellent and the prices have also been more adapted to our needs.", show that the company really do value their customers.

Solstor's NPS® customer rating has increased from +8% in 2014 to an excellent +45% in 2016. With 95% of customers either a Promoter or Passive.

A superb performance with, as long as they continue to work as they have been, a viable 3-star award next time.

NPS® Net Promoter, NPS, and Net Promoter Score are trademarks of Satmetrix Systems, Inc., Bain & Company, and Fred Reichheld



Graham Doe, Managing Director commented:

"We are delighted that our customers have scored our services very positively. It is certainly recognition of the hard work the whole team at Solstor puts in every day and night to ensure our customers products are delivered at the right place, at the right time in the right condition.

Our initial survey provided us with some strong themes to build on, highlighting what was good and showing us where more work could be done to enhance the overall customer experience.

Whilst we continue to deliver reliable and cost effective solutions we have implemented measures to better meet individual customers expectations regarding communication and invested further in systems to increase the user friendliness of our customer interface portals. It is gratifying to receive recognition and praise from our customers in response to the improvements implemented since the last survey.

We look forward to continuing to work closely with our customers to refine the services further and to welcoming new customers to enjoy the Solstor experience."