



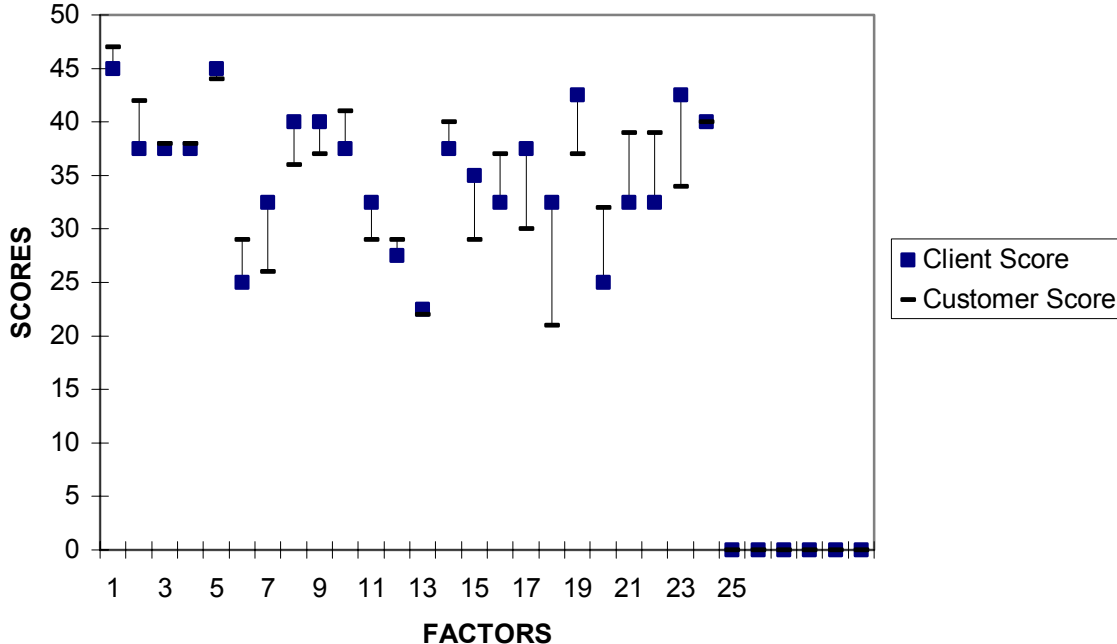
Examples of Gap Analysis charts used in the Customer Perception Survey

The charts shown relate to the “ABC Steel Ltd” sample report that can also be downloaded. You may find it helpful to refer to both documents together.

The charts clearly show differences in opinion between the customer base and that of the surveyed company.

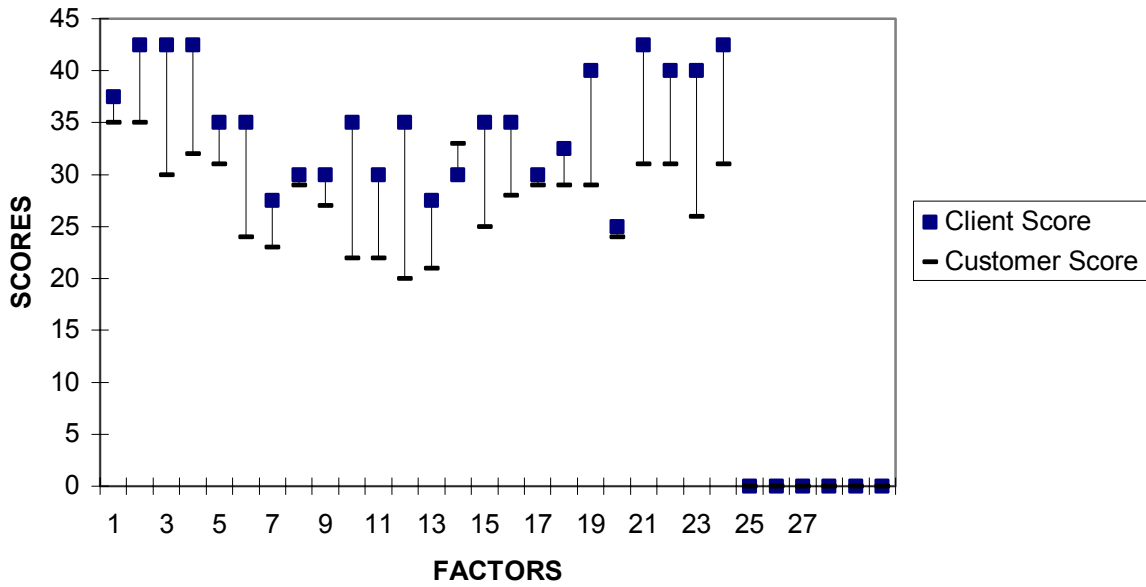
Three of the charts compare the importance of certain aspects of the product or service delivery, the customer and company perception of performance and the perception of the performance of competitors. The final chart takes data from each of the three preceding charts and provides the basis on which to take clear action to improve.

IMPORTANCE TO CUSTOMER



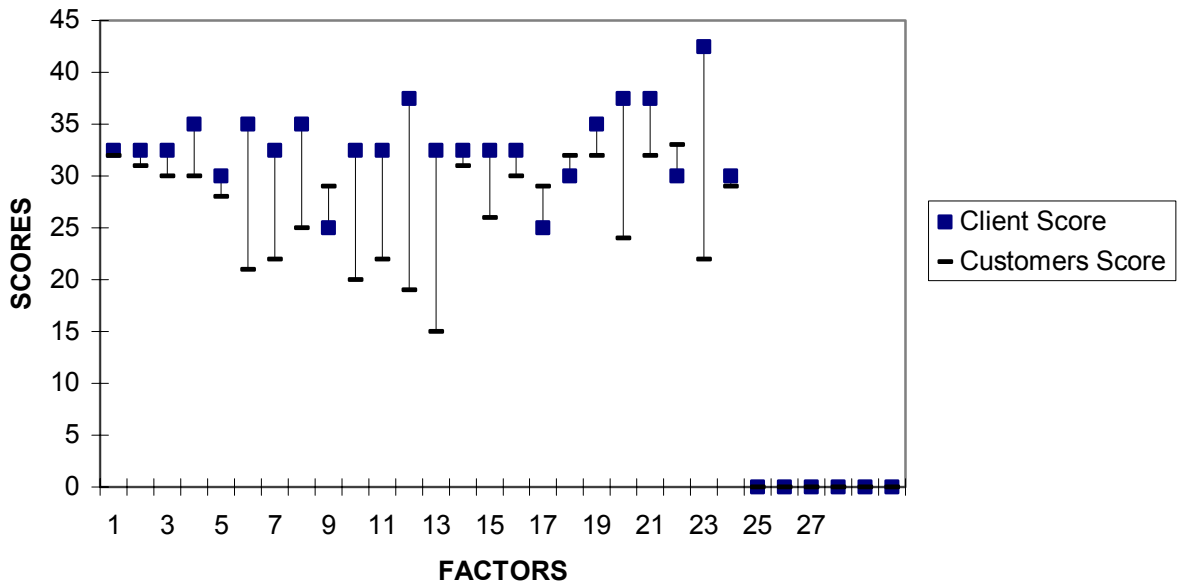
The above “importance” graph clearly shows differences in opinion between the client and their customers as to what is important. It may be that insufficient resource is directed at certain areas and not enough at others.

STRENGTH OF CLIENT



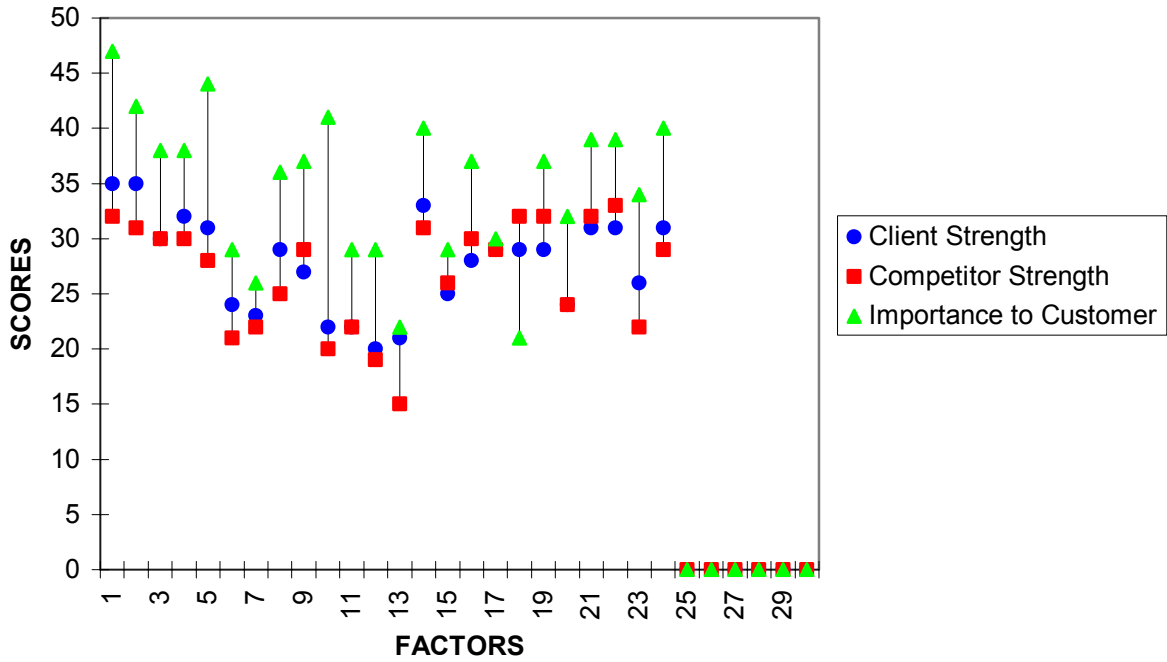
The above “strength of client” chart shows that the client company has a high opinion of itself and that in all areas, the customer’s perception is far worse.

STRENGTH OF COMPETITORS



It may be that the client is getting away with it because of inertia and the perception that the competitors are far worse. How long this will last for is debatable.

CUSTOMER SCORES OF IMPORTANCE TO CUSTOMER vs CLIENT STRENGTH vs COMPETITOR STRENGTH



The final chart combines data from the previous three and highlights areas for immediate action.

The following shows the subject matter for the various factors along the bottom axis of each of the graphs.

Meets agreed delivery dates	1
Understands technical requirements	2
Responds quickly to quotation requests	3
Understands business/customer requirements	4
Corrects problems/defects quickly	5
Regular review/performance meetings on site	6
Regular reports of progress	7
Feedback on changes to drawings/process	8
Acknowledges orders/confirms del dates	9
More competitive price than competitors	10
Able to manage/org other sub-contractors	11
Use of IT to reduce paperwork	12
Stays open after 1.00 on Saturdays	13
Produces high quality components	14
Offers a flexible payment system	15
Works in partnership on suitable projects	16
Offers facility to produce assemblies/sub-assemblies	17
Visits you at regular intervals	18
Answers the telephone promptly	19
Is an ISO 9002 registered company	20
Puts you through to the correct person	21
Provides technical help and back-up	22
Provides support after completion of project	23
Responds to change in spec quickly	24