



CUSTOMER SERVICE *Survey*

MAY 2014

Every year we ask our clients what they think of our customer service and the results are overwhelmingly positive. We continue to treat our customers right and they have rewarded us with a 97% approval rating. Find out more details inside.



CUSTOMER SERVICE SURVEY RESULTS



1. Based on your most recent experience, customer service response time was:

Response	Percentage	Count
Excellent	76.1%	497
Good	18.8%	123
Average	2.0%	13
Fair	1.7%	11
Poor	1.4%	9

Total Responses 653

2. How would you rate CDI's customer service representatives?

	Strongly Agree	Somewhat Agree	Neither Agree or Disagree	Somewhat Disagree	Strongly Disagree	Total Responses
Well trained and knowledgeable	548 (84.2%)	74 (11.4%)	17 (2.6%)	2 (0.3%)	10 (1.5%)	651
Professional and courteous	586 (90.2%)	42 (6.5%)	11 (1.7%)	2 (0.3%)	9 (1.4%)	650
Friendly and responsive	581 (89.7%)	43 (6.6%)	11 (1.7%)	4 (0.6%)	9 (1.4%)	648
Patient and polite	576 (89.9%)	41 (6.4%)	12 (1.9%)	3 (0.5%)	9 (1.4%)	641
Supportive and act in my best interest	552 (86.2%)	58 (9.1%)	18 (2.8%)	3 (0.5%)	9 (1.4%)	640

3. Based on your last or most recent service experience, how would you rate your overall satisfaction with Customer Service?

Response	Percentage	Count
Excellent	80.9%	526
Good	14.6%	95
Average	2.8%	18
Below average	1.7%	11

Total Responses 650

CUSTOMER SERVICE SURVEY RESULTS CONTINUED



4. Our Customer Service Portal was designed for all of your after sales needs, (Warranty lookup, submitting RMA, buying additional warranty, checking order status, purchase history). Have you used this tool?

Response	Percentage	Count
Yes	28.8%	187
No	71.2%	462

Total Responses 649

5. Based on your experience with CDI so far, what are the chances you are likely to re-purchase our products?

Response	Percentage	Count
Excellent	69.7%	426
Very good	21.3%	130
Good	5.4%	33
Fair	2.1%	13
Poor	1.5%	9

Total Responses 611

6. Based on your overall Customer Service experience, would you confidently recommend CDI to your coworkers, friends and family?

Response	Percentage	Count
Definitely Not	0.7%	4
1	1.3%	8
2	0.3%	2
3	0.7%	4
4	0.3%	2
5	1.5%	9
6	1.0%	6
7	6.1%	37
8	7.4%	45
9	13.1%	80
Definitely Yes	67.7%	412

Total Responses 609

CUSTOMER SERVICE SURVEY RESULTS CONTINUED



7. In total, how long have you been a customer of CDI?

Response	Percentage	Count
10 years or more	4.9%	30
5 - 10 Years	24.3%	148
3 - 5 Years	22.0%	134
1 - 3 Years	30.3%	184
Less than 1 Year	18.4%	112

Total Responses 608

BELOW IS A SMALL SAMPLING OF THE HUNDREDS OF POSITIVE COMMENTS WE RECEIVED FROM OUR CUSTOMERS.

“ My interactions with CDI representatives have always been positive. They are most responsive to my questions and concerns. We have a great working relationship and I anticipate it will continue into the foreseeable future. ”

Saint Mary Catholic School, Wisconsin

“ Your prices are great and your sales staff have always tried to help me make the best decision without ever putting any pressure on me. It is a pleasure to work with a company that isn't constantly pressuring me to buy the most expensive product but rather the one right for me. ”

Holy Family School, New Jersey

“ Love your company! ”

Your service made it possible to afford replacing all the student computers on our campus. Could NOT have done it otherwise. ”

Franklin Elementary School, California

“ Keep up the A+++ customer service and grade of equipment. That is what brought me back to CDI after trying a different company. ”

Toms River Regional School District, New Jersey

“ I have been very pleased with all of the products we have purchased through you and the customer service has been remarkable. ”

North Central Area School District, Michigan

CUSTOMER SERVICE PORTAL - REGISTER TODAY!

- Look up serial Numbers
- Request Service/RMA
- Review account Balances
- Get Warranty Status
- Review Order History
- Purchase Extended Warranties

visit: csportal.cdicomputers.com

WE HAVE HUNDREDS OF REFERENCES AVAILABLE UPON REQUEST. LET YOUR PEERS TELL YOU WHAT IT IS LIKE TO DEAL WITH US.