

RESULTS OF ETHOS CUSTOMER SATISFACTION SURVEY

Data collected since March 2007 - last updated on 31st March 2009

Describe the attitude of the agent who booked your photo shoot	
Friendly	66%
Patient	14%
Gentle	8%
Pushy	1%
Understanding	8%
Eccentric	1%
Overfriendly	0%
Entertaining	1%
Impatient	0%
Rude	0%

Did you have any problems making the photo shoot appointment scheduled for you?	
No	90%
Yes, had to rebook	10%

How would you rate the tidiness and cleanliness of the studio and facilities?	
Outstanding	20%
Good	67%
Adequate	12%
Needs Improving	2%

Do you feel your photographer attempted to capture the images you initially had in mind?	
Most definitely tried	100%
Made some attempts	0%
Did not try	0%

Did you have any problem making the viewing appointment scheduled for you?	
No	96%
Yes, had to rebook	4%

Compared to your expectations, how do you rate the quality of the images presented to you?	
Much higher	39%
Higher	47%
As expected	14%
Lower	0%
Much lower	0%

Did you feel at any point pressurised to buy more than you intended during your viewing?	
No	96%
Yes	0%
A little	4%

Do you feel that you were offered suitable payment options?	
Yes	80%
No	12%
Others	8%

How does this compare with the time quoted when placing your order?	
Shorter	6%
As quoted	60%
Longer	34%

Do you feel you were given sufficient information about our style, products, prices or any other aspect of Ethos before booking your photo shoot?	
No	8%
Yes	92%

How was your experience of your Ethos photo shoot?	
Outstanding	30%
Enjoyable	70%
Acceptable	0%
Unpleasant	0%

How would you rate your photographer's attitude during your shoot?	
Friendly	33%
Patient	31%
Gentle	12%
Pushy	0%
Understanding	14%
Eccentric	1%
Overfriendly	0%
Entertaining	9%
Impatient	0%
Rude	0%

After your photoshoot, how would you rate your expectations of how the images would turn out?	
Very High	37%
High	58%
Not Very High	6%
Low	0%

How would you rate the way your images were presented?	
Impressive	90%
Appropriate	10%
Poor	0%

How do you consider the number of images shown to you?	
Too many	0%
Just right	100%
Not enough	0%

How do you rate our range of products, size and frame sizes?	
Too much	2%
Sufficient choice	88%
Not enough choice	10%

How long did you have to wait between ordering and receiving your products?	
1 week	2%
2 weeks	8%
3 weeks	14%
4 weeks	18%
5 weeks	27%
6 weeks	18%
More	12%

Were you kept informed of the progress of your order?	
Yes	52%
No	48%

Now that you have received your products, how do they compare with your expectations, in terms of image and product quality?	
Much higher	27%
Higher	42%
As expected	31%
Lower	0%
Much lower	0%

If you have had to return any of your products back, how was your query handled?	
Very well	100%
Appropriately	0%
Not well	0%

How likely are you to choose us over our competitors for you next portraits?	
Will definitely choose Ethos	88%
Will consider competitors	12%
Will not choose Ethos	0%

Would you recommend Ethos to your friends, family and colleagues?	
Yes	98%
No	0%
Maybe	2%

How would you say our products score in terms of value for money?	
Very good value for money	13%
Good value for money	40%
Adequately priced	46%
Not very good value for money	2%
Poor value for money	0%
Others	0%

How would you rate the outcome of your query?	
Very positive	100%
Adequate	0%
Negative	0%

Overall, how satisfied are you with the services and products Ethos provided to you?	
Very satisfied	83%
Satisfied	17%
Disappointed	0%
Very disappointed	0%