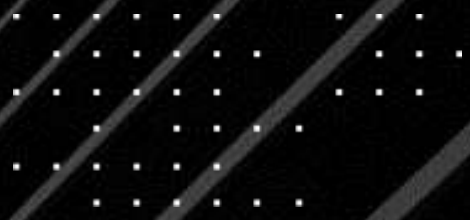


CUSTOMER SATISFACTION SURVEY REPORT 2020



NORDIC TRADITIONS | UKRAINIAN SPIRIT | SUPERIOR SOFTWARE



“It is our pleasure to share the results of Customer Satisfaction Survey 2020. Sigma Software conducts this survey annually for many years in a row, in order to discover the level of customer satisfaction with the services we provide, trace the dynamics in assessed services, and define the areas for growth and improvement.

The constant enhancements helps us to provide the services of the highest quality, so that nothing prevents us from following our mission:

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



Evgeniy Bachinskiy,
Quality Director, Sigma Software

BACKGROUND

The survey is held on a yearly basis. This year the invitation to participate in the survey was sent to all Sigma Software Customers – over 100 recipients.

We have received 52% responses, which is a quite high rate.

Satisfaction score was calculated as a number of respondents who answered either «Very satisfied» or «Somewhat satisfied» out of 5 possible options divided by number of all respondents.

ASSESSMENT AREAS

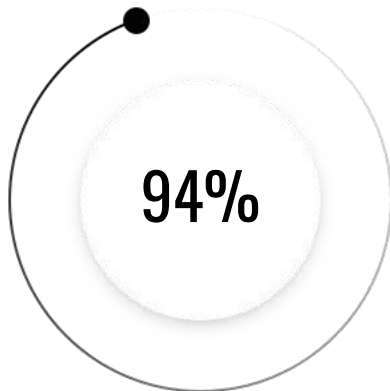
The assessment was conducted in 8 areas:

- 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

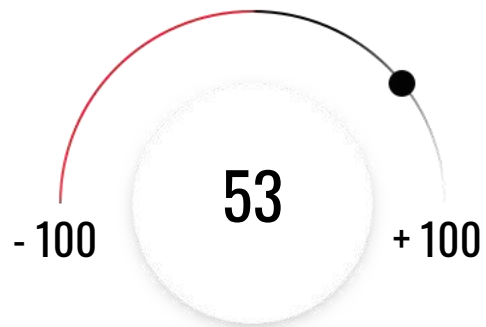
The respondents also rated **the Overall Satisfaction** of working with Sigma Software. We also measured **Net Promoter Score**, which is the measure of how likely it is that the respondents would recommend Sigma Software.

KEY FINDINGS

CUSTOMER SATISFACTION SCORE



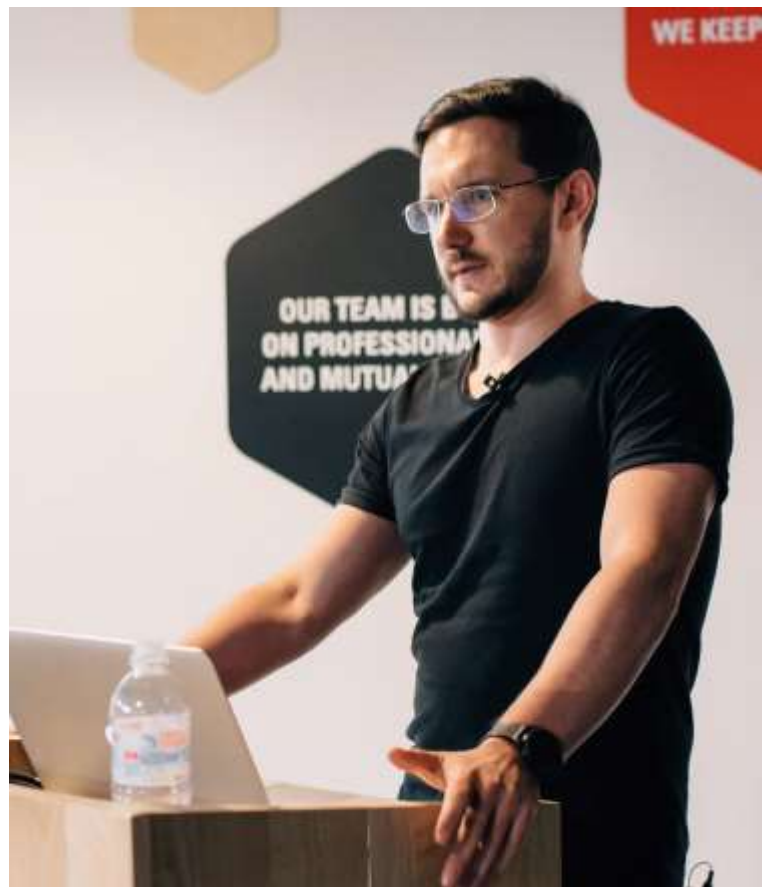
NET PROMOTER SCORE*



THIS YEAR WE ACHIEVED THE HIGHEST EVER SATISFACTION SCORE OF 94% AND NPS OF 53, WHICH IS HIGHER THAN THE INDUSTRY AVERAGE, 38.

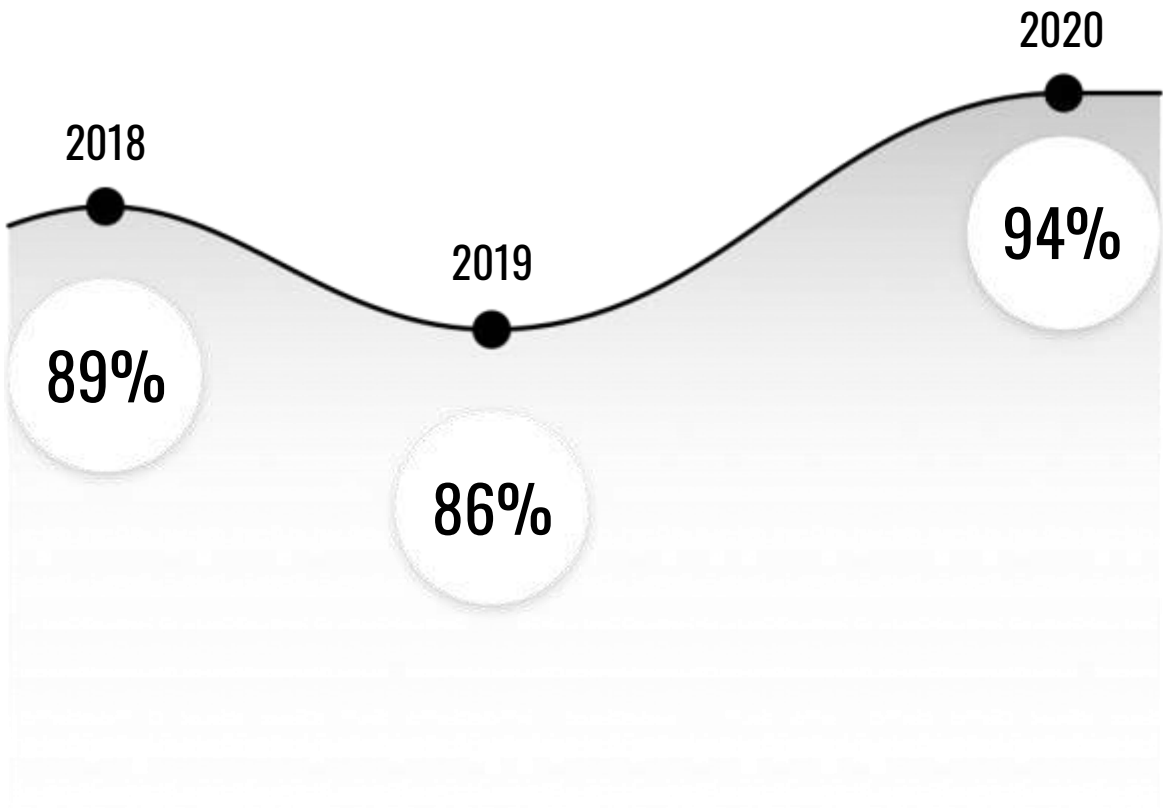
- The most satisfied groups of clients are *Enterprises* and *Product Houses*. They scored 100% satisfaction.
- Companies that have been our clients for more than 1 year are more satisfied and loyal, scoring satisfaction 100% and NPS 81.
- The greatest progress show *Communication*, *Quality*, and *Technical Skills* areas ([find details on slide 12](#)).

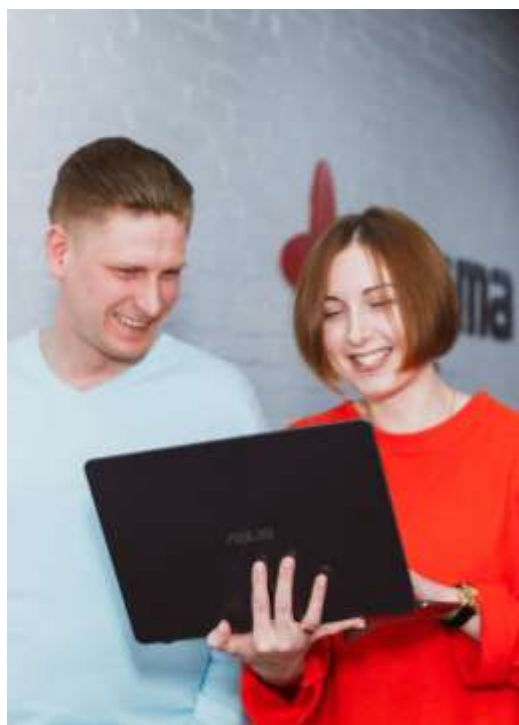
[*See details on Slide 8](#)



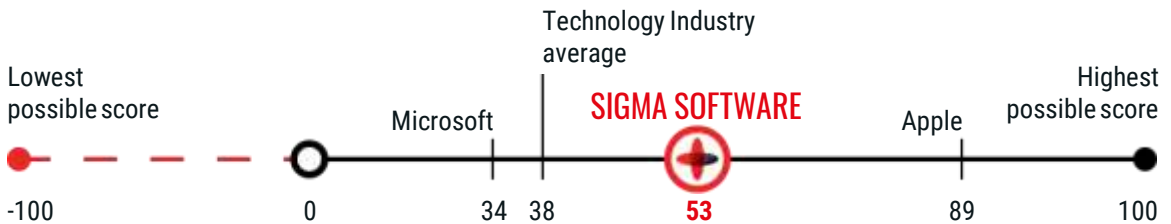
COMPARISON TO PREVIOUS YEARS

THE CURRENT RESULT SO FAR IS THE HIGHEST EVER ACHIEVED BY
SIGMA SOFTWARE.





NET PROMOTER SCORE



Net Promoter Score, NPS, is a typical metric that is used to measure customers' loyalty. It represents how likely the customers are to recommend our services on the scale from - 100 to 100. The industry average is 38 according to [SurveyMonkey](https://www.surveymonkey.com).

SIGMA SOFTWARE NPS IS 53



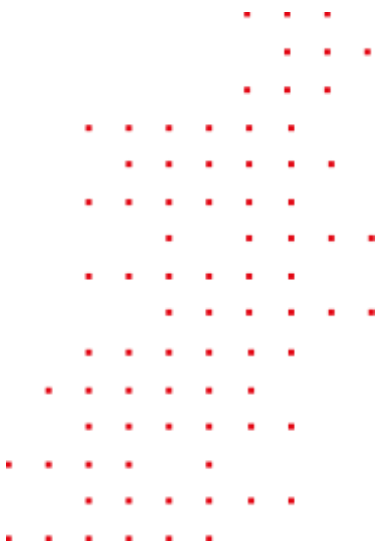
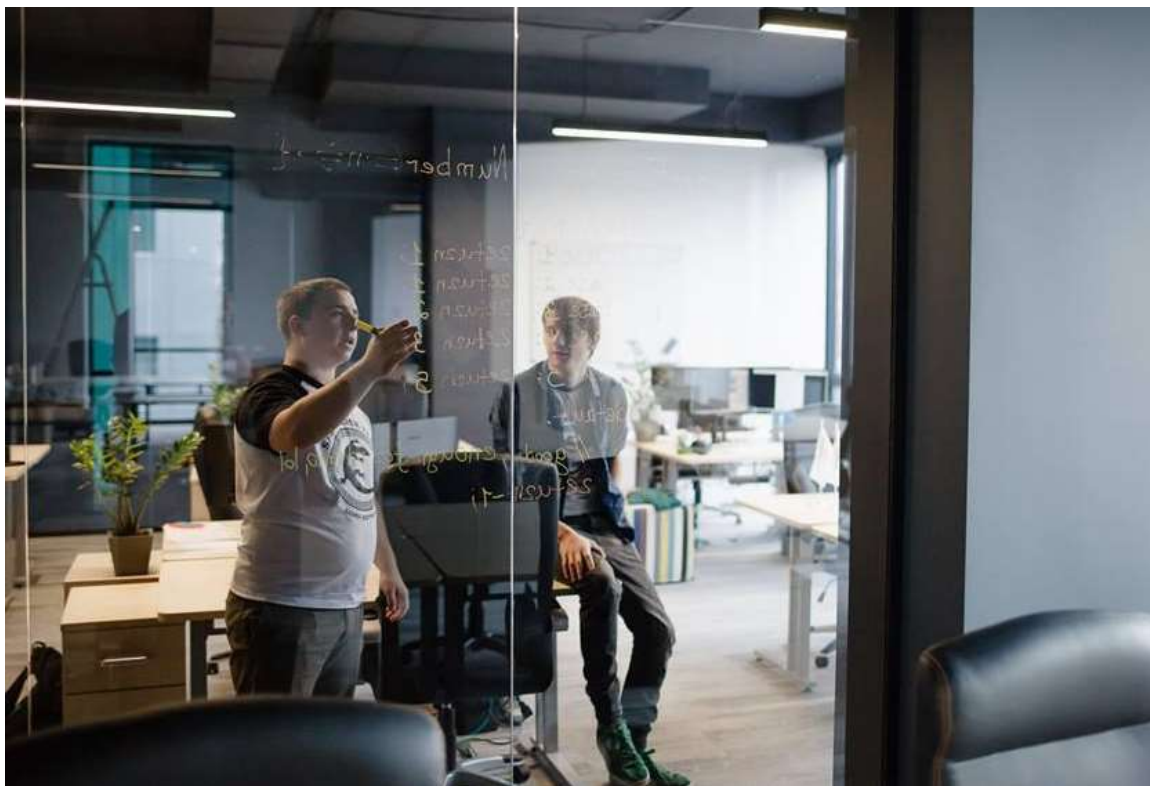
Where:

Detractors – unhappy customers

Passives – satisfied but indifferent customers

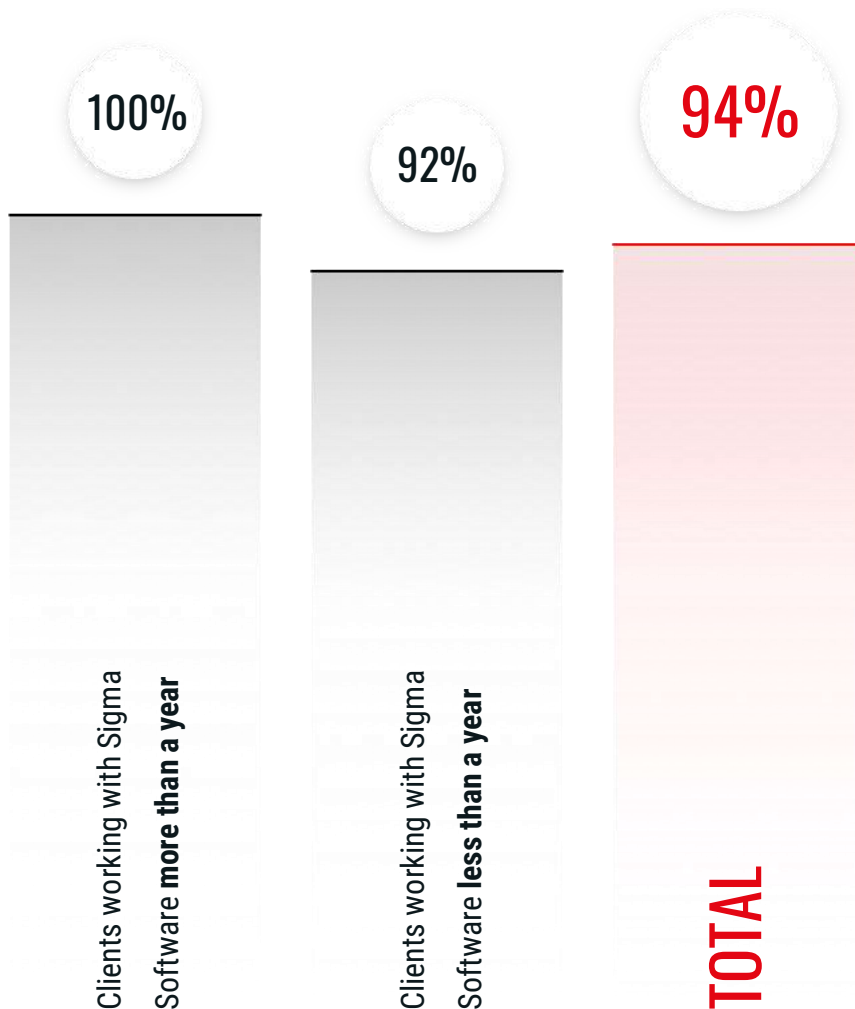
Promoters – loyal customers who will keep buying and referring others

The value is calculated as $NPS = Promoters (\%) - Detractors (\%)$.



WE BUILD LONG-TERM RELATIONSHIPS

Respondents, who have been working with us for more than a year are 100% satisfied.

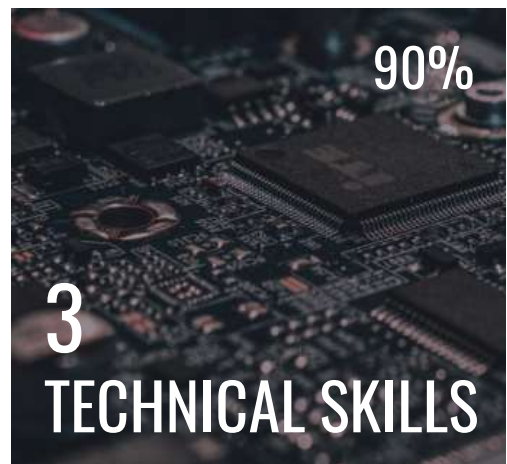




FINDINGS BY AREAS

TOP 3 areas our clients are satisfied with the most:

Communication, Quality, and Technical Skills.



SATISFACTION BY AREAS



94%

COMMUNICATIONS



92%

QUALITY



90%

TECHNICAL SKILLS



89%

PROJECT MANAGEMENT



89%

EFFICIENCY



88%

DOMAIN KNOWLEDGE



88%

ACCOUNT MANAGEMENT



83%

ABILITY TO MEET DEADLINES



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