

*Abstrakt*

Results 2023

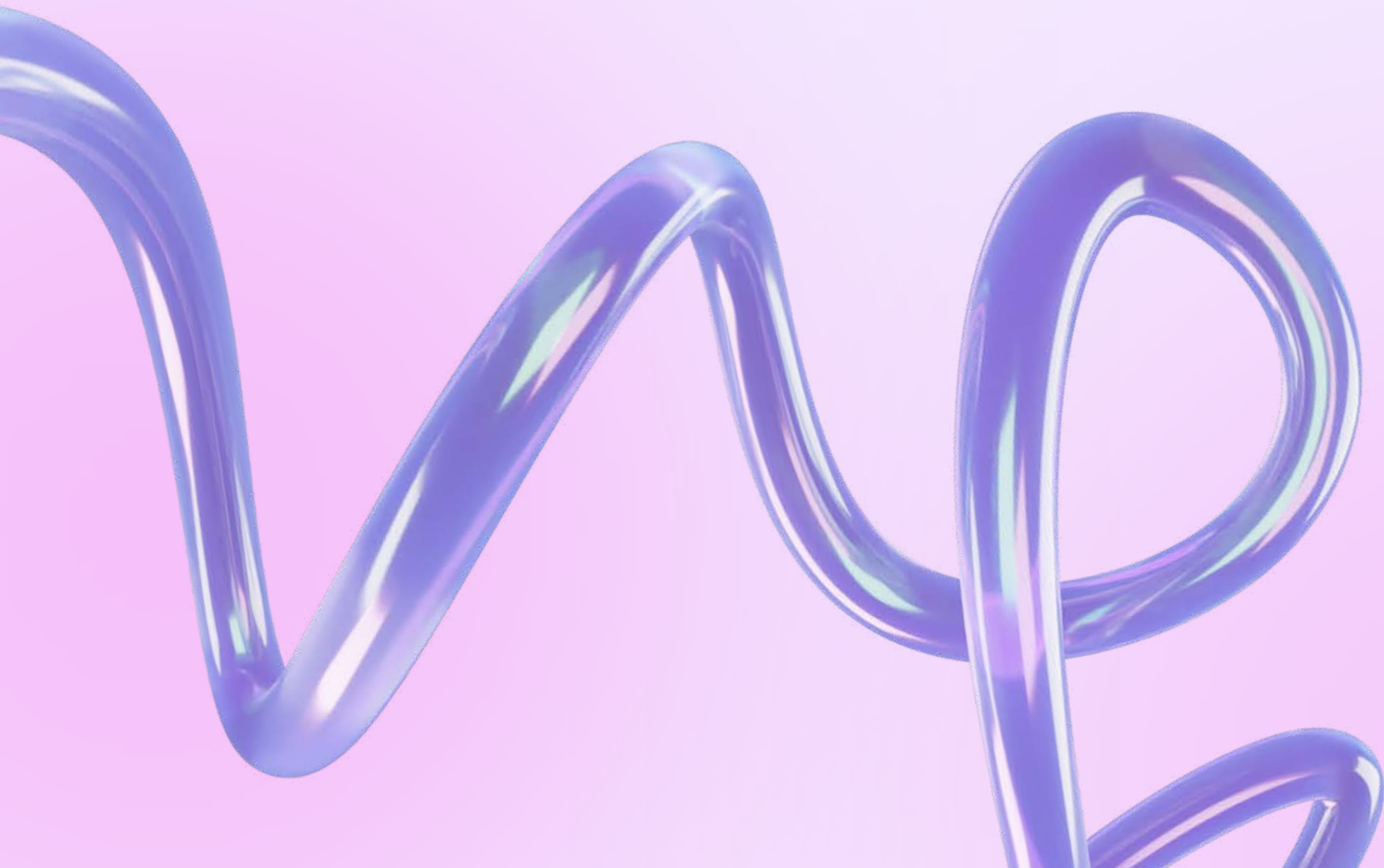
# Annual client questionnaire.

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 2023...



## Question

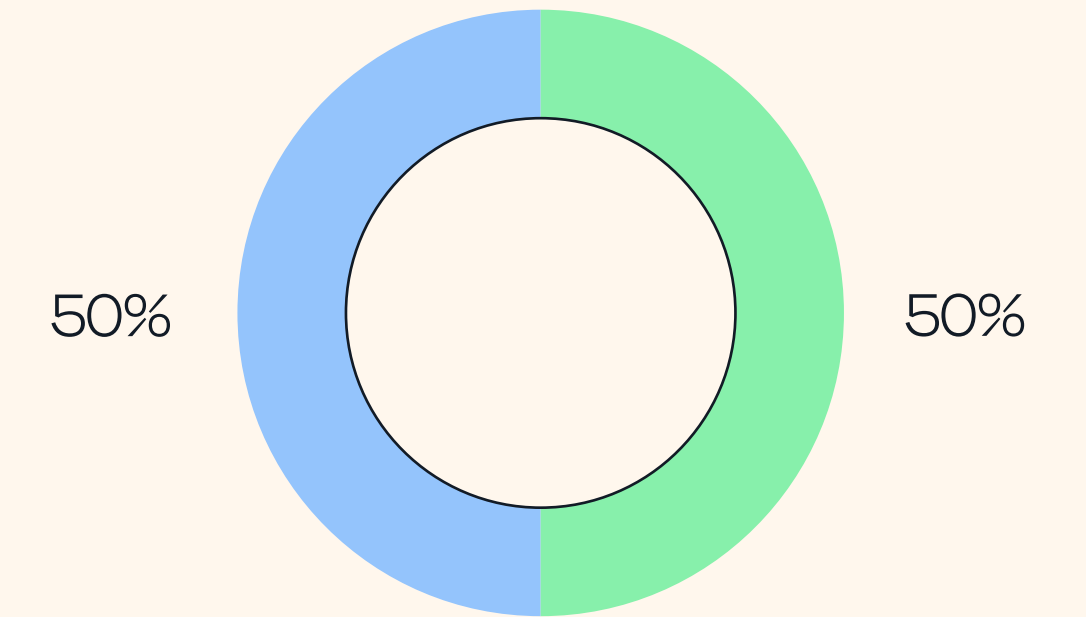
---

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

## Answer

---

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



## Question

---

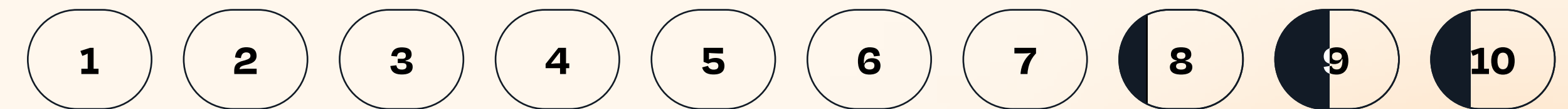
How would you rate the quality of the work Abstrakt produces for your business?

## Answer

---

Could do better

Excellent



Average score | **9**

25% 42% 33%

## Question

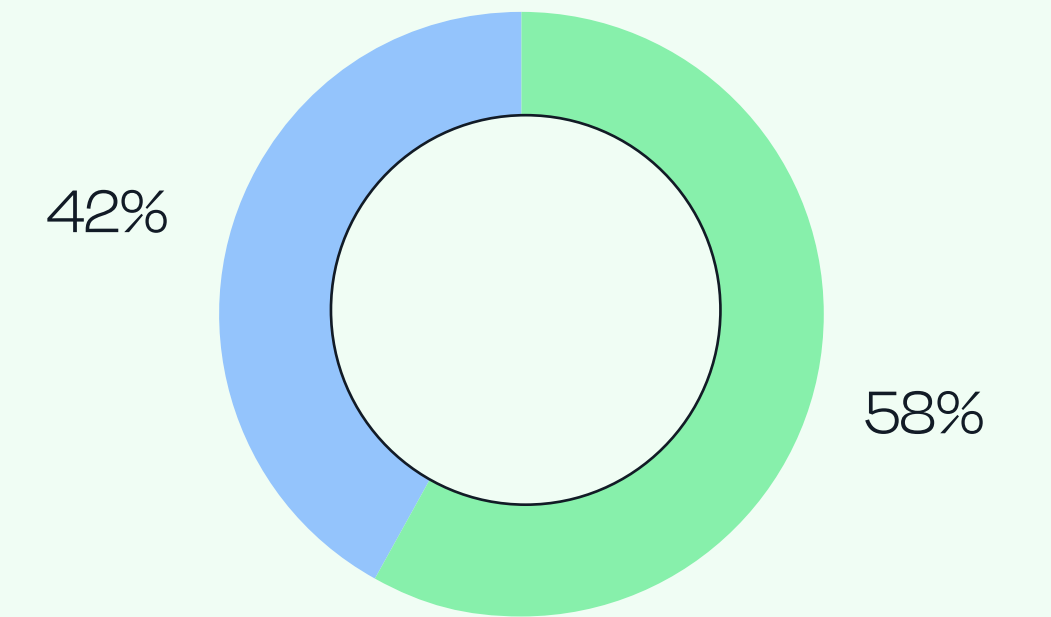
---

How responsive are Abstrakt to your questions and concerns?

## Answer

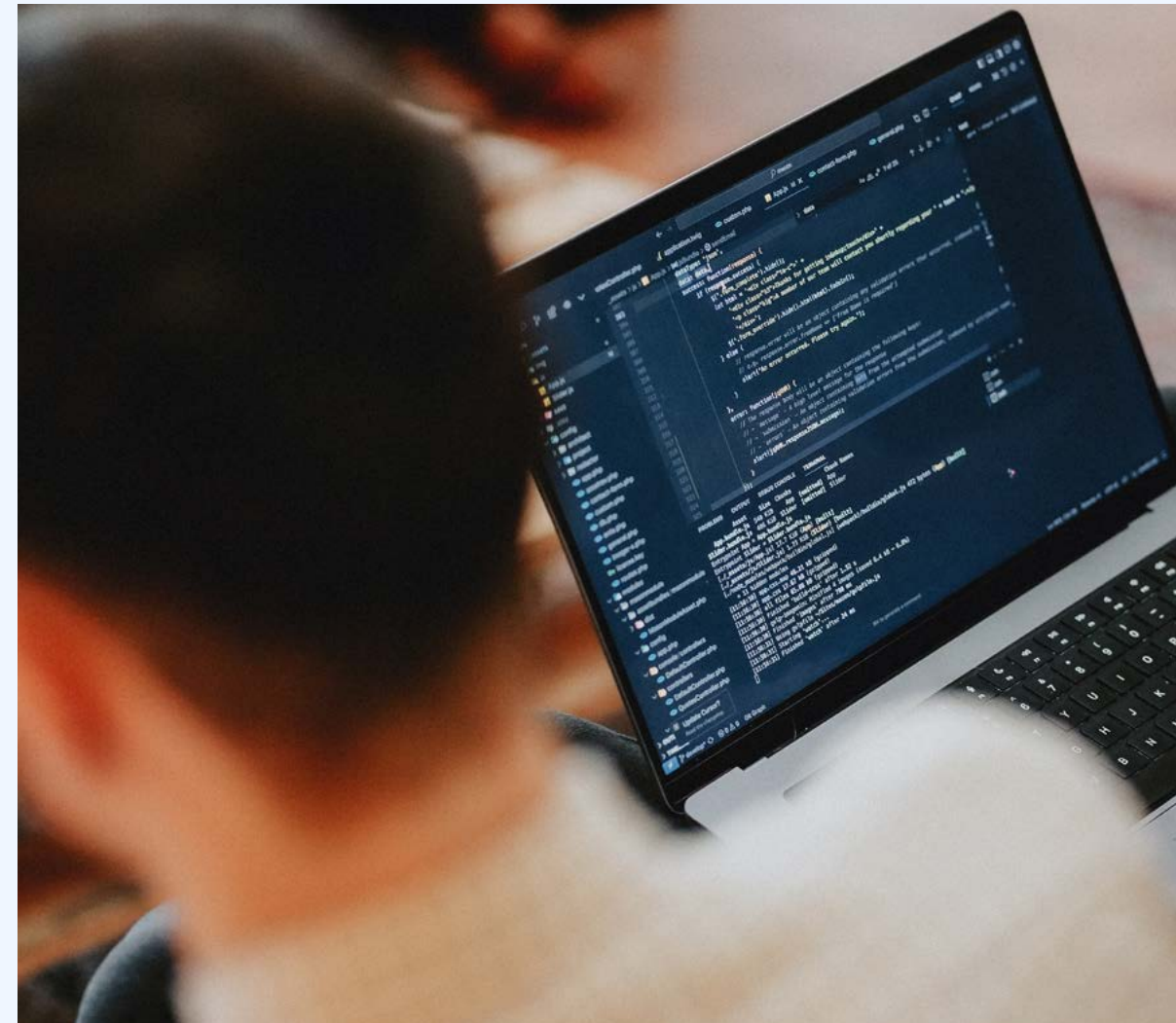
---

- 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

“Detailed, strategic advice - Abstrakt are at the forefront of knowledge in their sector.”

- + Thinking outside the box! Not a “Me too” company.
- + Understand the brief and produce exceptional designs and websites.
- + Wonderful partners, very responsive, super knowledgeable and patient. The output often exceeds expectations.
- + Providing a high quality of work and output that has thoughtfully considered several factors to ensure it is optimised for the project/business.
- + Abstrakt are really great at providing expert advice on their key areas of individual expertise, offering knowledge that shows their experience while making it very accessible to understand and learn from.
- + Incredibly proactive and real experts in their field.
- + Attention to detail - every solution is tailored and team go the extra mile.
- + Make the process simple and easy to understand.
- + Great at handling stakeholder expectations and clarifying a clear approach.

## Question

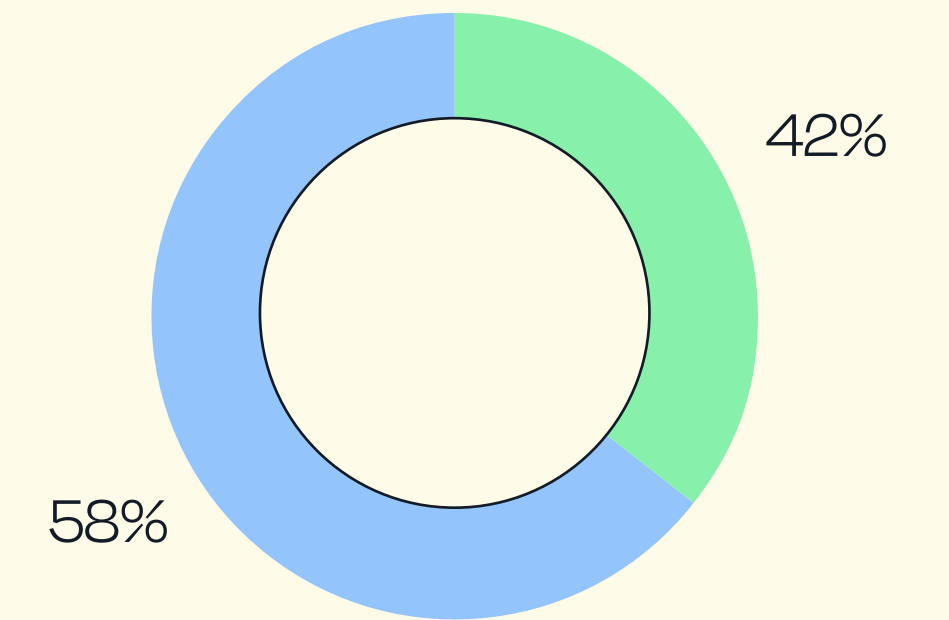
---

How likely are you to work with us again?

## Answer

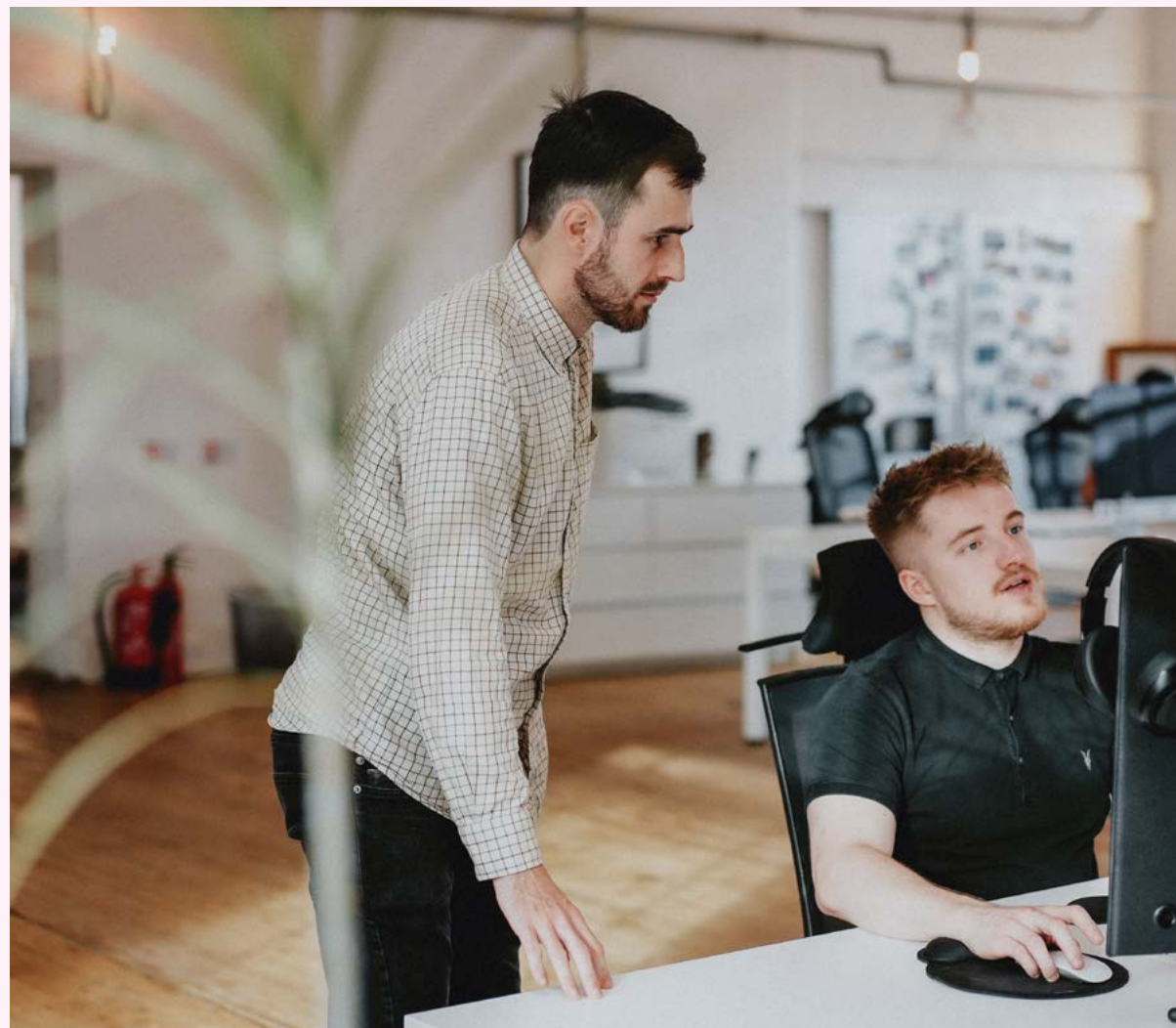
---

- 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

"Great experience, lovely team, top skills."

- + Over the years, we have worked together on various projects and articles with all work concluded to a very high standard.
- + Excellent, couldn't ask for more.
- + Top draw!
- + Great! The team are lovely to work with and we have developed a great relationship.
- + I would really consider continuing to work with Abstrakt, even if I moved to a new company as I know they're a reliable team that produces great results.
- + It's been brilliant. Abstrakt are seen as a real partner and an extension of our team.
- + Very good. The service is very strong and the team are focused, professional and very nice to work with.
- + Very easy to work with, had dealings with a number of the team and they are always very knowledgeable and helpful.
- + Abstrakt have helped our company with developing websites to meet the needs of our audience today.

## Question

---

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

## Question

---

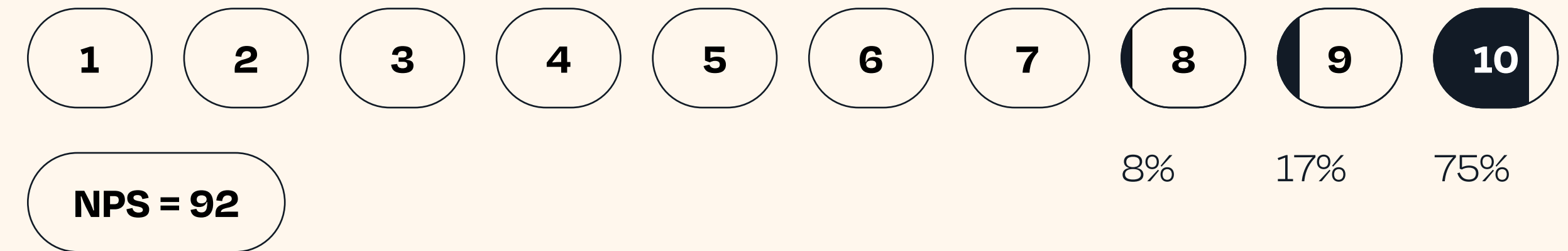
What services do you associate with Abstrakt?

## Answer

---

Not a chance

Very likely



## Answer

---

Digital design

IA & UX

Web design

Web development

SEO strategy

Content creation

Digital strategy

Illustration

Animation



## Question

---

What words would you use to describe Abstrakt?

## Answer

---

Reliable

Creative

Helpful

Friendly

Innovative

Knowledgeable

Expert

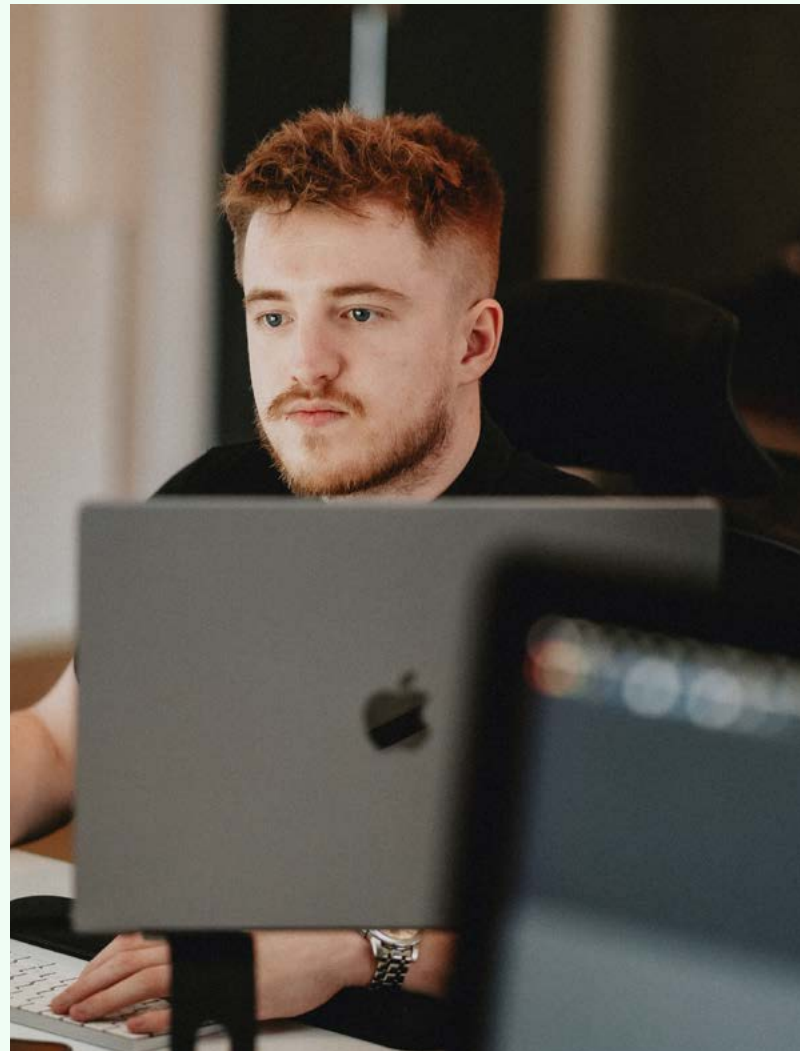
Technical

Quality

Proactive

Professional

Supportive

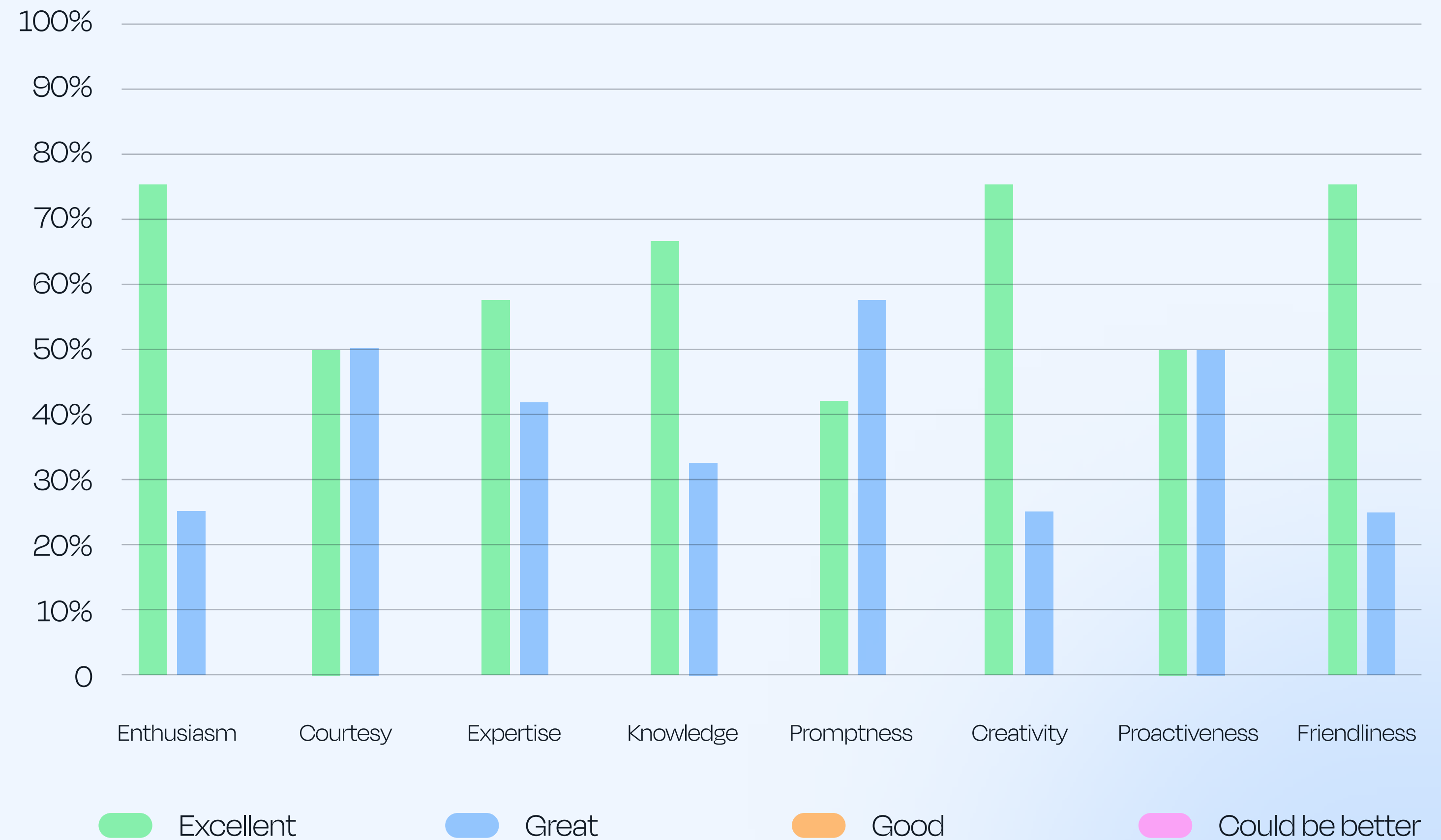


## Question

How would you rate the team in the following areas?

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

## Answer



## 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 = 87.5%**

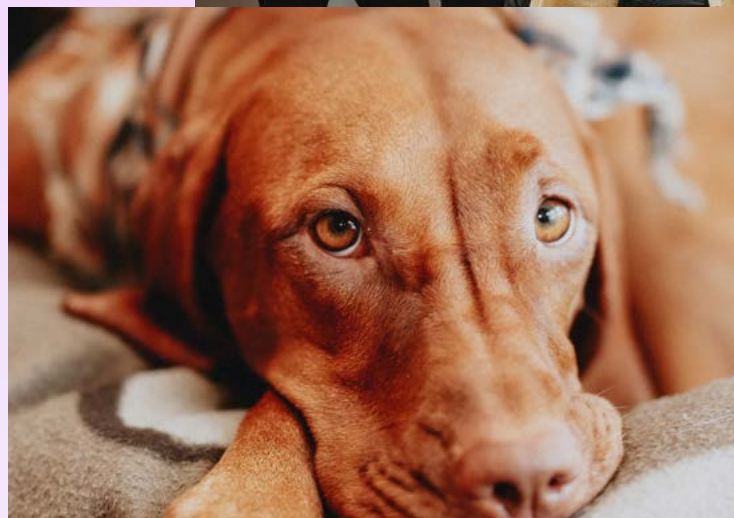


## Notes from our clients

We value all feedback (good and bad) and use it to improve our services for all of our valued clients, current and future.

### Your messages

Answers are a representative selection



- + Just a thank you for your help over the past year and look forward to work with you more moving forward.
- + Thank you for all your help and support!
- + It's been a real pleasure to have you as our partner agency. Your support, expertise, reliability is incredibly valuable to me personally and to the business and long may it continue!
- + A joy to work with.
- + We love working with your team because you listen to us, guide us and help us get to the best outcome. Thanks for being superstars.

# Make your mark online.

From everyone at Abstrakt, we'd like to thank all of our clients and partners for their continued support throughout 2023 and beyond.

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