

**FOREMAN FABRICATORS
CUSTOMER SATISFACTION SURVEY
FREQUENCY COUNTS: CUMMULATIVE
8/28/2009**

1. Using a 1 to 5 scale, with 5 being the highest, how would you rate the overall industry knowledge level of Foreman Fabricator's project managers and estimators...the people who give you quotes and oversee your projects?

| Response | Count | Percentage |
|---------------------|------------|---------------|
| 1 | 0 | 0.0% |
| 2 | 2 | 2.0% |
| 3 | 1 | 1.0% |
| 4 | 31 | 31.0% |
| 5 | 62 | 62.0% |
| Don't Know/Not Sure | 4 | 4.0% |
| TOTAL | 100 | 100.0% |

(GO TO 2)

2. **Whether it's Foreman Fabricators or not**, how important would you say each of the following factors is to your decision to use a particular custom metal fabricator? Let's use a scale of 1 to 5...with 5 being "Extremely Important". How about... (GO TO 2a, 2b, 2c, 2d, 2e, then 2f)

| Response | 1 | 2 | 3 | 4 | 5 | DK/NS | TOTAL |
|--|------|------|-------|-------|-------|-------|--------|
| 2a. Overall Quality of the finished product? | 0 | 0 | 0 | 18 | 82 | 0 | 100 |
| | 0.0% | 0.0% | 0.0% | 18.0% | 82.0% | 0.0% | 100.0% |
| 2b. Turnaround Time for Quotes or Estimates? | 0 | 0 | 7 | 35 | 58 | 0 | 100 |
| | 0.0% | 0.0% | 7.0% | 35.0% | 58.0% | 0.0% | 100.0% |
| 2c. Ability to meet agreed upon Deadlines? | 0 | 1 | 1 | 13 | 85 | 0 | 100 |
| | 0.0% | 1.0% | 1.0% | 13.0% | 85.0% | 0.0% | 100.0% |
| 2d. Price? | 0 | 0 | 17 | 46 | 36 | 1 | 100 |
| | 0.0% | 0.0% | 17.0% | 46.0% | 36.0% | 1.0% | 100.0% |
| 2e. Customer Service? | 0 | 0 | 6 | 25 | 69 | 0 | 100 |
| | 0.0% | 0.0% | 6.0% | 25.0% | 69.0% | 0.0% | 100.0% |
| 2f. Overall value...which is benefits vs. costs? | 0 | 0 | 12 | 45 | 42 | 1 | 100 |
| | 0.0% | 0.0% | 12.0% | 45.0% | 42.0% | 1.0% | 100.0% |

(GO TO 3)

3. Still using the same 1 to 5 scale, and the same list of factors, how would you rate **Foreman Fabricators** on...?

(GO TO 3a, 3b, 3c, 3d, 3e then 3f)

| Response | 1 | 2 | 3 | 4 | 5 | DK/NS | TOTAL |
|--|------|------|-------|-------|-------|-------|--------|
| 3a. Overall Quality of the finished product? | 0 | 0 | 2 | 26 | 71 | 1 | 100 |
| | 0.0% | 0.0% | 2.0% | 26.0% | 71.0% | 1.0% | 100.0% |
| 3b. Turnaround Time for Quotes or Estimates? | 0 | 0 | 5 | 36 | 59 | 0 | 100 |
| | 0.0% | 0.0% | 5.0% | 36.0% | 59.0% | 0.0% | 100.0% |
| 3c. Ability to meet agreed upon Deadlines? | 0 | 1 | 3 | 34 | 62 | 0 | 100 |
| | 0.0% | 1.0% | 3.0% | 34.0% | 62.0% | 0.0% | 100.0% |
| 3d. Price? | 0 | 2 | 16 | 46 | 35 | 1 | 100 |
| | 0.0% | 2.0% | 16.0% | 46.0% | 35.0% | 1.0% | 100.0% |
| 3e. Customer Service? | 0 | 1 | 5 | 23 | 71 | 0 | 100 |
| | 0.0% | 1.0% | 5.0% | 23.0% | 71.0% | 0.0% | 100.0% |
| 3f. Overall value...which is benefits vs. costs? | 0 | 2 | 6 | 43 | 48 | 1 | 100 |
| | 0.0% | 2.0% | 6.0% | 43.0% | 48.0% | 1.0% | 100.0% |

(GO TO 4)

4. When you use Foreman for a custom metal fabrication project, what is the ONE primary reason you choose Foreman?

(CHOOSE 1 RESPONSE; PROMPT IF NECESSARY BY READING THE ENTIRE LIST OF OPTIONS)

| Response | Count | Percentage |
|----------------------------|-------|------------|
| Quality | 39 | 39.0% |
| Turnaround Time | 14 | 14.0% |
| Price | 7 | 7.0% |
| Customer Service | 16 | 16.0% |
| Value...benefits vs. costs | 7 | 7.0% |
| Other (specify: _____) | 16 | 16.0% |
| Don't Know/Not Sure | 1 | 1.0% |
| TOTAL | 100 | 100.0% |

(GO TO 5)

| Q4 "Other" Responses | |
|---|--|
| Custom Job | |
| The only company available | |
| Knowledge | |
| All of the above. | |
| Stainless Steel fabricator | |
| They offer a specific product (stainless) | |
| All of the above | |
| All of the above | |
| Referral by word of mouth | |
| Location | |
| Only ones in town who does this work. | |
| Selection of items. | |
| Past Experience | |
| Location and availability | |
| They all are important. There is no single one. | |
| Their Web Site | |

5. Is there another product or service related to custom metal fabrication that Foreman could offer that would make your life easier?

(DO NOT PROMPT)

| Response | Count | Percentage |
|-------------------------------|-------|------------|
| Yes (GO TO 5a) | 12 | 12.0% |
| No (GO TO 6) | 88 | 88.0% |
| Don't Know/Not Sure (GO TO 6) | 0 | 0.0% |
| TOTAL | 100 | 100.0% |

| Q5 "Yes" Responses | |
|--|--|
| Metal Panels Similar to a Lucabond system. | |
| Quality control on items produced. | |
| They could have custom track systems for automatic doors. | |
| Copper Fabrication | |
| Store Fixture metal (tubular for gondolas) | |
| Have prefab aluminum fixed panels in 4x8 size and in stock. | |
| They could have better service and turn around time. | |
| Custom steel work. | |
| Delivery of product to our shop. | |
| Maybe provide metal bending. | |
| They could make radiuses on extruded metal for store fronts. | |
| Ornamental iron that is not stainless. | |

6. If you decided to use another custom metal fabricator instead of Foreman, what would you say is the **SINGLE most common reason** you choose one of our competitors?

(CHOOSE 1 RESPONSE; PROMPT IF NECESSARY BY READING THE ENTIRE LIST OF OPTIONS)

| Response | Count | Percentage |
|--|-------|------------|
| Quality | 8 | 8.0% |
| Turnaround Time | 8 | 8.0% |
| Price | 39 | 39.0% |
| Customer Service | 3 | 3.0% |
| Value...benefits vs. costs | 4 | 4.0% |
| Always/Almost always use Foreman | 10 | 10.0% |
| Foreman Doesn't Offer the Product or Service | 23 | 23.0% |
| Other (specify: _____) | 4 | 4.0% |
| Don't Know/Not Sure | 1 | 1.0% |
| TOTAL | 100 | 100.0% |

(GO TO 7)

| Q6 "Other" Responses | |
|--|--|
| Competitive pricing is always an important factor I need to look at in the current market. | |
| Structural steel | |
| Shipping time | |
| Location | |

7. Using our 1 to 5 scale again, with 5 being the highest, how do you rate your overall level of satisfaction with Foreman?

| Response | Count | Percentage |
|---------------------|-------|------------|
| 1 | 0 | 0.0% |
| 2 | 0 | 0.0% |
| 3 | 3 | 3.0% |
| 4 | 35 | 35.0% |
| 5 | 62 | 62.0% |
| Don't Know/Not Sure | 0 | 0.0% |
| TOTAL | 100 | 100.0% |

(GO TO 8)

8. The last question is a hypothetical one, and I'd like you to give me an answer in as few words as possible, please.

Suppose you were working with a new person at your office...teaching them about estimating and getting quotations. You're going through a list of possible vendors...telling them about the strengths and weaknesses of each vendor. When you get to Foreman Fabricators...what do you say?

(RECORD RESPONSE)

("Thanks" & Hang Up)

| Q8 Responses |
|---|
| You can depend on them for a complete scope of work at a decent price. |
| I would say they are a good company with good help and easy to work with. |
| This is a great contact for custom fabrications. They use top of the line materials and are able to do special orders. |
| I like dealing with Foreman's project manager estimator. They are close by and I would always invite this resource. |
| Foreman has a fast turn around time on quotes. |
| I would always invite them if you have small custom metal projects. They can be a little pricey but you get what you pay for. |
| They are a company that keeps you updated. |
| Their customer service is great. |
| They show up when they say they will. They are ready to go. They have an excellent product. |
| I would definitely recommend them to others. They have gotten me out of a jam in the past. |
| They are a good company. I would tell them to get a price from them. |
| They do an excellent job are prompt and courteous. |
| They are good but expensive. |
| They are good people. |
| They are way up there when it comes to specialty items. Their prices and production are a weakness. |

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| They are an exceptional company. |
| Use them only. They can deal with short windows and the product is done when promised. |
| They are a value company. |
| They have industry and communication knowledge about products. |
| Call it in first to get a price and see if it fits into their schedule. The estimator is very knowledgeable. |
| They are priced competitively and I get it on time. |
| They have always done the project on time and good quality. |
| They are the only company we use for specialty projects. |
| Their strength would be they provide a good product at a good value. |
| They are a good company I have had no problems. |
| They are a quality stainless steel manufacturer. |
| They will be right the first time. They need extra lead time. They may cost more but the quality is perfect. |
| They do quality work. |
| Their quality and customer service is up there. |
| They are in line with a few other fabricators. They have more specialties available. |
| Tim is very knowledgeable. If there are problems you can go down and work them out. |
| They are the best with complex jobs. If you have a large architectural project they are the ones to use. If there is a problem they will make it right. Their prices are higher at times but you get what you pay for. |
| They give quick quotes and their turn around time is good. |
| They are good on large projects they are open to a relationship. They might need some oversight when there are multiple vendors involved. |
| They are a reliable company that we use. |
| They have good quality easy to work with close location and they work with you well. |
| They are a quality company and have a great product. You need to solicit proposals from them. |
| They are not always the cheapest but the product and service back that up. |
| Make sure you send the correct information because that is the only way to get an accurate quote. |
| They are easy to work with and stick to what they say. |
| They have a great product knowledge about the products that they have supplied us over the years. |
| Their turn around time is great. They are capable of doing unique complicated projects. |
| They have a number of different products that we use. Their turn around is good. Their prices can be a little high but it all works out. |
| They perform well and deliver the project on time. |
| Always use them. |
| Call them first they are awesome. They are easy to deal with. |
| They are dependable. |
| They are a very serviceable company to us. They are fair and have high quality. |
| They quick on their turn around. They are dependable and you do not have to check on them. |
| They seemed accommodating. They are willing to listen to your request. |
| They have a good value and service. They have taken care of us. Their prices are harder to deal with with our current market. It is hard to convince our client of the good value. |
| You can definitely trust them. They are trustworthy and have a good name in town. It sometimes comes down to price and numbers. |
| They do good work. They do things a lot of other contractors can't do. They are very good at highly specialized applications. Occasionally the pricing is a little high. |
| I get the best product and design from them. They have the best pricing quality turn around and customer service. |
| To use them. Everything is fine. I have no problems with them. |
| We work with Foreman for miscellaneous steel parts. |
| I would say that is where you would get work done if you need aluminum. If you have any projects with aluminum go to Foreman's. |
| You can call them for a lot of the unique items that you run into. |
| You need to deal with Foreman. We get quick turn around good product and service. |
| They are knowledgeable people. They are reliable for information. |
| We have a long relationship with them use them. Their numbers are good. There are times that they need to redo an item but this has been very rare. |
| All of the stuff we get from Foreman is different. It's really just general stuff but we always use Foreman for it. I am the only purchaser so I am the only one who deals with Foreman. |
| I would tell them to use them. |
| They normally have material that we are short of. |
| They know what they are doing. They give a good price for whatever fabrication they are doing. |
| They are generally who we use. If you need stainless steel they are the people to call. |

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| The quality is there. You never have to worry about anything being done twice. |
| They are dependable and have good quality. |
| If you need stainless steel fabrication call this company. |
| They are good for specialty projects good price and meet the deadlines. |
| They do a good job. |
| They have great quality. They are higher priced but you get what you pay for. |
| Very knowledgeable. They are good to work with. We have a long history with them. |
| That is who we use to get custom metal quotes. They do a good job. They stand behind their work. |
| They are knowledgeable and helpful. |
| This is our custom shop when we need something pronto and professional. |
| I would definitely recommend Foreman. |
| They are a good company to deal with. |
| They do good work. Their price is fair. |
| I would give them a call. I would use them. They are good. |
| We never had a problem with them. You get the exact product that you quoted in a timely manner. |
| Basically we just give them a list and that's it. If you are on our list you are a good company. We get good service from them. |
| They have good people. They have good quality. They know what they are doing. We just shop around for prices. |
| They are very knowledgeable. They have excellent products. They have excellent turnaround time. |
| Foreman has a great quality. I would call for quotes. I have a good relationship with them. |
| Give them a call and let them take it from there. Foreman is a very good company and a pleasure to work with. |
| They know what they are doing but they over charge. |
| If you want quality and you can work around the price Foreman is the company to use. |
| They get your number quick. They are competitive. |
| They have a good reputation and we have a good relationship with them. I have only had one instance when we had to send a product back to be redone. |
| We had no problems with Foreman when we used them last. I would say if you have work in that area to call Foreman. Foreman will give you pricing in that area. |
| They basically do a good job. They have good quality. They usually are fast. |
| Include them in your solicit list. I used them a number of different times in the past. One thing I like about them is they know their limitations. |
| They have a nice niche and a great web sit |

