



Highlights of the Pioneer Metal Finishing 2007 Customer Satisfaction Survey

Conducted September 2007

	Overall, how satisfied are you with your Pioneer Metal Finishing customer service representative?
Very Unsatisfied	1
Unsatisfied	0
Somewhat Unsatisfied	2
Neutral	1
Somewhat Satisfied	3
Satisfied	57
Extremely Satisfied	61
% Satisfied	96.8%

	Rate Pioneer's Quality of metal finishing / services
Very Unsatisfied	1
Unsatisfied	1
Somewhat Unsatisfied	2
Neutral	2
Somewhat Satisfied	16
Satisfied	67
Extremely Satisfied	35
% Satisfied	95.2%

	Rate Pioneer's On-time Delivery
Very Unsatisfied	1
Unsatisfied	0
Somewhat Unsatisfied	5
Neutral	2
Somewhat Satisfied	18
Satisfied	66
Extremely Satisfied	32
% Satisfied	93.5%

	Overall, how satisfied are you with Pioneer Metal Finishing?
Very Unsatisfied	1
Unsatisfied	1
Somewhat Unsatisfied	3
Neutral	2
Somewhat Satisfied	12
Satisfied	74
Extremely Satisfied	30
% Satisfied	94.3%

	Rate Pioneer in Overall ease of doing business
Very Unsatisfied	1
Unsatisfied	1
Somewhat Unsatisfied	3
Neutral	4
Somewhat Satisfied	13
Satisfied	73
Extremely Satisfied	31
% Satisfied	92.9%

20. What words or phrases best describe Pioneer Metal Finishing? (Select 3)?

Low cost		7	6%
High cost		21	17%
High quality		80	63%
Low quality		3	2%
Great service		87	69%
Poor service		2	2%
Fast		23	18%
Slow		5	4%
Trusted		85	67%
Unreliable		4	3%
I wish all of my suppliers were like Pioneer		21	17%
Just another metal finisher		12	9%

26. Please indicate what your level of metal finishing needs will be in the next 12 months versus the past 12 months:

Large increase (10% or more)		25	21%
Small increase (1 to 9%)		38	31%
Stay the same		51	42%
Small decrease (1 to 9%)		6	5%
Large decrease (10% or more)		1	1%
Total		121	100%

Customer comments about Pioneer Metal Finishing:

- “We have created a strong partnership with Pioneer over the years and that is something that I value very highly.”
- *Hatco Corporation*
- “I deal with over 100 manufacturing vendors and rank Pioneer Metal Finishing number 1 with regards to customer service, value and turn around. It is a pleasure to be associated with the people of PMF.” - *Curt Joa Company*
- “Very happy with them to date!!! A great Vendor.” - *Mechanical Research & Design*
- “Very happy with the service that we get from Pioneer and will continue to use them.” - *Bassett Mechanical*
- “I have worked in purchasing for 28 years and Pioneer Metal Finishing has the best customer service department, and carries customer service and customer satisfaction throughout their company.”
- “We wish several of our other suppliers performed at the level of your organization.”
- “Pioneer works well with the customer, good response time and quality.”
- “Pioneer is really good with customer service, expediting orders when needed and on-time delivery.”
- “Your customer service people are great, they do everything possible to get our parts plated for us. Delivery dates are excellent.” - *A central WI manufacturing company*