

Abstrakt

2025 results

Annual client  
questionnaire.



Certified



Corporation

# The results are in.

Every year we send a satisfaction questionnaire to all of our clients to see how we've performed, so we can understand where we're succeeding and where we need to improve.

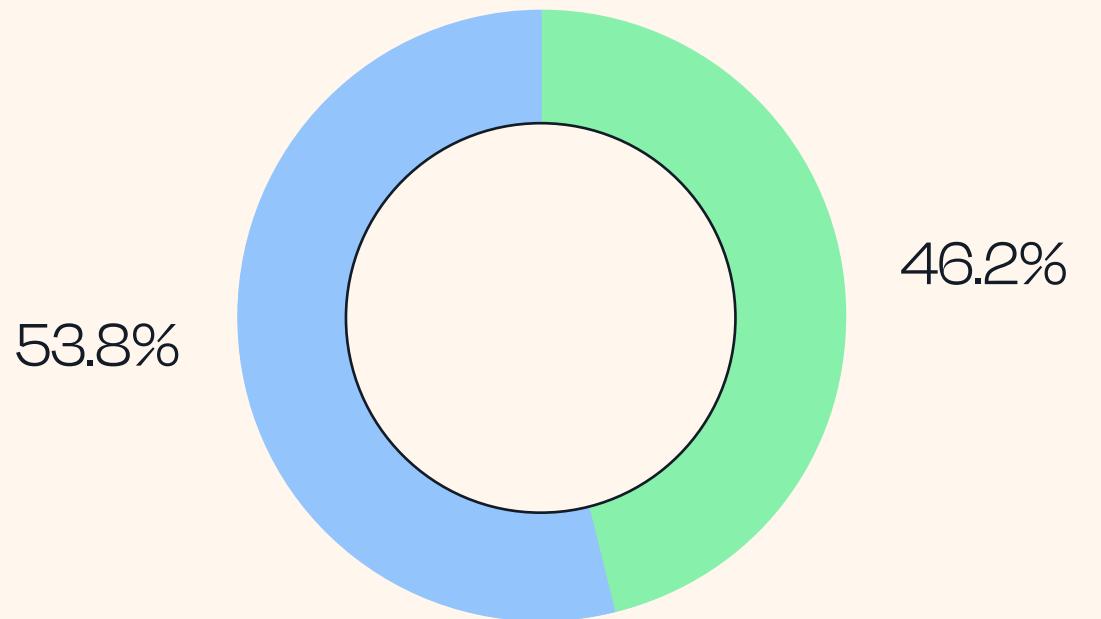
Here's what our clients had to say for 2025...

## Question

Overall, how well does Abstrakt meet your company's needs?

## Answer

- Above and beyond!
- Very well
- Well
- Not so good
- Hardly at all

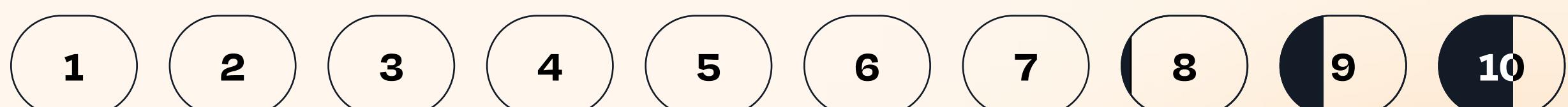


## Question

How would you rate the quality of the work Abstrakt produces for your business?

## Answer

Could do better



Average score | **10**

7.7% 30.8% 61.5%

## Question

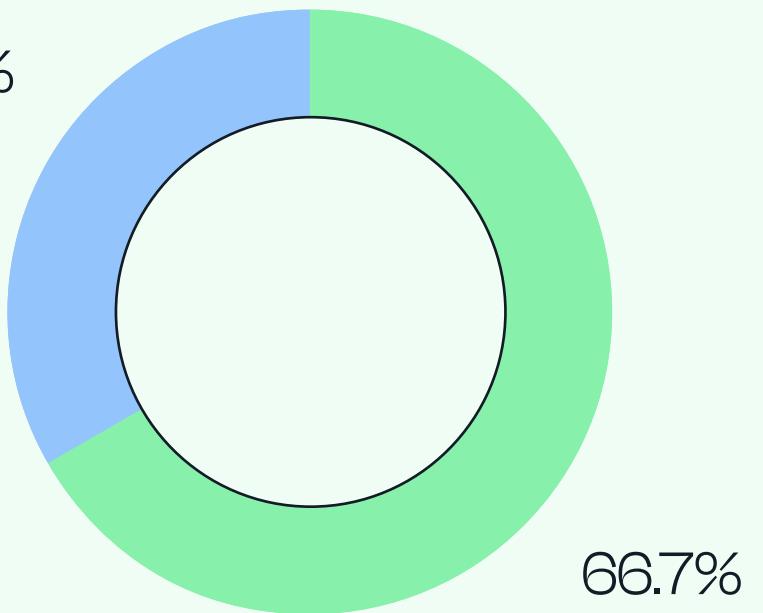
How responsive are Abstrakt to your questions and concerns?



## Answer

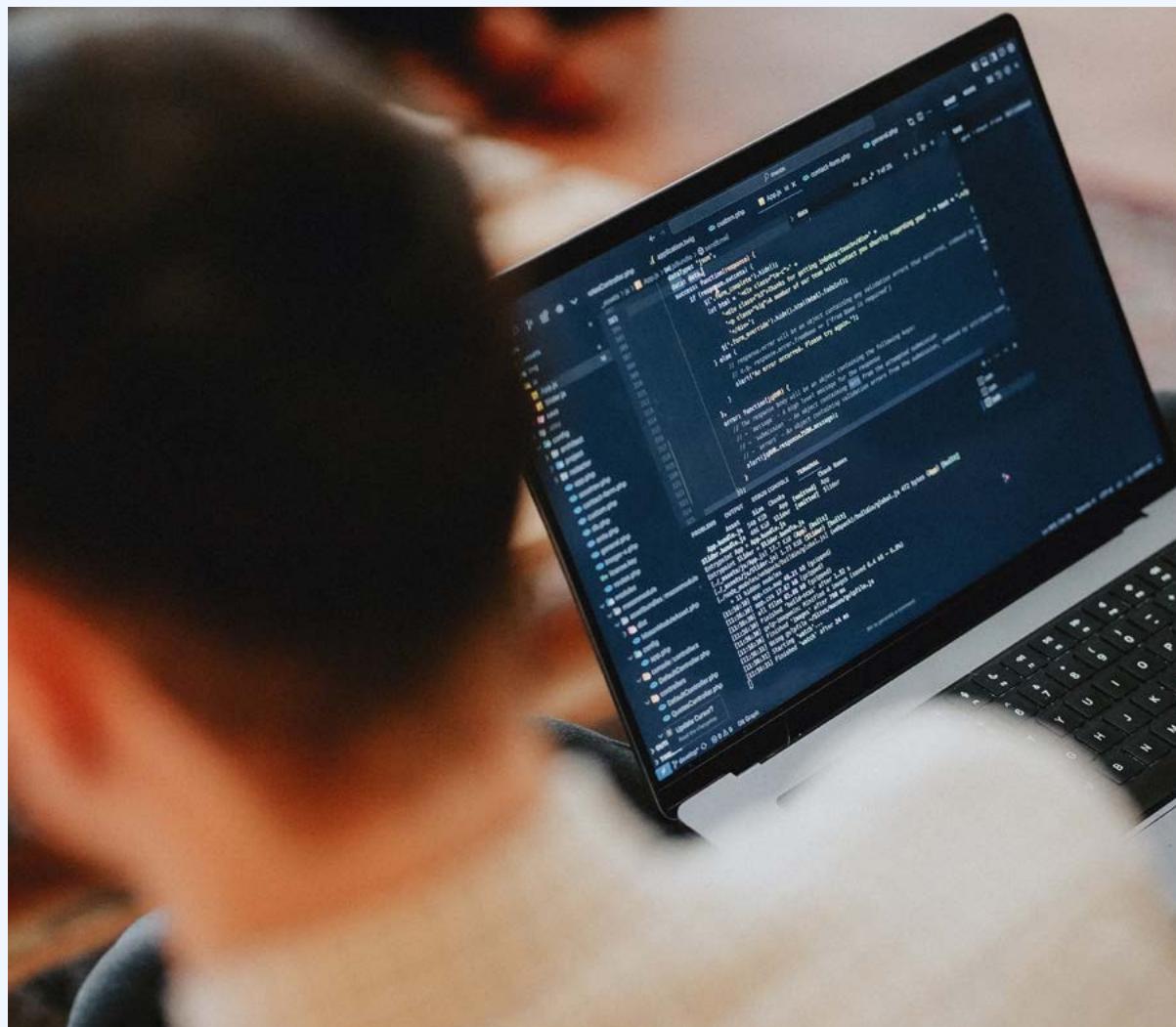
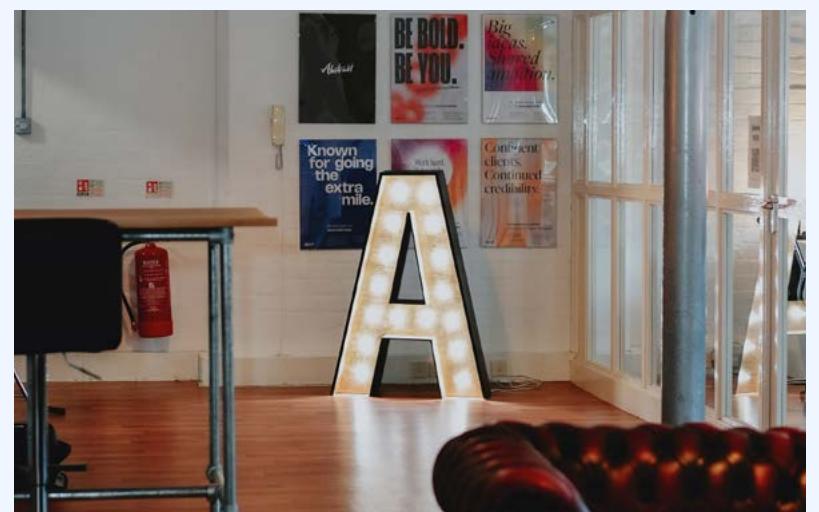
- Extremely responsive
- Very responsive
- Could be quicker
- Respond? They never do!

33.3%



## Question

In your own words, what do you think Abstrakt do particularly well?



## Answer

Answers are a representative selection

"Very knowledgeable in their respective skill sets and collaborative in bringing skills together for a full project."

- + **Communication:** Abstrakt communicate technical points clearly and with personality, provide fast and responsive replies to queries, and offer clear communication on project timelines and stages.
- + **Proactivity and knowledge:** The team is very knowledgeable, proactive, and not afraid to challenge, utilising a data-backed, insights-based approach with thoroughly thought-through recommendations.
- + **Problem solving and requirements:** Abstrakt responds promptly and effectively to questions, consistently providing solutions that meet expectations, and they excel at breaking down large, complex needs and prioritising issues into manageable steps.
- + **Collaboration and process:** Abstrakt are a great team to work with, demonstrating collaboration across skill sets and providing an almost seamless process from initial scoping to delivery.
- + **Understanding client needs:** The team take time to understand requirements from different angles, creating a complete picture used for developing workable actions.

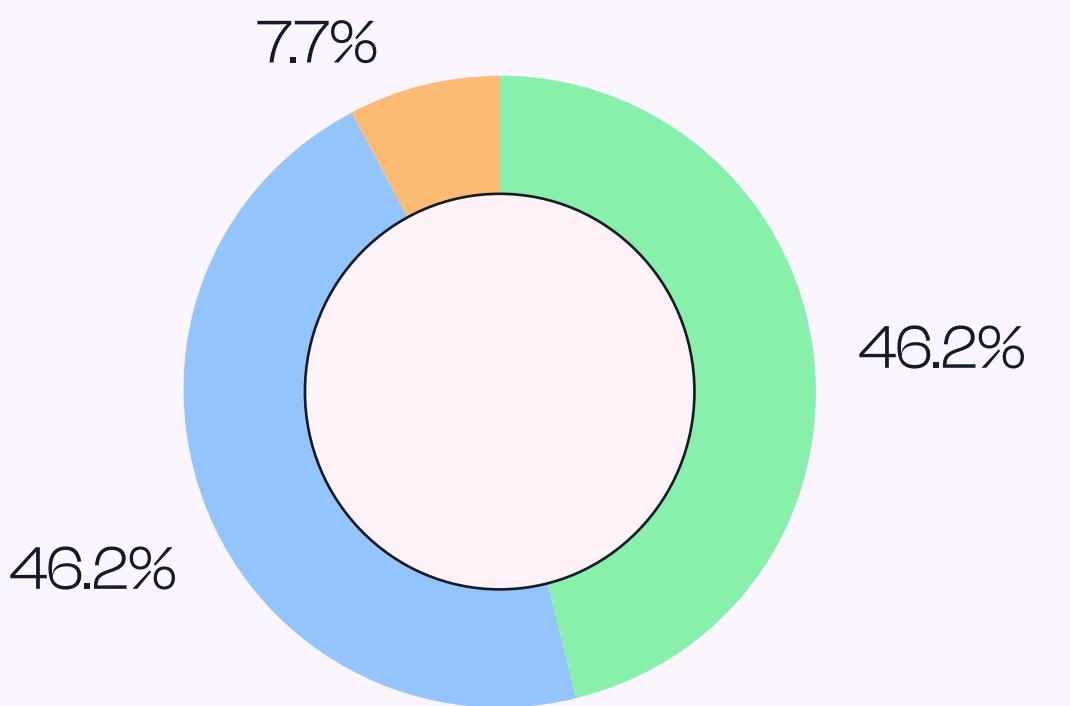
## Question

# How likely are you to work with us again?



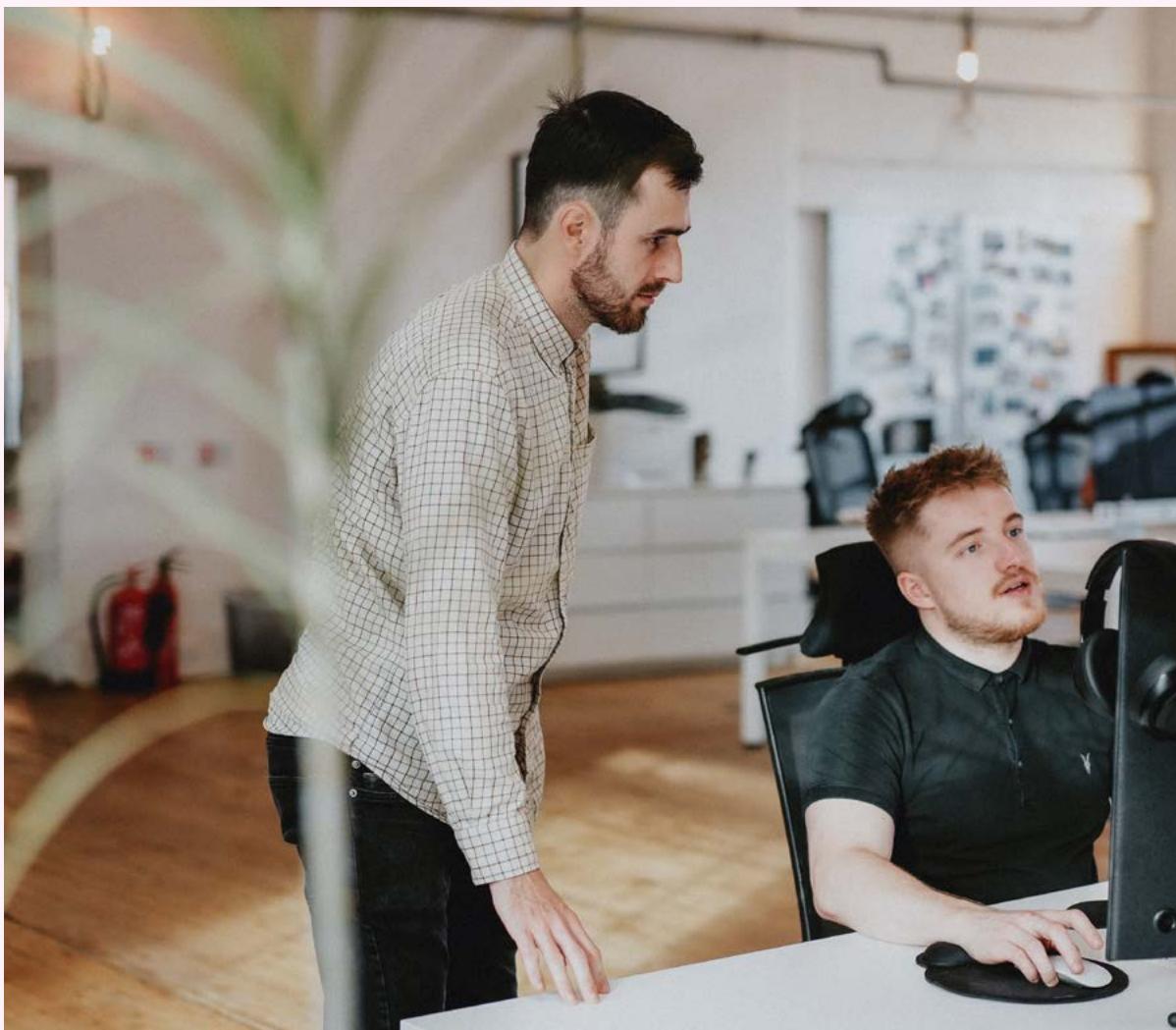
## Answer

- We're a partnership now!
- Very likely!
- If the projects there, you're on the list
- Not very likely
- Bottom of the pile



## Question

In your own words, how would you rate your overall experience working with Abstrakt?



## Answer

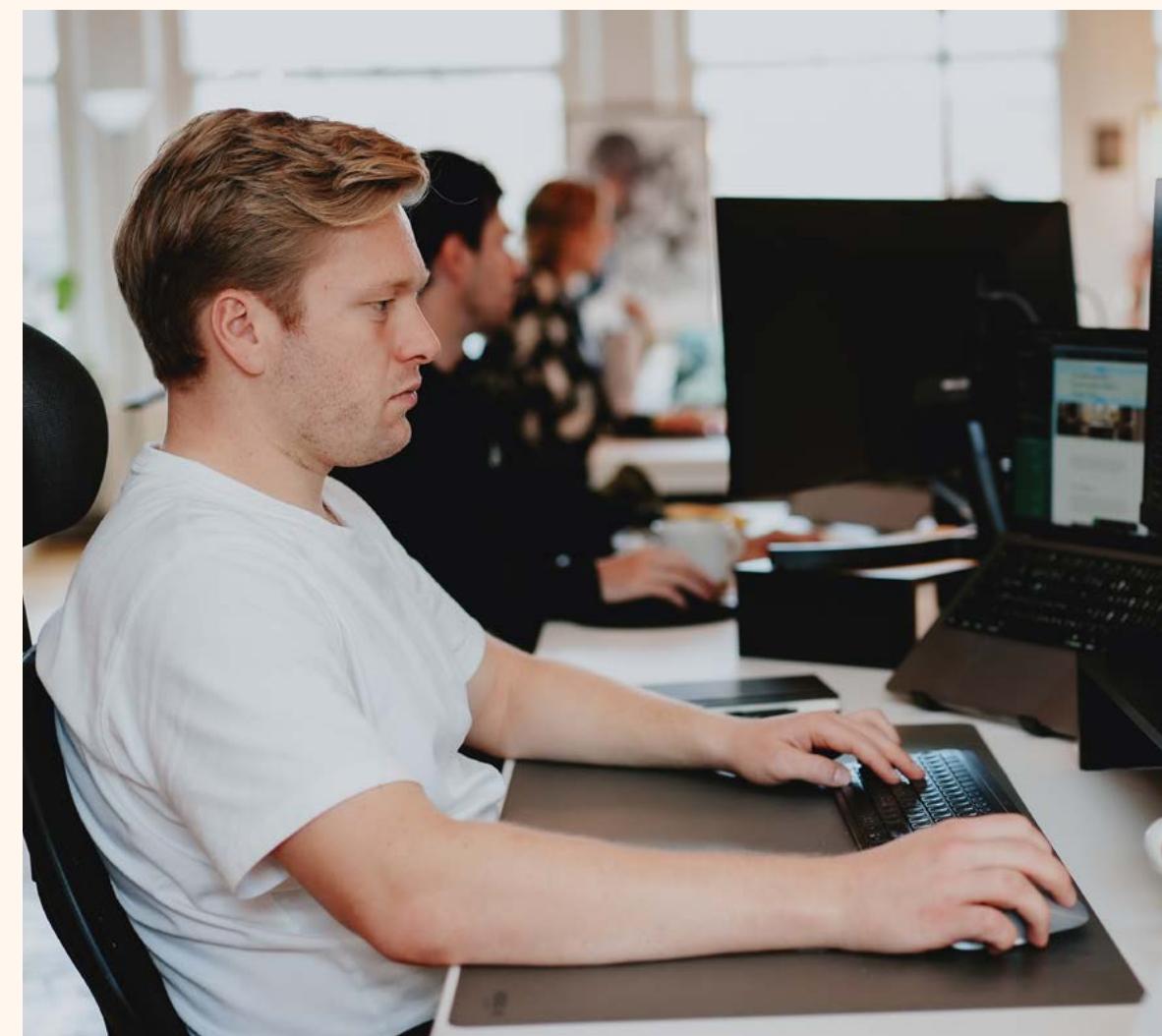
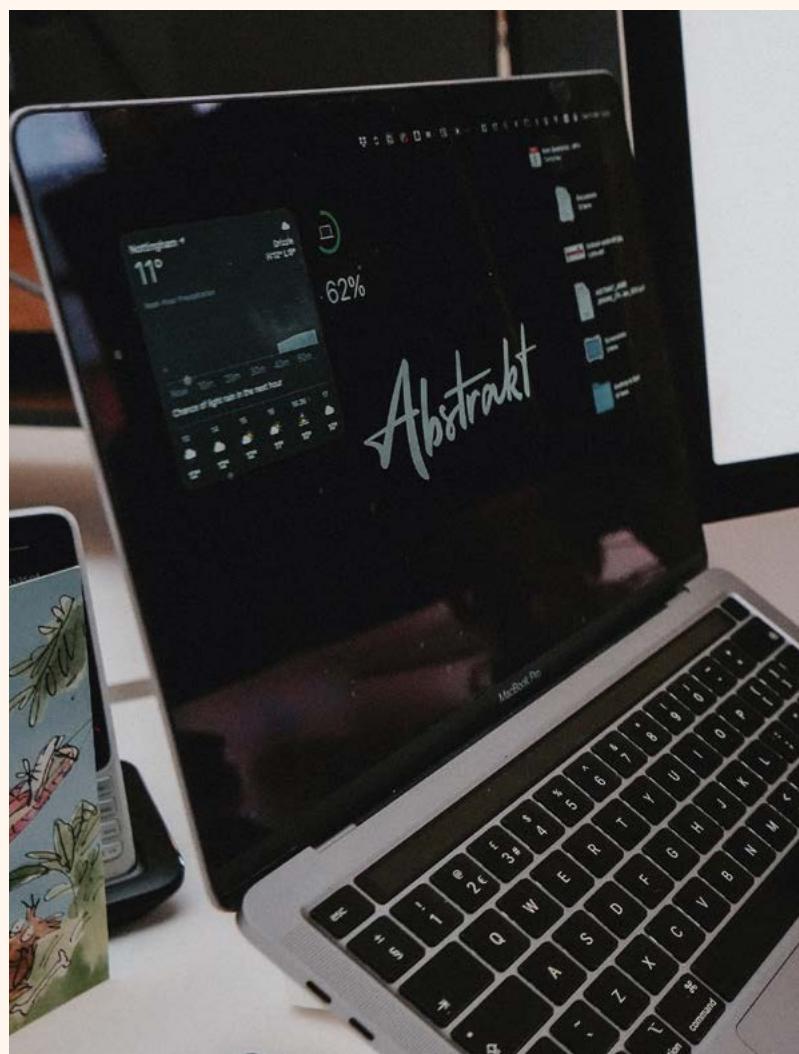
Answers are a representative selection

"A really positive experience overall, Abstrakt produced a beautiful website that functions well and supports our business goals."

- + **Overall experience:** The majority of responses describe the experience as "Fantastic," "Excellent," "Wonderful," "fab," and "exceptionally positive."
- + **Team and approach:** The team is highlighted as easy to work with, knowledgeable, comprehensive, focussed, and realistic, ensuring questions and concerns are addressed and that they are always available to help.
- + **Project management:** Abstrakt is described as clearly setting out timelines and project scopes from the start.
- + **Results and output:** The agency are described as producing beautiful and functional websites that support business goals, with results being consistently fantastic.
- + **Specific expertise:** Special mention was made for expertise in SEO Strategy and UX.

## Question

How likely is it that you would recommend Abstrakt to another business, brand or brand partner?



## Answer

Not a chance



**NPS = 77**

23.1% 15.4% 61.5%

- + Client satisfaction and advocacy are exceptionally strong, with no negative sentiment recorded
- + Feedback is consistently positive, not just concentrated in a few accounts
- + Delivery quality is translating into genuine recommendation intent

## Question

Is there anything Abstrakt could be doing to make your experience better?



## Answer

Answers are a representative selection

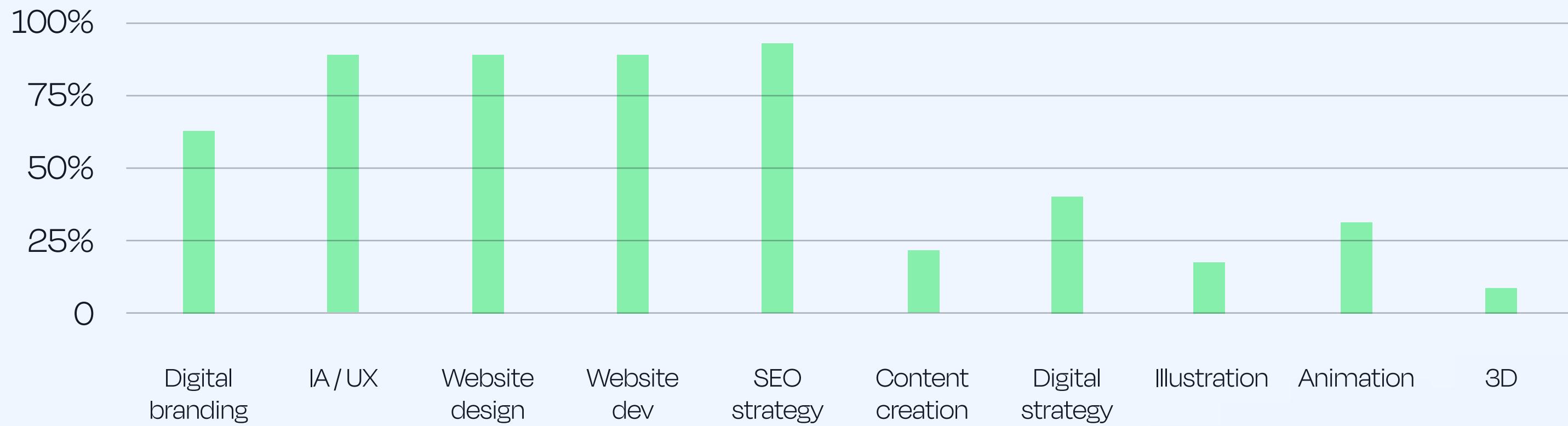
"Abstrakt can sometimes be pricier but they're knowledge and skill is often higher."

- + **Pricing:** Abstrakt is described as sometimes being pricier compared to other agencies, although their knowledge and skill are considered higher.
- + **Technical communication:** Suggestions include providing technical recommendations in layman terms with clear reasoning.
- + **Service offering:** There was a request for support on app development.

## Question

What services do you associate with Abstrakt?

## Answer



## Question

Out of the services above, were there any you didn't realise Abstrakt offered?

## Answer



## Question

Are there any services you'd like to see Abstrakt providing its clients in the future?

## Answer

Brand strategy

Support with GA4 & GTM

Ad-hoc design projects

## Question

What words would you use to describe Abstrakt?

## Answer

Reliable

Professional

Innovative

Creative

Quality

Proactive

Helpful

Friendly

Technical

Knowledgeable

Supportive

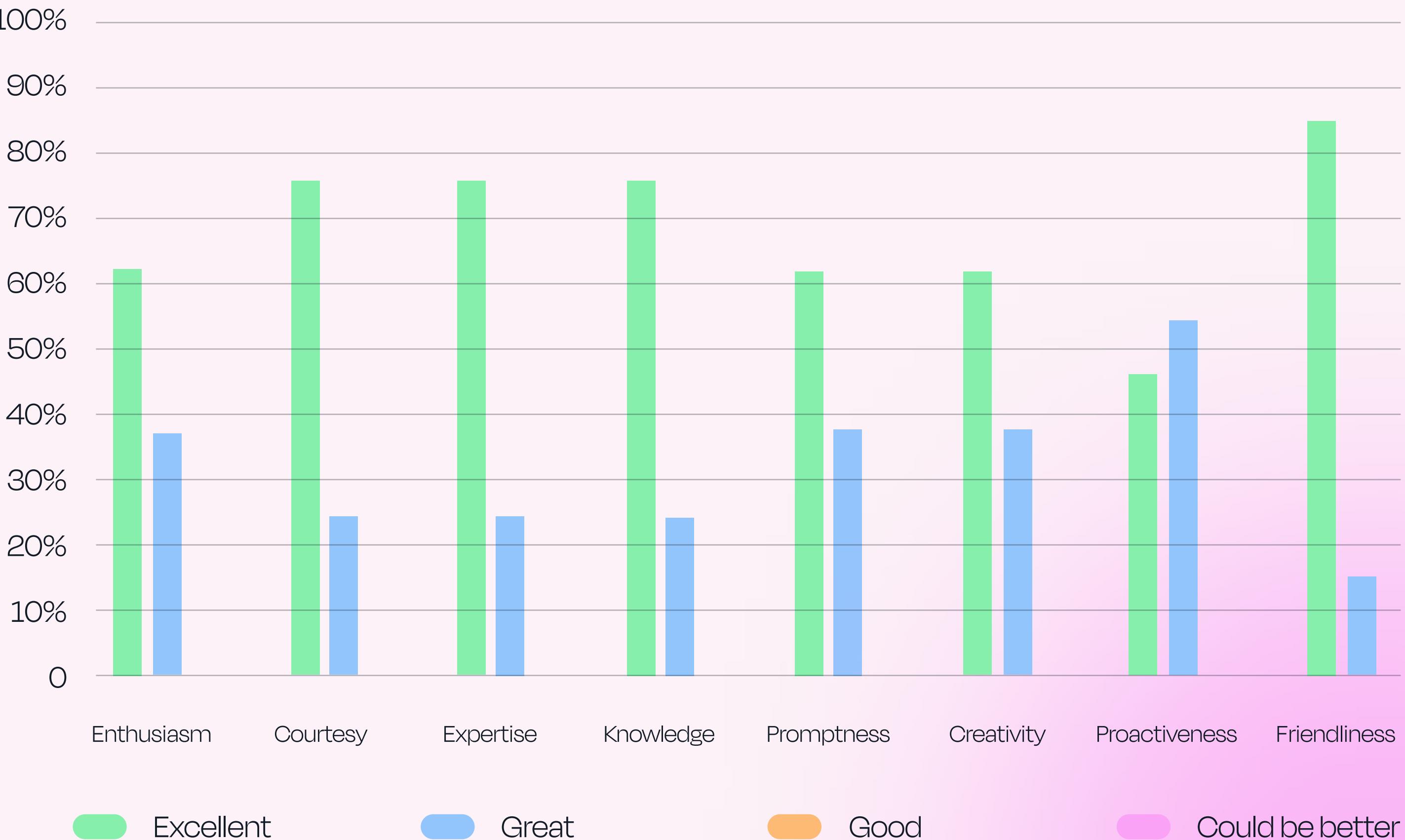
Expert

## Question

How would you rate the team in the following areas?

- + Enthusiasm
- + Courtesy
- + Expertise
- + Knowledge
- + Promptness
- + Creativity
- + Proactiveness
- + Friendliness

## Answer



## Question

Was there a project, piece of work, surge in web traffic, cheery email or anything else that you were particularly pleased with from the Abstrakt team in 2025?



## Answer

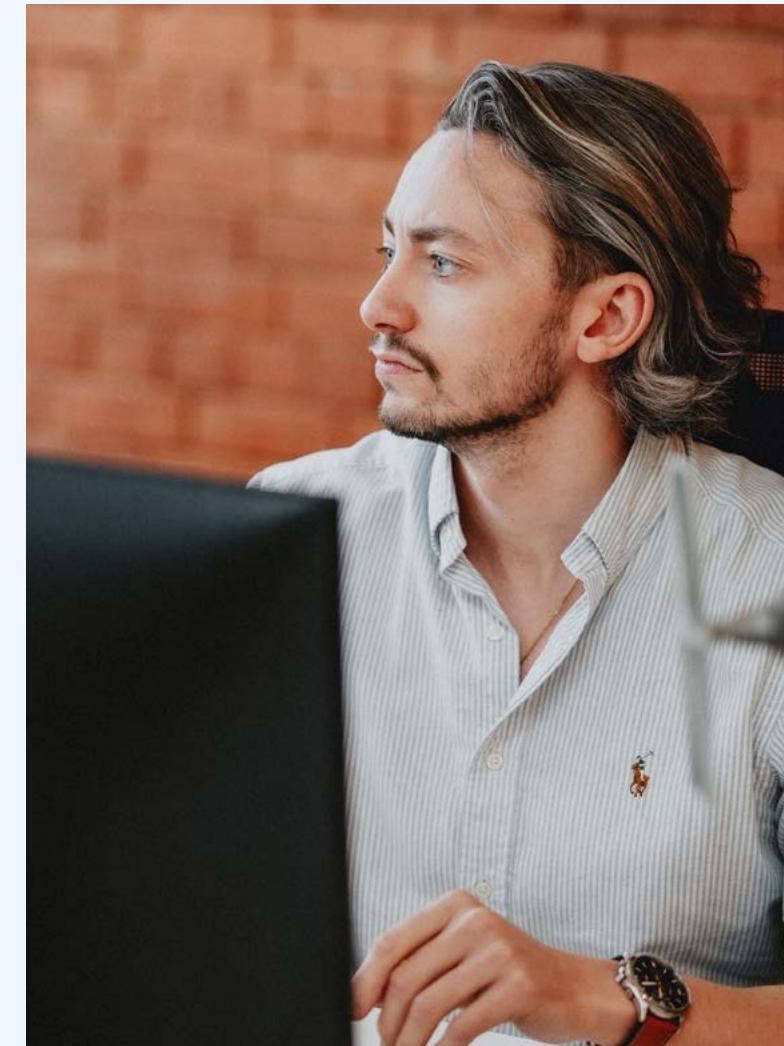
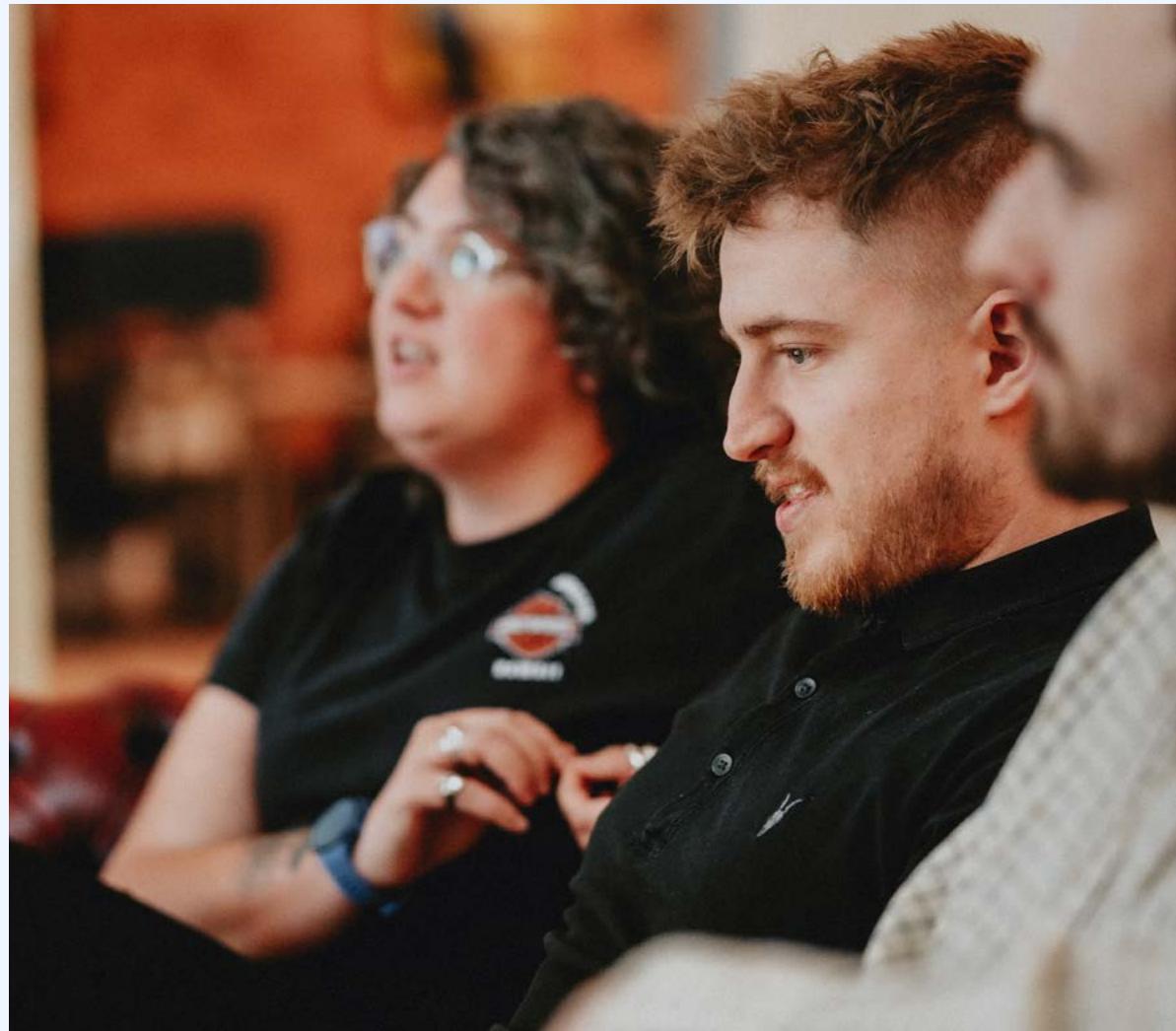
Answers are a representative selection

"I am pleased all the time with the quality of work from Abstrakt."

- + **SEO work:** Responses highlighted pleasure with the quality of SEO work, specifically mentioning the thoroughness of the SEO analysis report and recommendations.
- + **Design and presentation:** The design team's presentation of design ideas in the early stages was described as particularly pleasing due to the great creativity and purpose of the design.
- + **Communication and partnership:** The expansion of the client services team was noted as leading to improved communication, leading to a stronger feeling of partnership with the Abstrakt team.
- + **General satisfaction:** Clients were consistently pleased with the quality of work and noted the team "going above and beyond".
- + **Website audits:** The thoroughness and interesting nature of the website audits were appreciated.

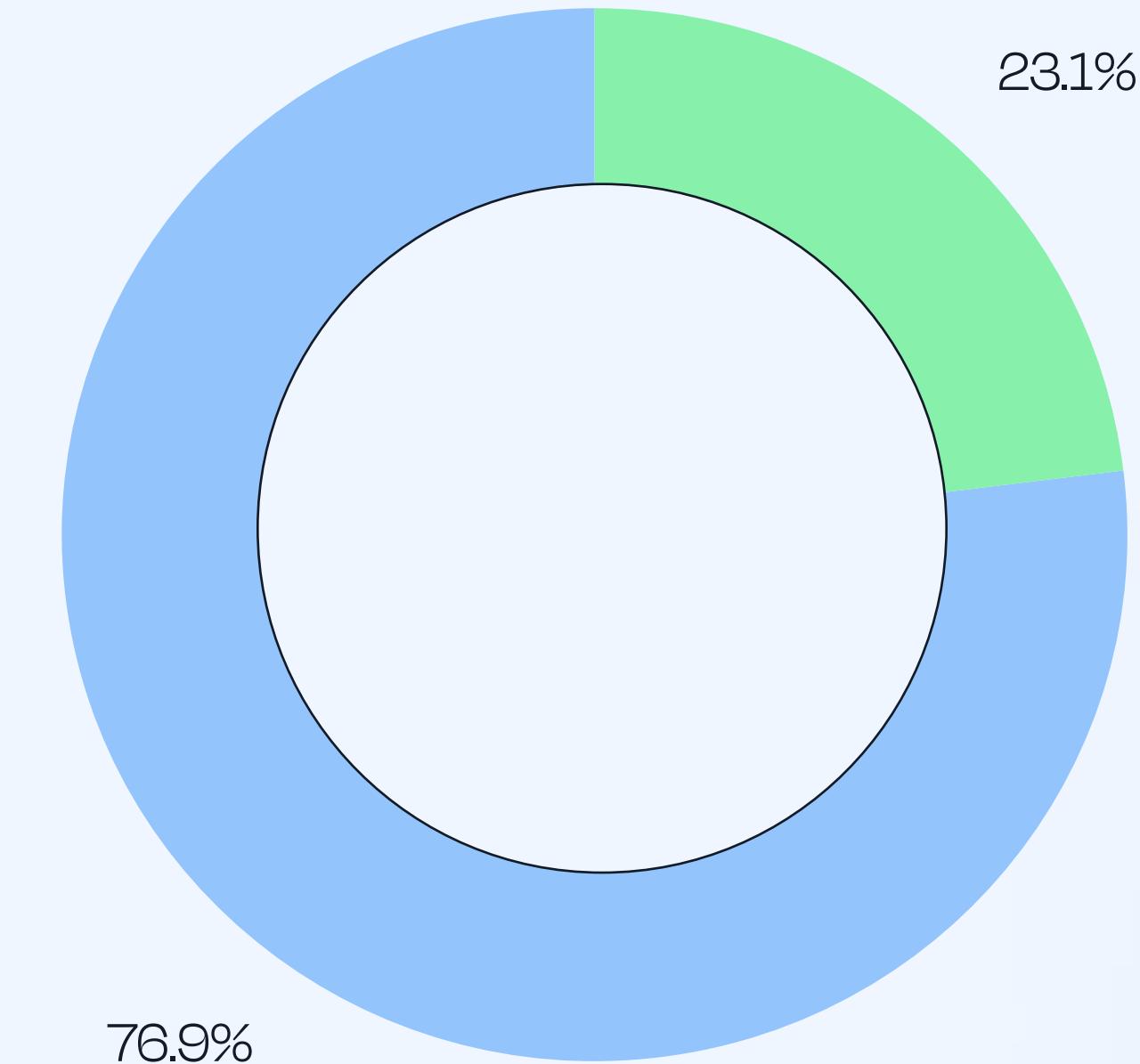
## Question

Did you know that Abstrakt is a Certified B Corporation?



## Answer

- █ Yes, it's why we chose to work with Abstrakt!
- █ Yes, but it's not why we chose to work with Abstrakt.
- █ No, but I know what it is and think it's a great string to Abstrakt's bow.
- █ What's a B Corp?



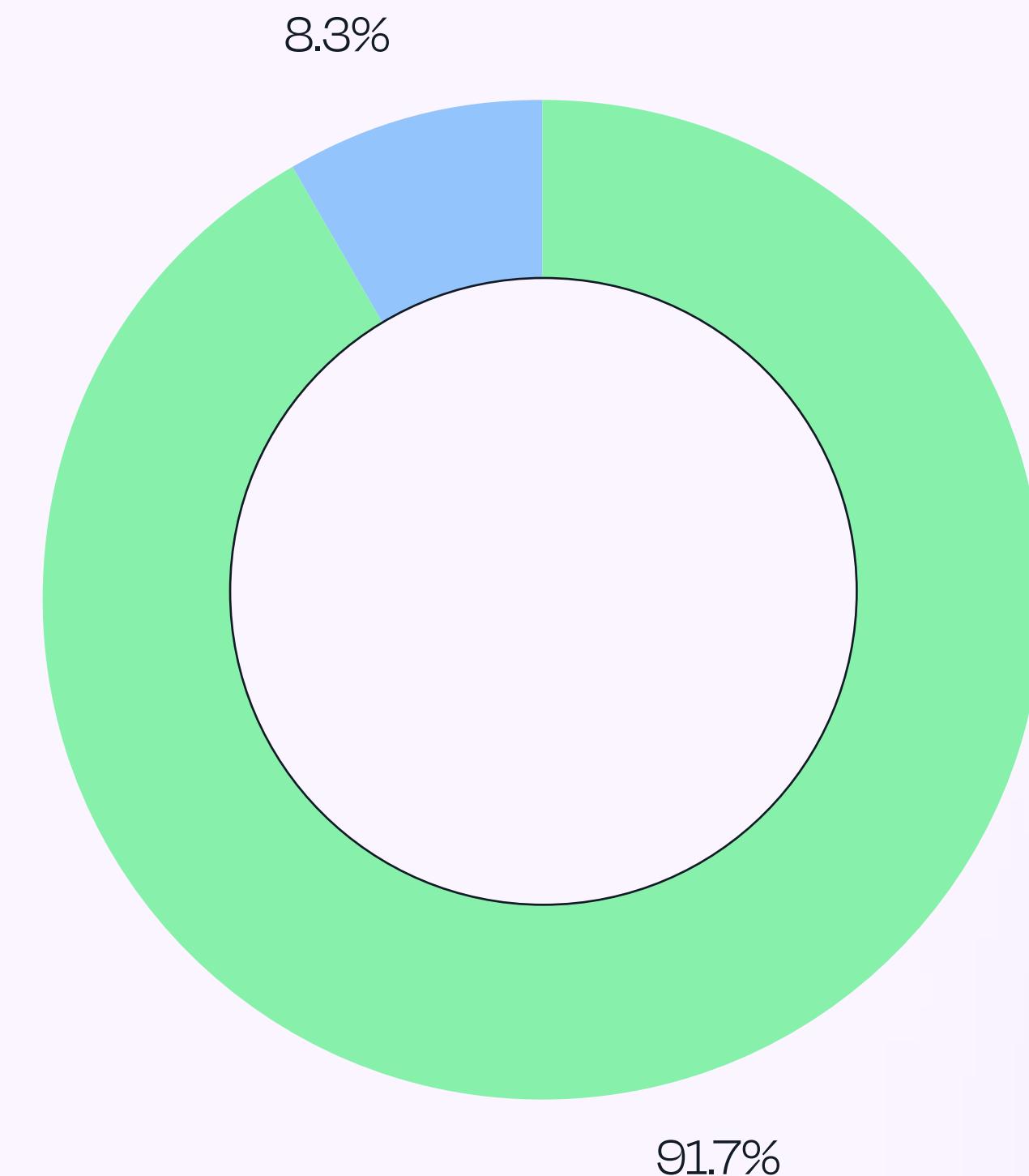
## Question

Is ESG important to your business?



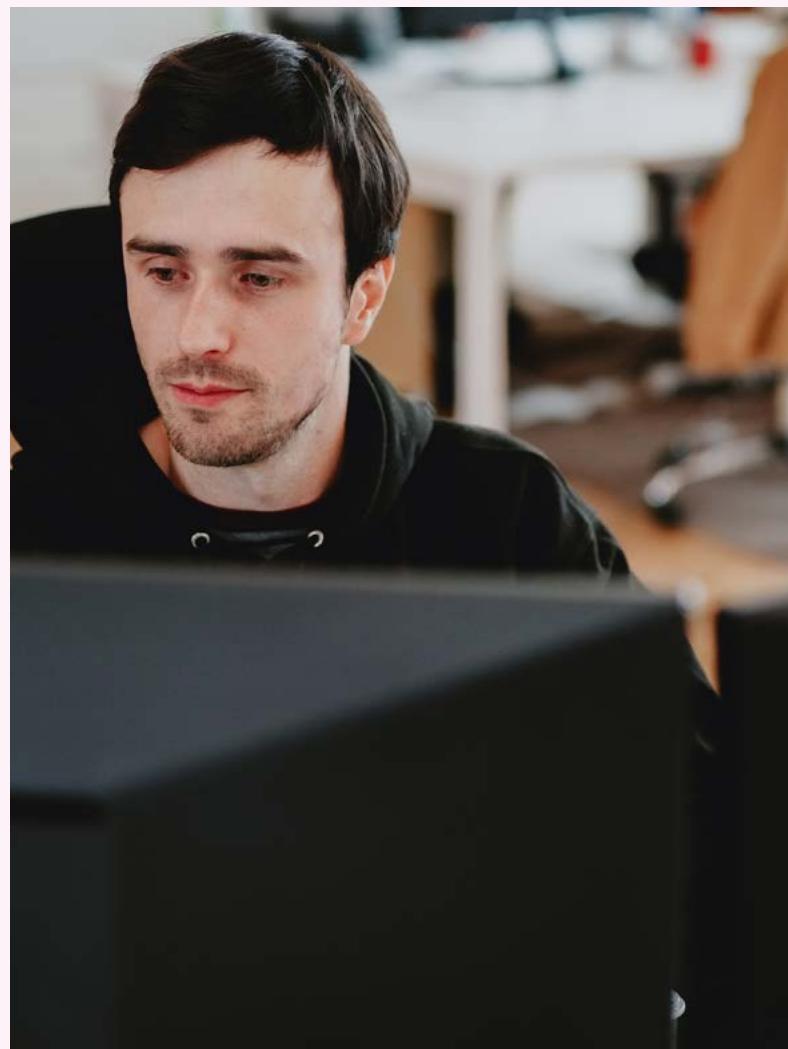
## Answer

- Yes 100%
- It's on our agenda for 2025.
- It's not on our radar.



## Question

Tell us anything else that you'd like to add...



## Answer

Answers are a representative selection

"The team has been brilliant - in terms of aligning different teams with different expertise and then being united in a holistic data-driven approach. All round fab to work with!"

- + **Positive feedback and appreciation:** Multiple responses express thanks to the team for their support, expertise, and being a joy to work with, describing the team as brilliant and a great extension to their marketing department.
- + **Team alignment and approach:** The team was praised for aligning different expert teams and being united in a holistic data-driven approach.
- + **Future project anticipation:** One response mentioned not starting the "big web rebuild project" this year but hoping to begin it next year, reflecting our ongoing partnerships and future intent.

## eNPS

## Employee Satisfaction (eNPS)

### Score

It's not just client satisfaction that we gauge and seek to improve - the happiness of our team is equally important to us. We track our eNPS on a monthly basis and use OfficeVibe to constantly align with our team and ensure employee satisfaction and fulfilment.

**eNPS = 67**



# Make your mark online.

[weareabstrakt.com](http://weareabstrakt.com)

Thank you to everyone who took the time to share their feedback. It plays a vital role in how we refine our approach and raise the bar year after year.

We're proud of the work we do and the partnerships we build - in the UK and increasingly further afield - and we remain focused on continuously improving how we support our clients as they grow.

We're excited about what's ahead and grateful to work with ambitious brands who value thoughtful, effective digital work.

Certified



Corporation