CUSTOMER SATISFACTION SURVEY REPORT 2021

NORDIC TRADITIONS | UKRAINIAN SPIRIT | SUPERIOR SOFTWARE

"Sigma Software is pleased to announce the impressive results of our annual Customer Satisfaction Survey.
We have been conducting this Survey for over five years, constantly polishing the approaches in order to better understand how we can become better for our Clients.

We take into account our yearly progress, as well as the statistics on main groups – customers by type of business, number of years we have cooperated with them, geography – and identify the areas for further improvement for every single Customer we work with. We are persistent in following our company`s mission:

Provide premier value IT services, keeping the focus on helping our customers to reach their business goals."

Evgeniy Bachinskiy,
Quality Director, Sigma Software

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BACKGROUND

The survey is held on a yearly basis. During February 2021 we conducted the satisfaction survey covering all the current Clients, which reached over 100 recipients.

This year we received 29% more responses than in the previous year.

ASSESMENT AREAS

The assessment was conducted in 8 areas:

- Quality of services and solutions provided
- Communications, its regularity and relevance
- Account Management, and if the AM approach fits collaboration concept and practice
- Technical Skills of the specialists involved
- Domain Knowledge of the specialists involved
- Project Management level provided
- Ability to meet deadlines
- Efficiency of project teams

The respondents also rated **the Overall Satisfaction** of working with Sigma Software. They were also asked to give their thoughts on how likely they would be to recommend Sigma Software to a friend or colleague, which was calculated as **a Net Promoter Score.**

KEY FINDINGS

CUSTOMER SATISFACTION SCORE

97%

NET PROMOTER SCORE*

57

- 100   + 100
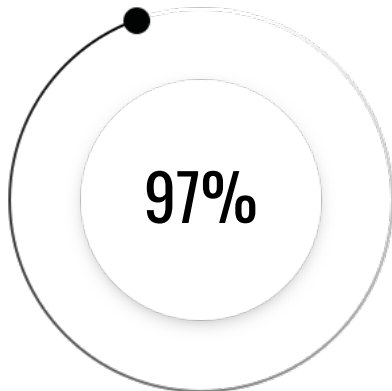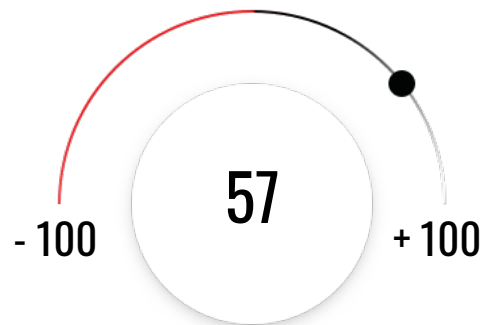
THIS YEAR WE ACHIEVED THE HIGHEST EVER SATISFACTION SCORE OF 97% AND NPS OF 57, WHICH IS HIGHER THAN PREVIOUS YEAR AND THE INDUSTRY AVERAGE, 31. OVERALL SATISFACTION HAS INCREASED BY 3 POINTS COMPARED TO THE PREVIOUS YEAR (94% → 97%).

- *Product House and Startup* have 100% satisfaction rate, showing a significant increase sine last year.
- *Account Management* (88% → 99%) and *Ability to Meet Deadlines* (83% → 94%) areas have the biggest increase in satisfaction compared to the previous year.
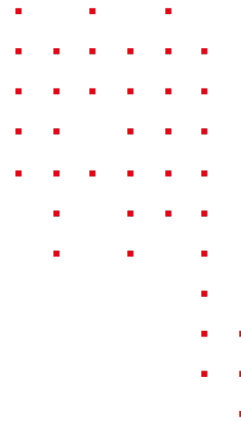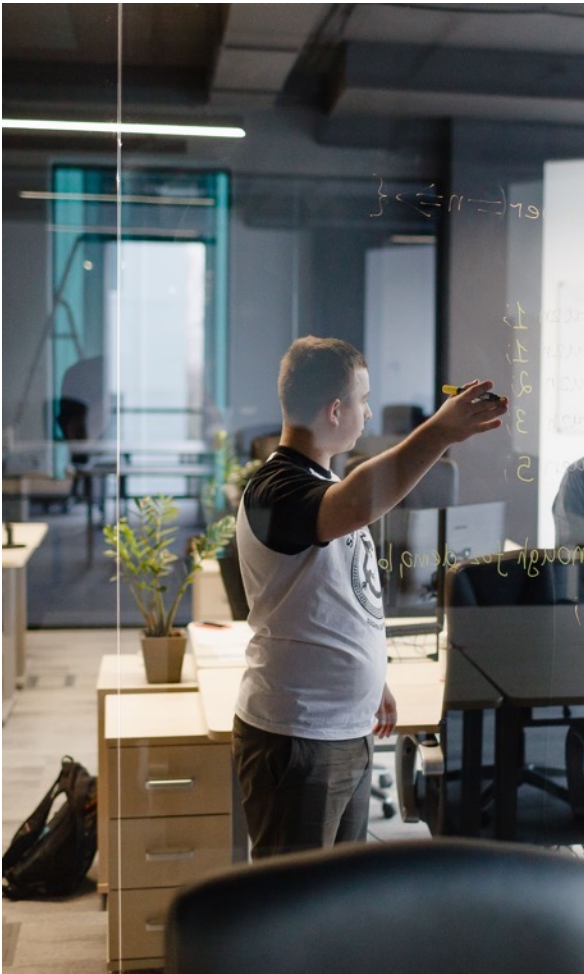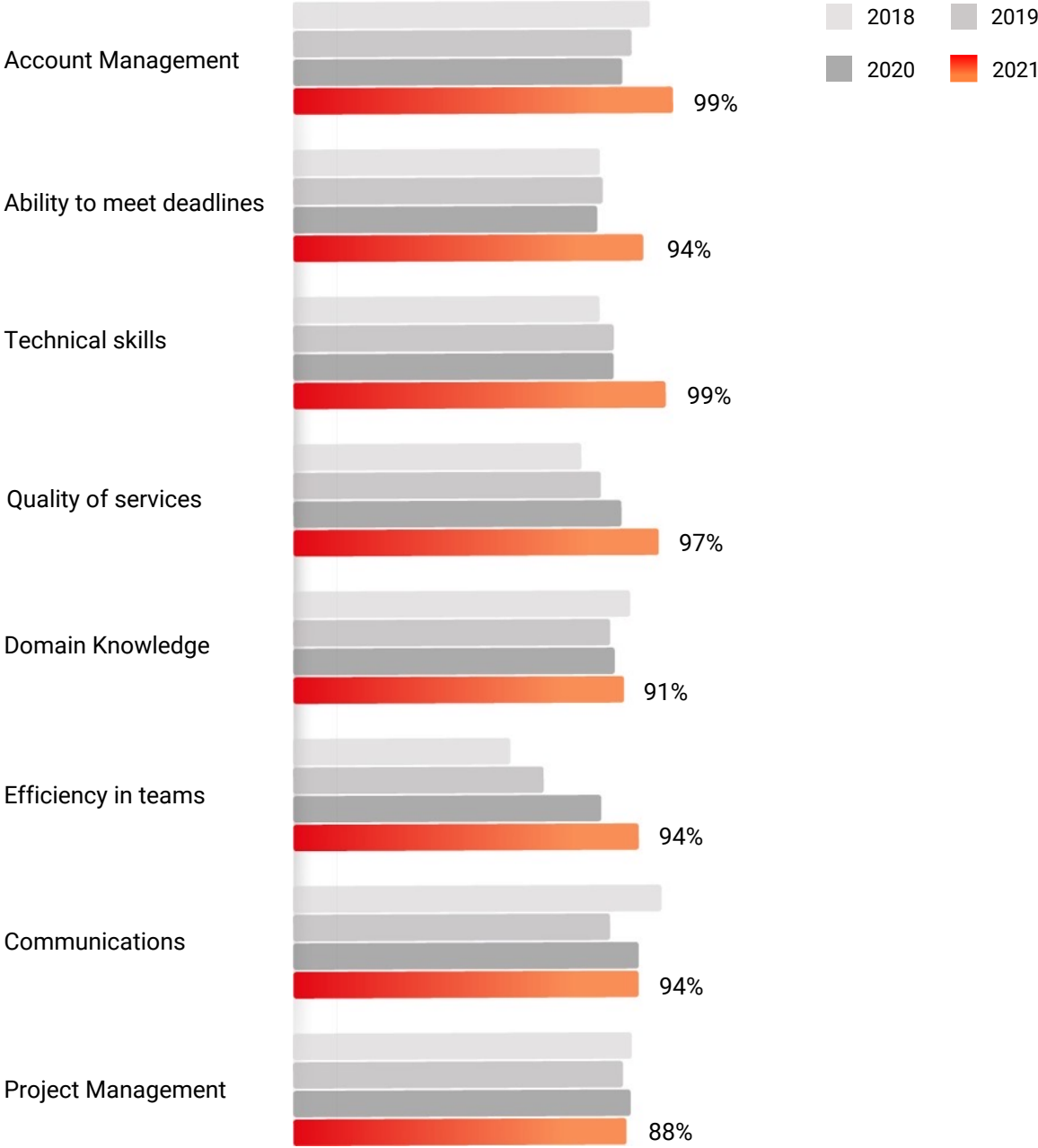
COMPARISON
TO PREVIOUS YEARS

- Satisfaction with *Account Management* (88% → 99%), *Deadlines* (83% → 94%) and *Technical Skills* (90% → 99%) have increased significantly compared to last year.

- Satisfaction with *Project Management* is the only one area that has decreased by one point compared to last year (89% → 89%).

- The area of *Communication* is the one that has not changed compared to last year.
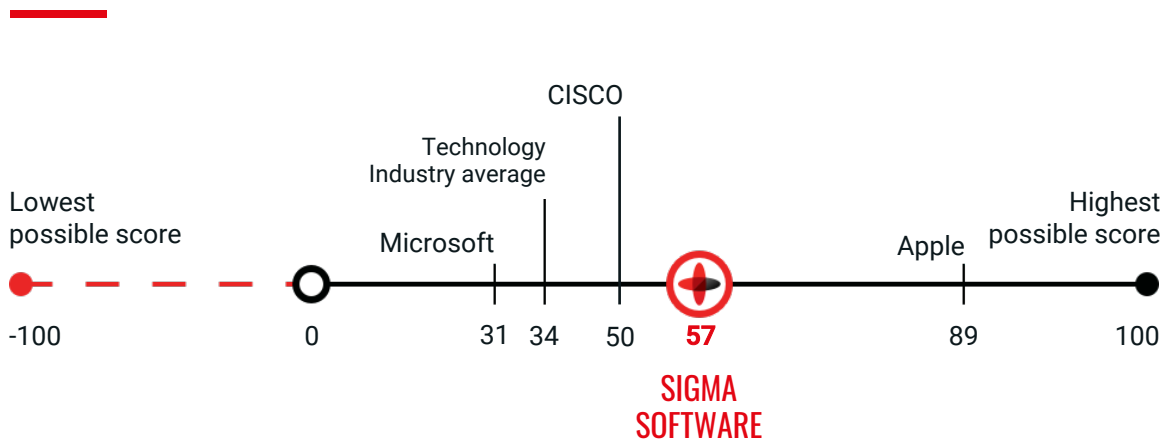
Category	Change
Account Management	+11%
Ability to meet deadlines	+11%
Technical skills	+9%
Domain Knowledge	+5%
Quality of services	+3%
Efficiency of teams	+5%
Communications	0%
Project Management	-1%

COMPARISON
TO PREVIOUS YEARS

Account Management

Ability to meet deadlines

Technical skills

Quality of services

Domain Knowledge

Efficiency in teams

Communications

Project Management

2018 2019
2020 2021

99%

94%

99%

97%

91%

94%

94%

88%

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NET PROMOTER SCORE

Net Promoter Score, NPS, is a typical metric that is used to measure customers' loyalty. It represents how likely customers are to recommend our services on a scale from -100 to 100. The industry average is 31 according to:

- The question is "How likely is it that you would recommend Sigma Software to a friend or colleague?" with an option to pick a number from 1 to 10.
- Responses are grouped into three categories: Detractors (1-6), Neutral (7-8) and Promoters (9-10).
- The value is calculated as NPS = Promoters (%) − Detractors (%).
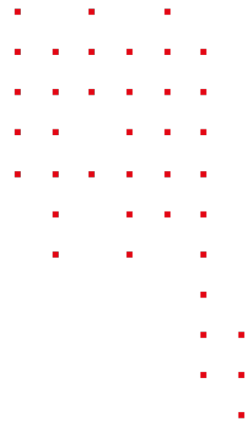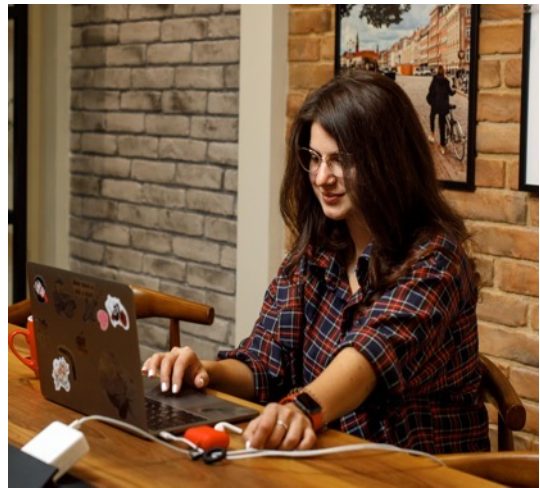
SATISFACTION BY TYPE OF BUSINESS

AREA	ENTERPRISE	PRODUCT HOUSE	STARTUP	TOTAL
Overall satisfaction *(direct question)*	92%	100%	100%	97%
Quality	96%	100%	91%	97%
Communications	88%	100%	91%	94%
Account management	100%	100%	91%	99%
Technical skills	100%	96%	100%	99%
Domain knowledge	88%	92%	91%	91%
Project management	88%	92%	67%	88%
Ability to meet deadlines	96%	96%	80%	94%
Efficiency	91%	96%	91%	94%
NPS	50	58	36	57
Average by areas	93%	97%	88%	94%

STATISTICS BY YEARS OF COOPERATION

We have grouped all the respondents for Clients, who have been working with us for more then a year and the ones working with us for less than a year. The first group appear to be more satisfied.
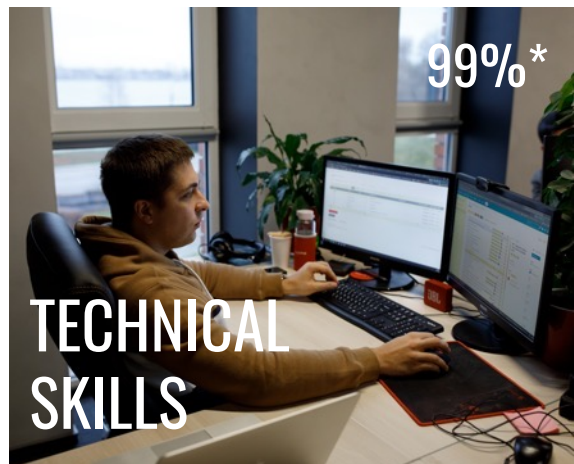
98%

95%

97%

> 1 year*   < 1 year*   TOTAL
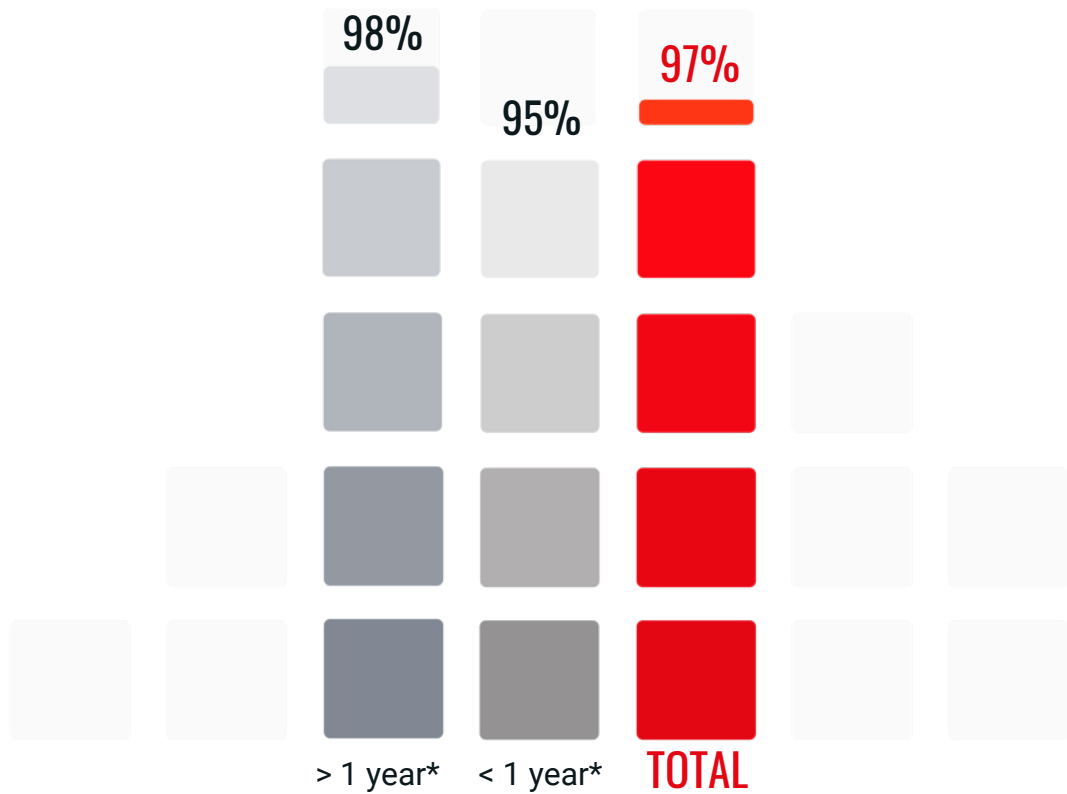
*The period customers work with Sigma Software
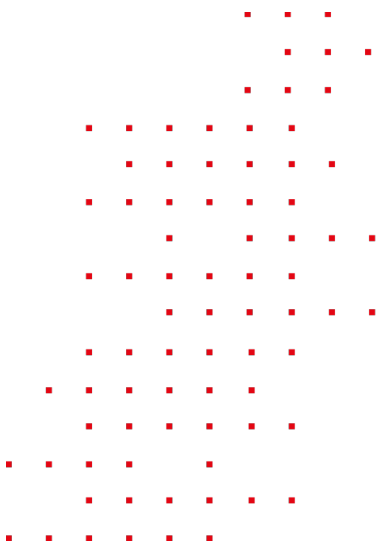
FINDINGS BY AREAS

The areas our clients are satisfied with the most are:

99%*
ACCOUNT MANAGEMENT

99%*
TECHNICAL SKILLS

97%**
QUALITY

*Account Management shows an 11 point increase compare to the previous year. Technical skills – a 9 point increase.

**Last year Quality was at 92%, while this year the rate has grown to 97%.
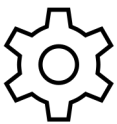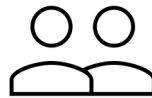
SATISFACTION BY AREAS

94% ▲ 0

COMMUNICATIONS

97% ▲ 5

QUALITY

99% ▲ 9

TECHNICAL SKILLS

88% ▼ 1

PROJECT MANAGEMENT

94% ▲ 5

EFFICIENCY

91% ▲ 3

DOMAIN KNOWLEDGE

99% ▲ 11

ACCOUNT MANAGEMENT

94% ▲ 11

ABILITY TO MEET DEADLINES

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WHAT OUR CUSTOMERS SAY

"

The Sigma Software team always makes the effort to make sure we get what we need and asked for. Very much appreciated.

I really appreciated the back and forth process to create a product we are proud of.

Well skilled and highly engaged developers, with active and understanding management around that.

Together we have created a good recruitment process where we get high to very high skilled developers that drive and deliver with high quality with good velocity.

Our account manager is fantastic and always willing to do the little extra things for us. The engagement and loyalty are great.

I think that the technical skills of the developers are high to very high and so is the willingness to deliver high quality with good velocity.