

Abstrakt

Results 2024

Annual client questionnaire.

Certified

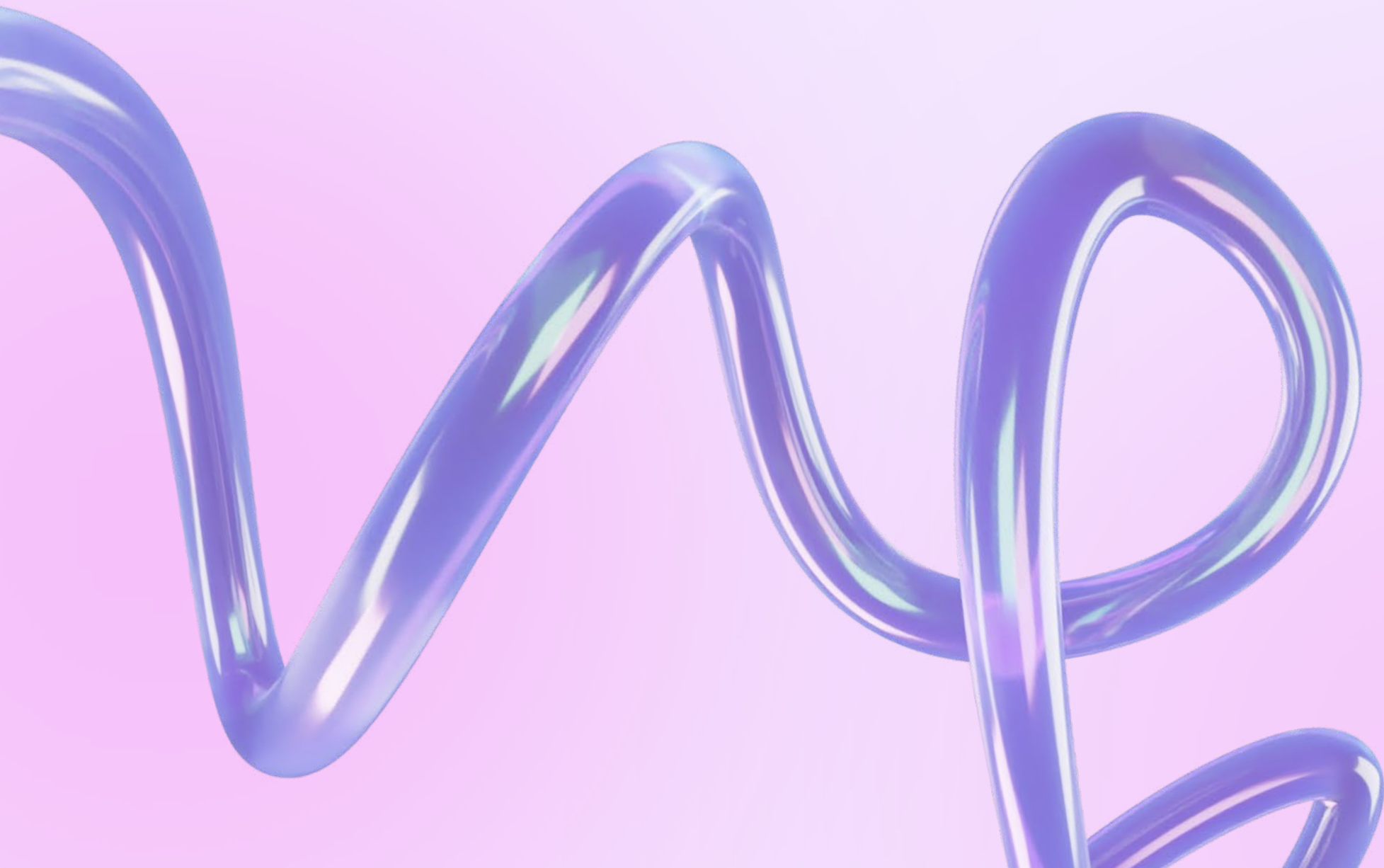
Corporation



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 2024...



Question

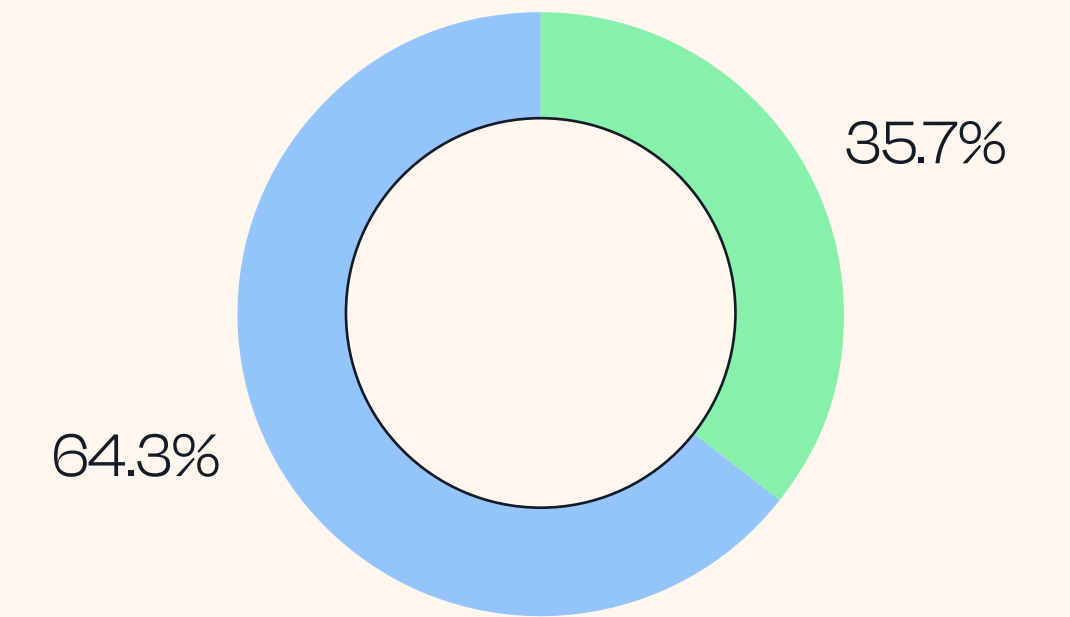
Overall, how well does Abstrakt meet your company's needs?

Question

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

Answer

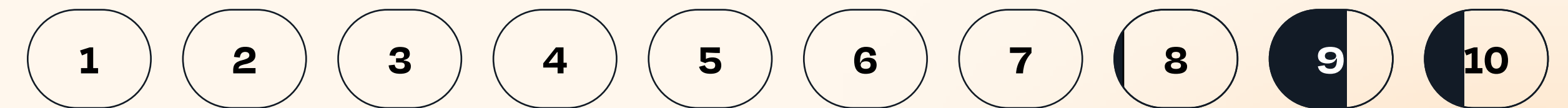
- Above and beyond!
- Very well
- Well
- Not so good
- Hardly at all



Answer

Could do better

Excellent



Average score | **9**

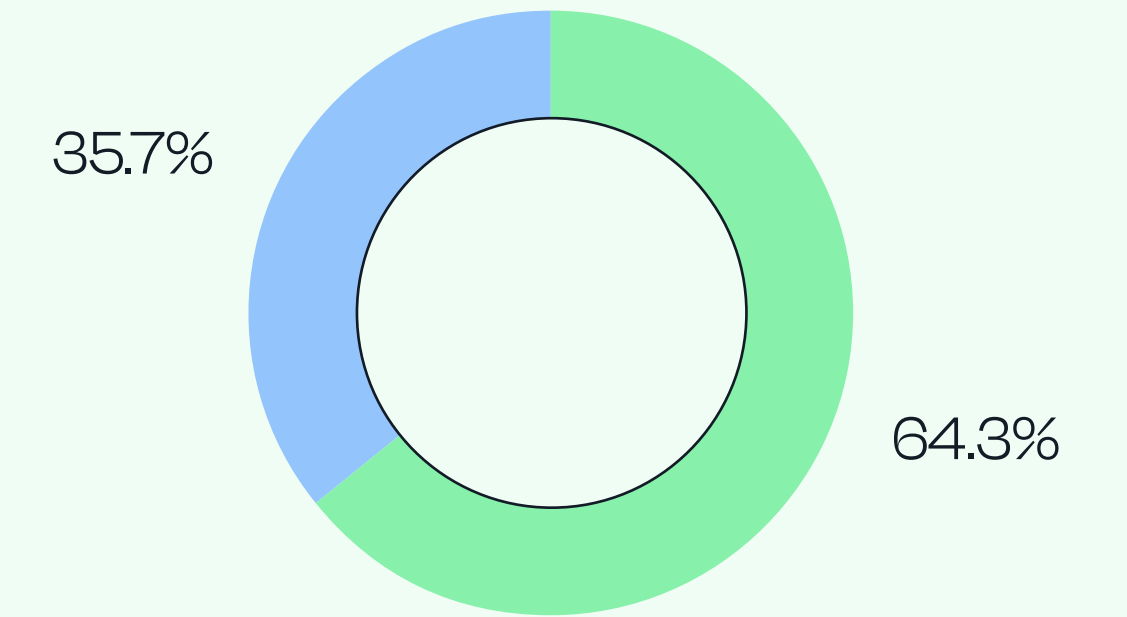
7.7% 61.5% 30.8%

Question

How responsive are Abstrakt to your questions and concerns?

Answer

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



Question

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



Answer

Answers are a representative selection

"A genuine desire to understand the problems of your clients in order to provide viable solutions."

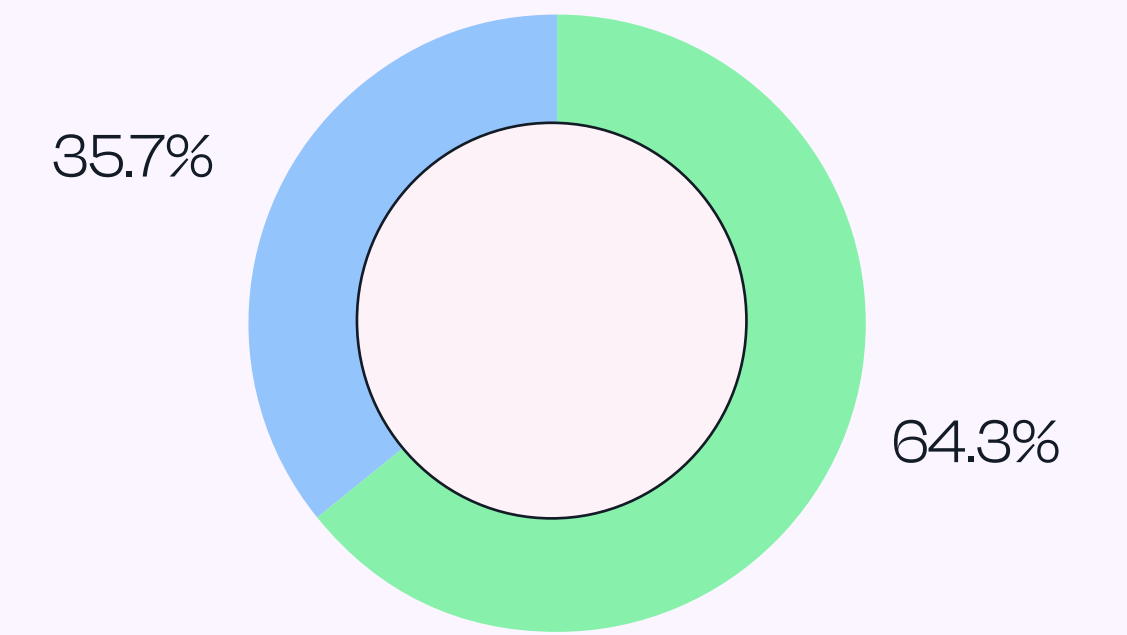
- + Make things simple, talk everyday language and have a positive approach to everything.
- + They know their stuff when it comes to SEO, great technical insight.
- + Good communication, speedy work, always delivering to schedule. Have gone above and beyond for us this year, delivering extra visual approach.
- + Always on the end of a phone or email if we have any queries and also quick to come up with solutions or ideas.
- + Abstrakt approach a web development project from every angle - brand presentation, lead generation, SEO and of course design. Their approach is thorough and considered and the results of workshops actually translate into the design you get!
- + Become that extension to your marketing team that many promise but never deliver.
- + They are very attentive to their customer's needs.
- + Incredibly attentive, reliable and willing and able to challenge based on their expert knowledge.

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

"Excellent, so glad we switched digital agency!"

- + Extremely positive, it's a pleasure working with such friendly and talented creatives.
- + I have always been very happy working with Abstrakt and would recommend them to anyone looking for a digital partner.
- + Fab - great people doing great work.
- + Really easy to deal with and everyone we deal with their is super helpful and knowledgeable.
- + Extremely good - we work closely with the team and have a collaborative approach where we are happy to be challenged by the team just as they are happy to be challenged by us.
- + Working with Abstrakt is truly a pleasure. You bring a consistently positive and proactive approach with a team that is relentlessly friendly and supportive at every stage! We have complete trust in your expertise of your work.
- + I only have good things to say about the work we have done with Abstrakt, and have since recommended the agency to fellow marketers at different companies.

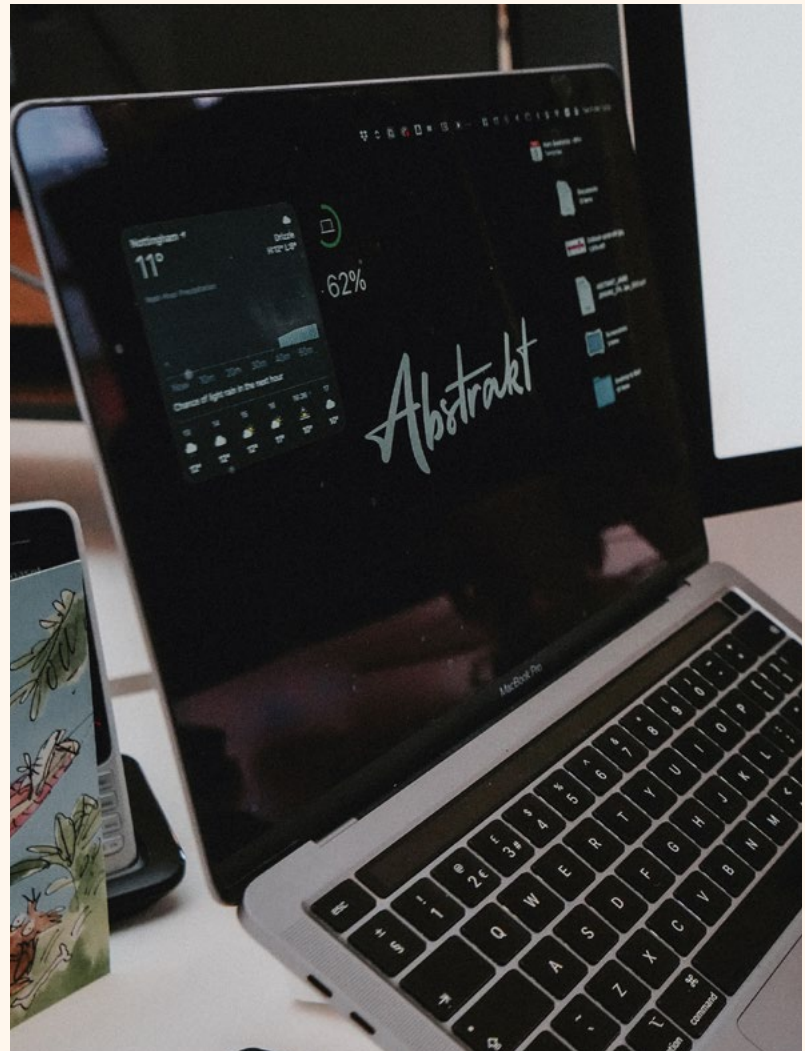
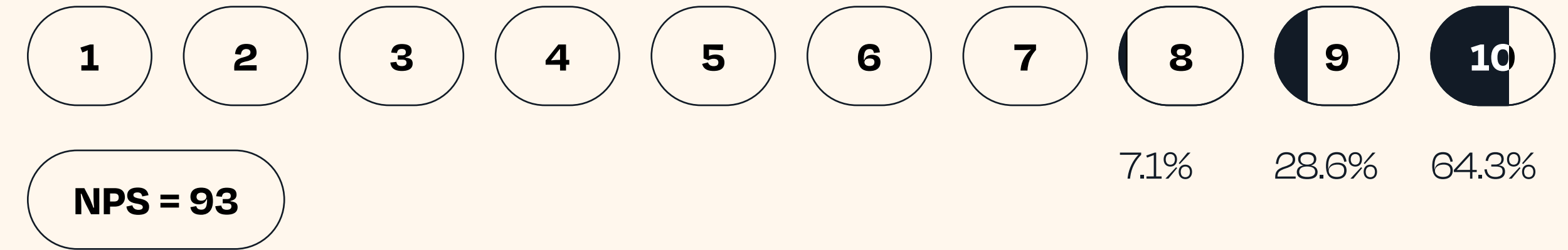
Question

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

Answer

Not a chance

Very likely



Question

What services do you associate with Abstrakt?

Question

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

Answer

Digital branding

IA & UX

Website design

3D

Website development

SEO strategy

Content creation

Digital strategy

Illustration

Animation

Answer

3D

Content creation

Animation

Digital strategy

Question

What words would you use to describe Abstrakt?

Answer

Reliable

Professional

Innovative

Creative

Quality

Proactive

Helpful

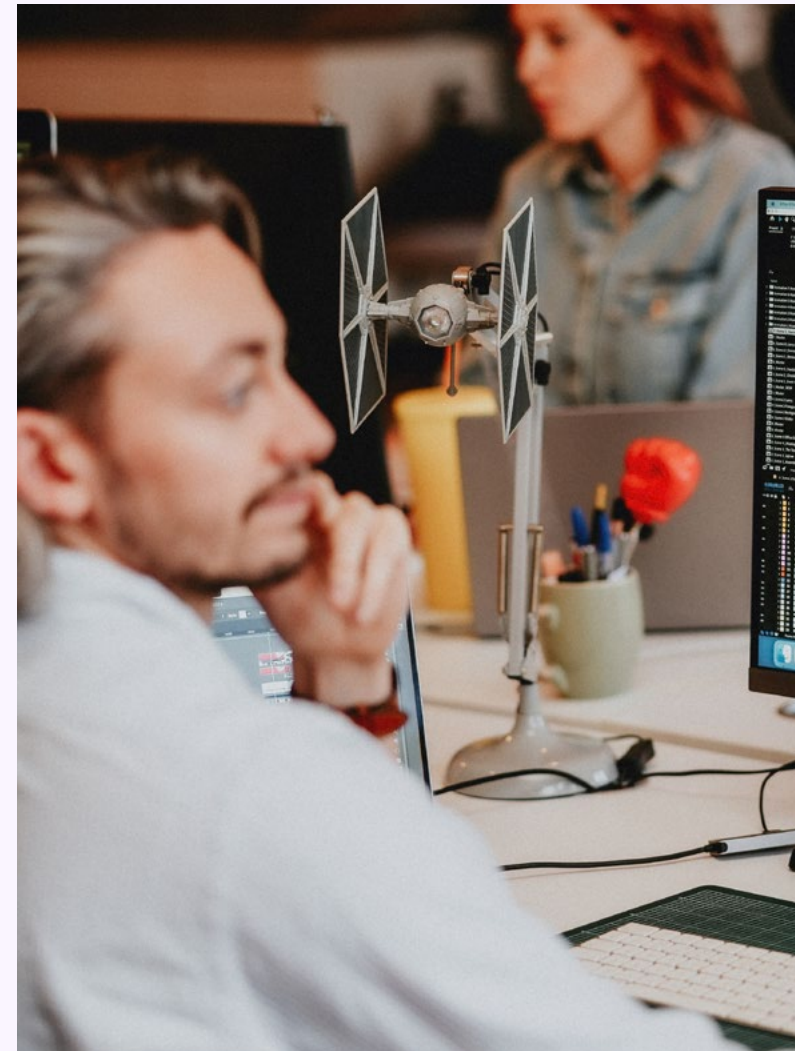
Friendly

Technical

Knowledgeable

Supportive

Expert

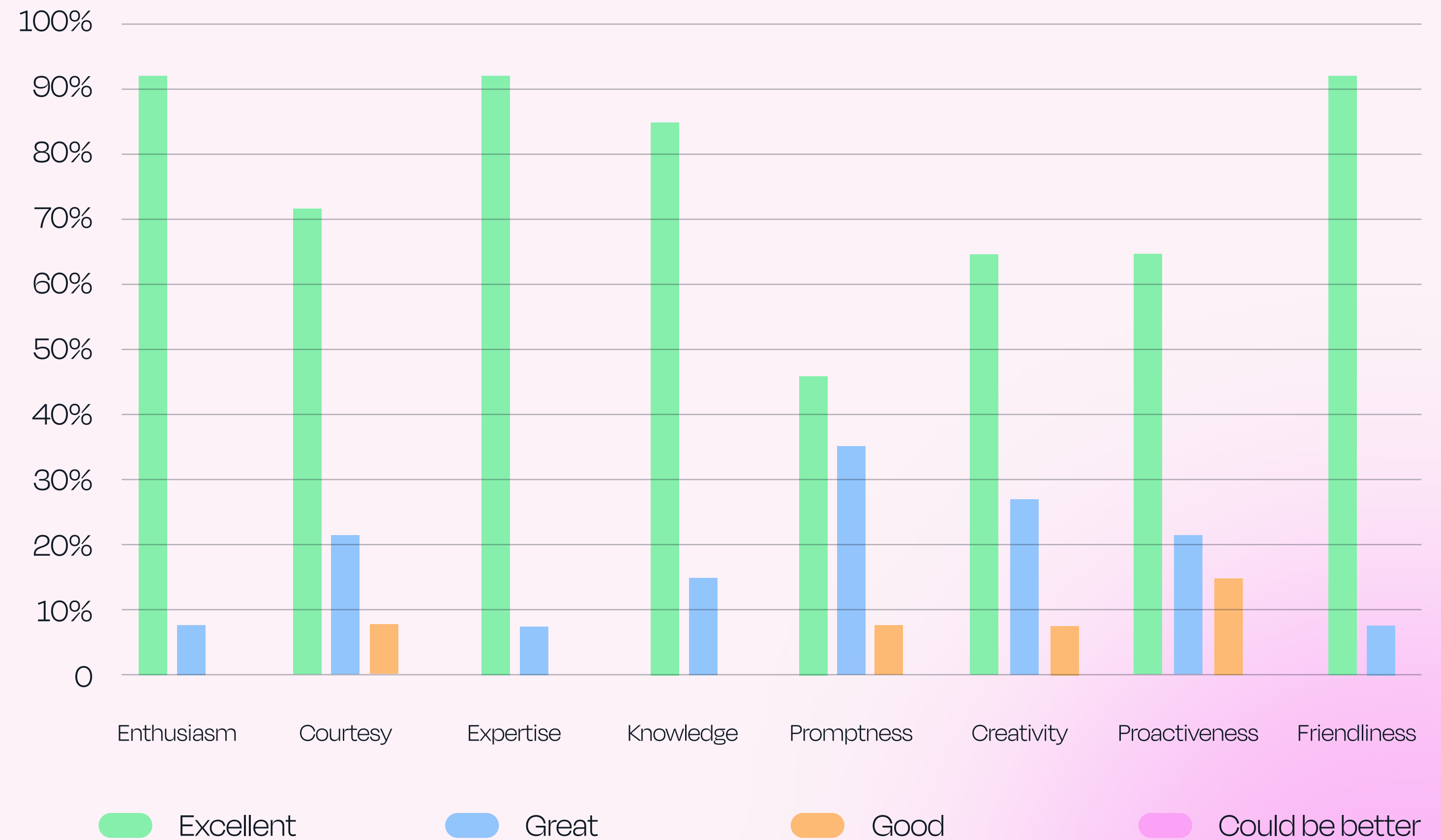


Question

How would you rate the team in the following areas?

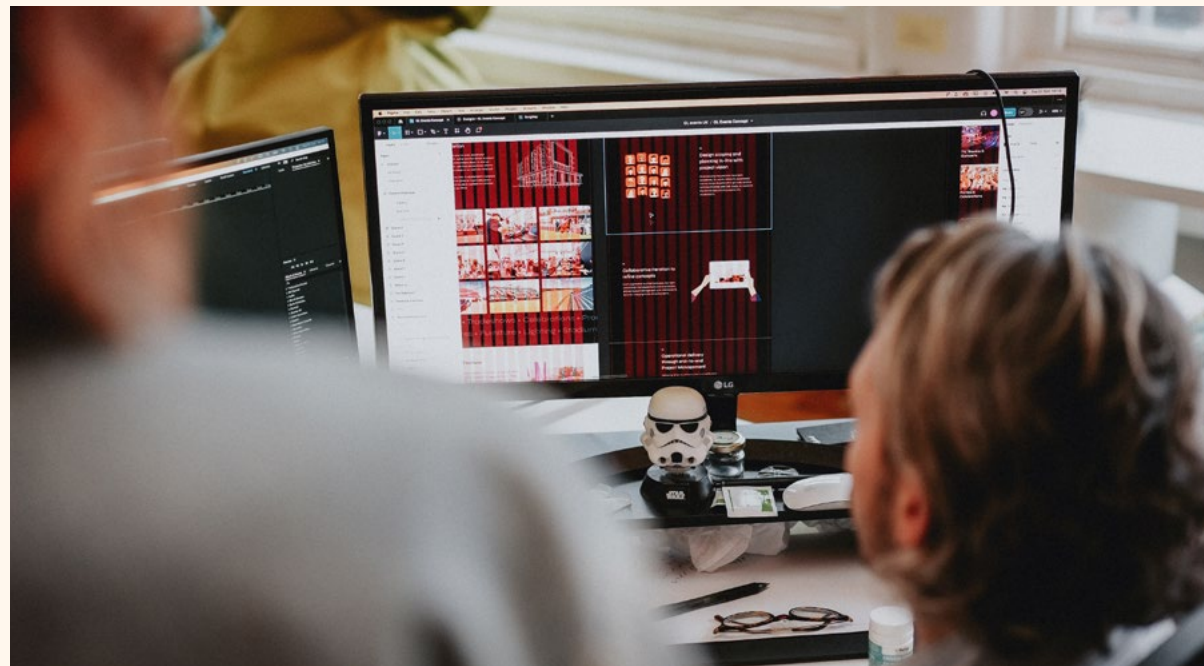
- + Enthusiasm
- + Courtesy
- + Expertise
- + Knowledge
- + Promptness
- + Creativity
- + Proactiveness
- + Friendliness

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 2024?



Answer

Answers are a representative selection

"Audits delivered were extremely insightful and helped inform future decision making."

- + Have seen improvements in organic lead quantity over the past year.
- + Going beyond our initial web brief to deliver new visual approach - new palette, shapes, etc.
- + Created a wonderful new website for us.
- + New website in progress but the design so far is excellent and the dev playground and we can't wait to see it come to life with all the bells and whistles.
- + We were incredibly pleased for them that they achieved B Corp status!
- + Horse Trials ticket journey project was a standout project. The entire process, from initial brief to final delivery, was handled with exceptional expertise and professionalism. Resulting in an excellent outcome which transformed the customer journey and elevated the brand and event portrayal. This was against the backdrop of working with third party integrations that were somewhat tricky!

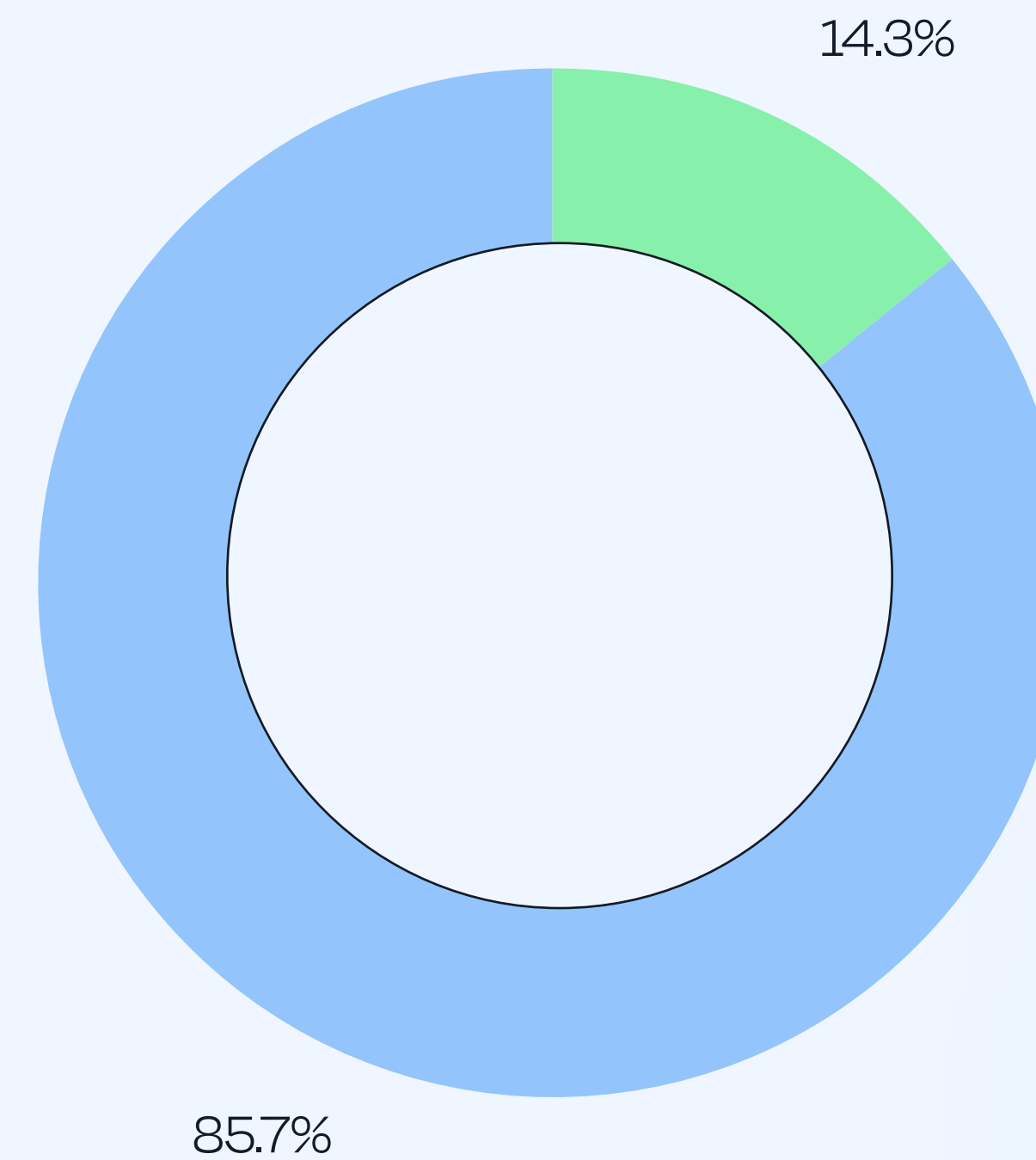
Question

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?



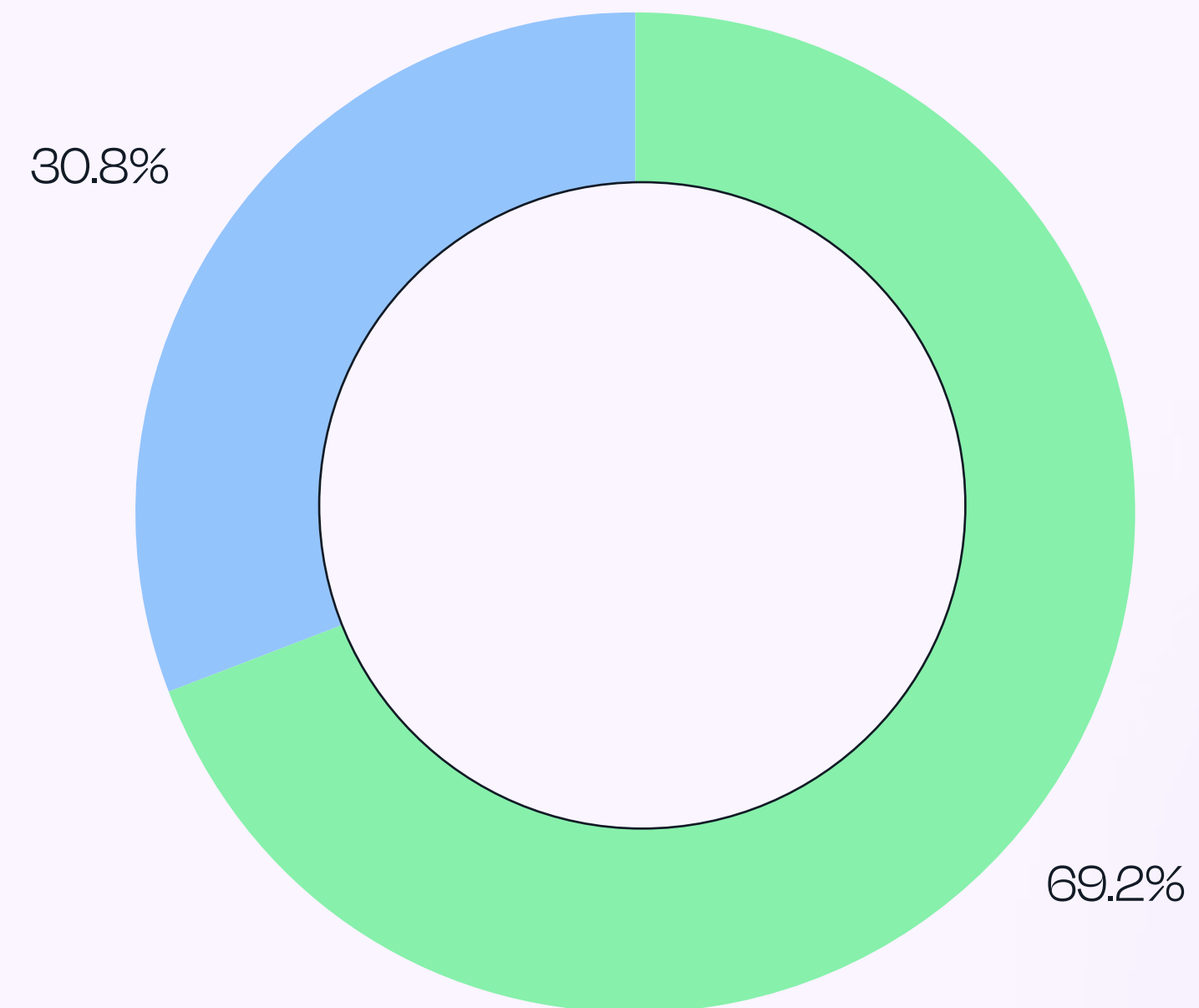
Question

Is ESG important to your business?



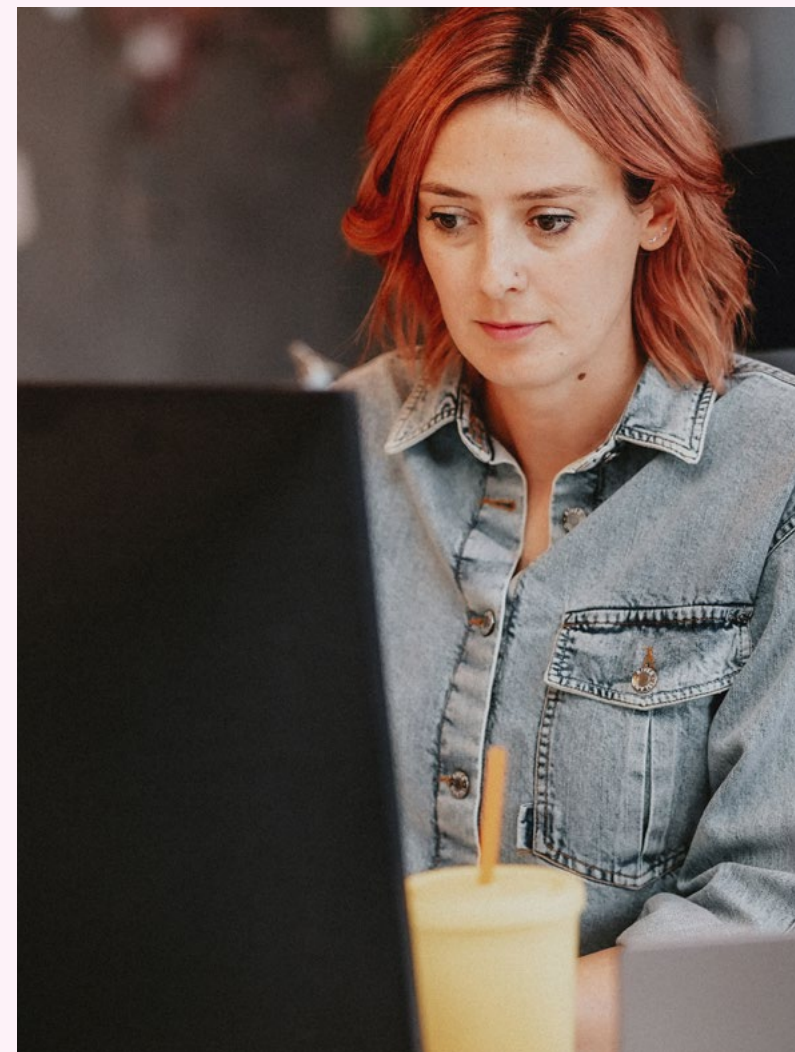
Answer

- 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

"Just look forward to working with you this year and smashing those search engine rankings."

- + Fab team, quick turnaround.
- + Thanks for all your help and looking forward to working with you in 2025.
- + Thanks again - an absolute pleasure working with you all!
- + Nothing - keep up the great work!
- + I think all the people I work with at Abstrakt are superstars! Lauren I with her expertise in SEO, Jamie with his technical expertise, Nikki with her expertise in design and client management and generally everything, Jamie R with his expertise in design and animation and Lauren for her all round brilliance, client management!
- + Thank you for all of your hard work and support...and for always being so positive and friendly. Your flexibility and patience as we shift and pivot our strategic priorities is greatly appreciated.

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 = 83%



Make your mark online.

2024 has been another tough but exciting year for businesses and we'd like to thank you for your continued support. You help the team at Abstrakt continue to do the job that they all love to do!

weareabstrakt.com