

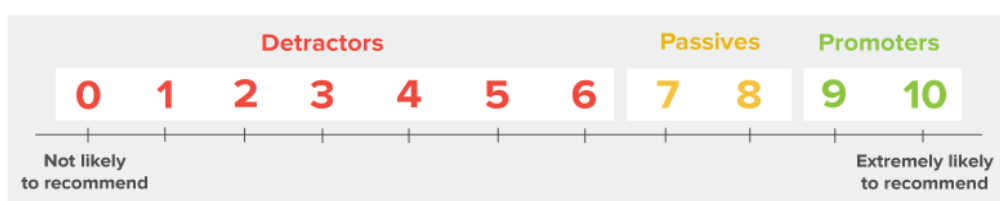
**Annual Quality Management Survey 2022**

Go Shred are committed to excellence in customer service and to also ensure we provide the best value for money for our clients. To help us do this, we provide our customers the opportunity to formally feed back their thoughts on this and on a range of complementary subjects. This takes the form of our annual Quality Management Survey, the results of which we provide below. We run this survey each year and welcome individual approaches from our clients to further enhance their experience of working with Go Shred and we would like to take this opportunity to thank all those who responded.

**How likely is it that you would recommend Go Shred to a friend or colleague?**

We use the proven Net Promoter Score (NPS) method

NPS is a highly regarded loyalty metric that people use to collect the customer feedback they need to inform their business strategy. It's seen by many as a better indicator of customer loyalty than traditional customer satisfaction surveys.



The answers customers provide are classified as follows:

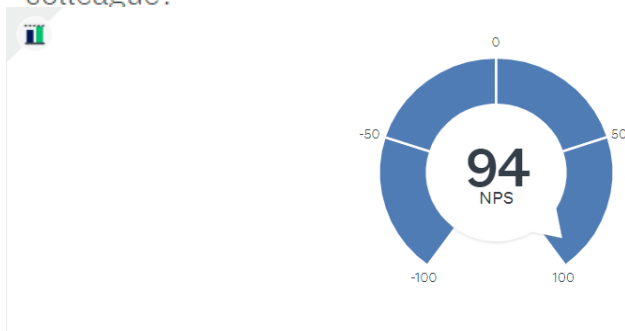
0–6 = Detractors—unhappy customers, prepared to use negative word-of-mouth

7–8 = Passives—satisfied but indifferent customers who may switch service providers

9–10 = Promoters—loyal customers who will keep buying and referring others to your brand

Detractors (0-6)	Passives (7-8)	Promoters (9-10)	Net Promoter Score
1	10	191	<b>94</b>

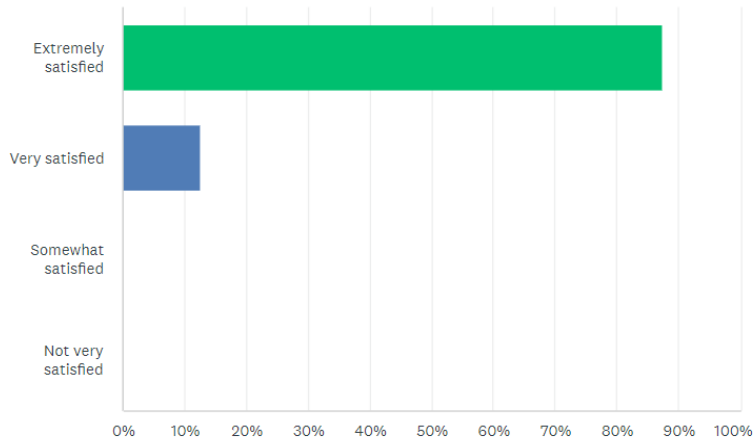
**How likely is it that you would recommend this company to a friend or colleague?**



**Go Shred'S NPS score for 2022 is 94 with c. 3500 customers**

- Go Shred'S NPS score for **2021** was 92 with c. 2500 customers
- Go Shred'S NPS score for **2020** was 95 with c. 1800 customers
- Go Shred'S NPS score for **2018** was 93 with c. 1000 customers
- Go Shred'S NPS score for **2017** was 90 with c. 580 customers
- Go Shred'S NPS score for **2016** was 85 with c. 260 customers

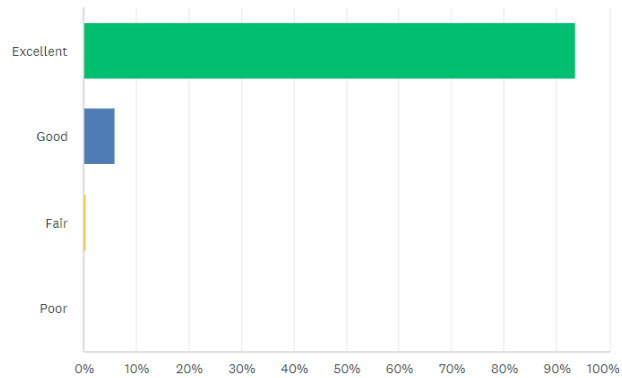
How satisfied are you with the reliability of our shredding service?



We asked our clients to rate the reliability of our shredding service: whether you were a large scale regular client or a one off adhoc client, it is important to us that you know we will do what we say, when we say, regardless of size.

Extremely Satisfied	Very Satisfied	Somewhat Satisfied	Not Very Satisfied
87.32%	12.68%	0%	0%

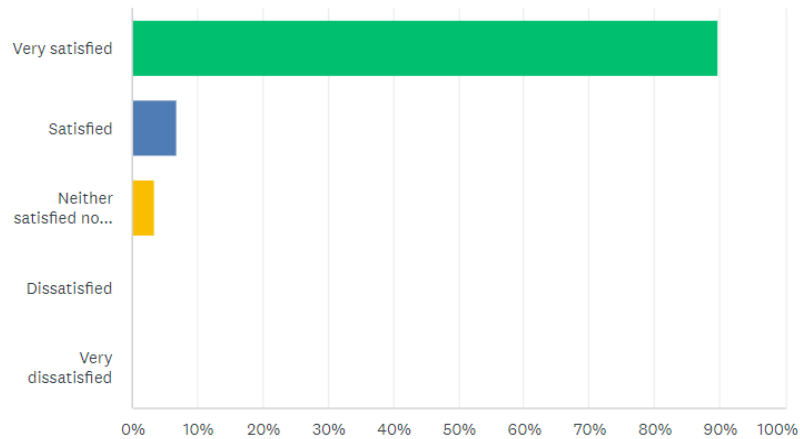
When calling Go Shred, how would you rate the service you received from our office staff?



It is very important to Go Shred that our clients must feel that they are being given the best service at first point of contact. This question asks how well we have met the needs of the client when they first click through, livechat on our website, or call us.

Excellent	Good	Fair	Poor
93.63%	5.88%	0.49%	0%

If you booked your service using our website form, how was the experience?

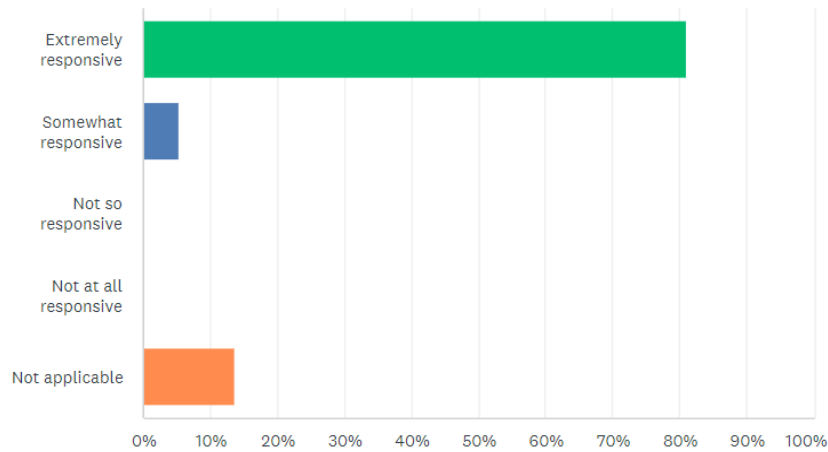


**NEW FOR 2022**

When you book one of our services using the online forms, we want to know if this method is the best it can be. We are not a giant corporation and value the personal touch, but we also have to offer the opportunity for clients who wish to book online, for whatever reason, and have the best experience

Very Satisfied	Satisfied	Neither Satisfied nor dissatisfied	Dissatisfied	Very Dissatisfied
89.93%	6.78%	3.39%	0%	0%

How responsive have we been to your questions or concerns about our products?

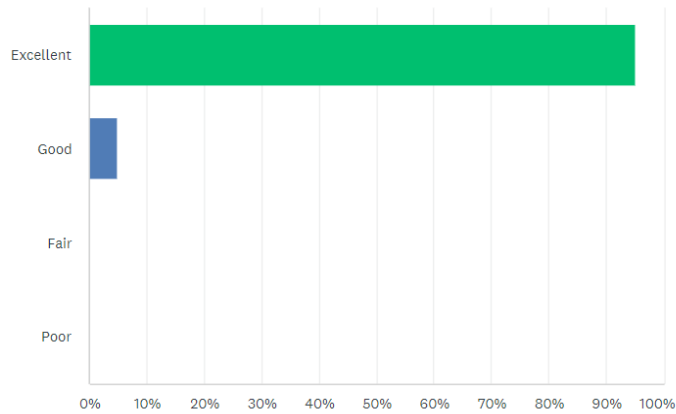


**NEW FOR 2022**

We need to know that when you want to find out more about our products, or express any concerns, that we have been responsive to your needs and answered you sufficiently

Extremely Responsive	Somewhat Responsive	Not So Responsive	Not At All Responsive	Not Applicable
80.98%	5.37%	0.00%	0%	13.66%

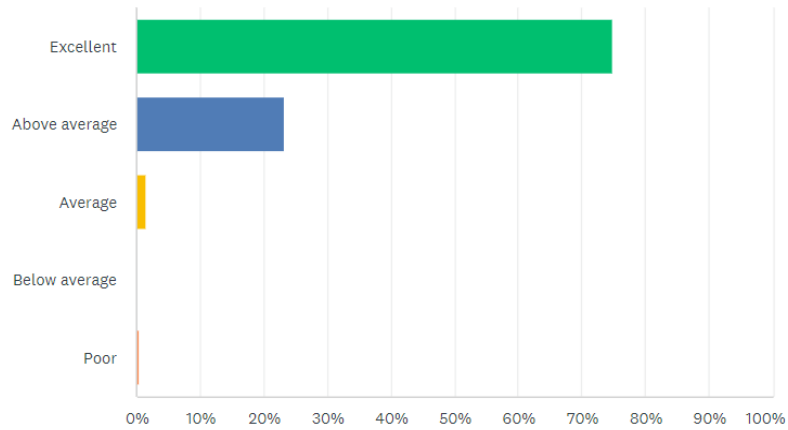
When Go Shred operatives are at your company, how would you rate the service you received from them?



When we come to service your company, it is vital that our operatives are smart, polite, helpful and efficient. As a smaller company, We want to offer the excellent service our clients expect, but with the personal touch only Go Shred can provide.

Excellent	Good	Fair	Poor
95.00%	5.00%	0%	0%

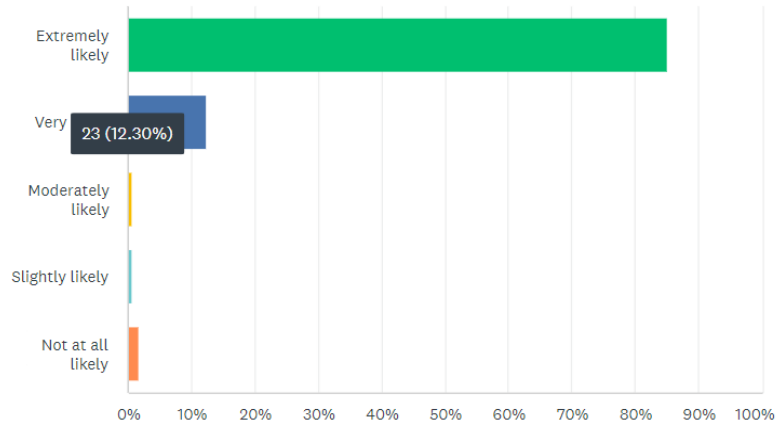
How would you rate the value for money of our shredding service?



Providing an excellent service is our aim, but additionally Go Shred want to make sure we provide good value for money that means we can sustain our service levels whilst at the same time giving fair, transparent pricing for our customers

Excellent	Above Average	Average	Below Average	Poor
74.76%	23.30%	1.46%	0%	0.49%

How likely are you to continue using our shredding services?



The ultimate goal for Go Shred is to keep our customers feeling so secure and satisfied with our service that keep coming back to us again and again. So, how likely are they to use our services again?

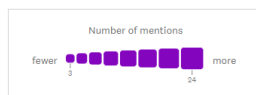
Extremely Likely	Very Likely	Moderately Likely	Slightly Likely	Not At All Likely
85.03%	12.30%	0.53%	0.53%	1.60%



## Customer Feedback

We also asked our anonymous respondents to leave any comments they may have. We were humbled to receive such positive and (in the case of a couple of replies) helpful and constructive feedback.

We have created a Word Cloud to show the most used words in the responses. This is a very quick reference as to the tone and level of satisfaction in the responses



And here is the feedback received in full - please note that not all those surveyed filled in this section. We have also not altered any of the content - including spelling and grammar 😊

Convenient and reliable

Very reliable, very happy with all aspects of service and levels of communication. Thanks

Easy to work with and very convenient as well as helpful.

Consistent service and great customer service

We have found the service received to be very good and at a competitive price.

Excellent service

Supporting local businesses like ourselves. Always happy to help

Efficient, timely and turn up when they say they will

Reliable and consistently go above and beyond !

Very efficient

Excellent service. Always on time

### Customer Feedback (Continued)

**We also asked our anonymous respondents to leave any comments they may have. We were humbled to receive such positive and (in the case of a couple of replies) helpful and constructive feedback. Here is the feedback received.**

Service levels provided for cost charged

We are a regular customer on a monthly contract. We came back to Go Shred as our only collection service due to the excellent service provided and our mutual professional relationship between businesses

Because you give a V good , friendly and reliable service

No problems, good value

Super service

Always polite and friendly - both on the telephone and in person

Do what they say when they say

Great service

Service is regular and efficient

Great value for money, prompt service, great customer service

Friendly, easy to access service - do whats needed when needed

Friendly and good customer service

Again, you are a local company, who do the job we want and do it well

Go Shred is a local business, and I strive to support local businesses, and the service is excellent!

This is approved at a higher level in our organisation, however from personal experience, the team are very friendly, efficient, I certainly have no issues

The service is regular and reliable

Service is brilliant

Good customer service, good value for money

Friendly, local, responsive

A good, simple service

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### Customer Feedback (Continued)

**We also asked our anonymous respondents to leave any comments they may have. We were humbled to receive such positive and (in the case of a couple of replies) helpful and constructive feedback. Here is the feedback received:**

The service fantastic

You are reliable, provide value for money, it is easy to book a collection and the drivers are always friendly and helpful

We have used Go Shred for years, Belinda is always efficient and friendly

I intend to be a repeat customer and will definitely use you when I have accumulated more stuff to shred!

Don't have loads of collection needs but will keep using as really like the service provided

Very reliable

Good customer service and very prompt

Satisfied with the services you provide

Trustworthy company with a personal service

Brilliant service

Due to competitive costs and reliability

Friendly reliable service

Local company

Always great customer service and easy to deal with

The service is excellent, regular and reliable, any and all questions i've ever had have always been answered satisfactorily

We will only need Go Shred's services every year or so, but having used them, we will definitely use them next time without a doubt

Always collect and managed well

Excellent service. All your staff are very helpful

Easy to book, I email and they can get me a collection very easily (normally in the next 2 working days)

You continue to offer a great service

For all the reasons above

### Customer Feedback (Continued)

We also asked our anonymous respondents to leave any comments they may have. We were humbled to receive such positive and (in the case of a couple of replies) helpful and constructive feedback. Here is the feedback received:

Not a repeat customer.... yet! Need to book again!

The price and service are great.

Ease of relationship

We used the service as a one off to clear a back log of company paperwork before retiring and closing the company. We are unlikely to need this again but would use GO SHRED again if we did

Your collectors are always pleasant and polite!

Great thank you take all sorts of archive, binders, folders etc

Keep going ! You're doing a great job Thank you

Would recommend to others.

Excellent service - what's left to say...nothing

Belinda is amazing :)

I hope your company grows and reach more people like us who need your service. Thank you

Possibly would appreciate an email the day before you are coming

keep it as you are!

Keep up the super service!!

Thank you :-)

Professional and on time

The operative was courteous and very helpful

Always helpful, prompt and reliable, thank you!

Keep going!! I know times are difficult, but please keep going, small businesses like mine, need you!!

Keep up the good work!

No complaints, great business to work with

### Customer Feedback (Continued)

**We also asked our anonymous respondents to leave any comments they may have. We were humbled to receive such positive and (in the case of a couple of replies) helpful and constructive feedback. Here is the feedback received:**

We have little cause to contact you. However, when we have, there is always a cheerful reply with a prompt response to our query.

Keep going!

Wonderful service.

Great service

I would definitely use you again, if the need arises.

Super efficient booking process, very pleasant staff and good value.

No think your service is spot on

Keep doing what you are doing!

Thank you for your excellent service.

Keep up the good work.

The whole service was excellent from start to finish, would highly recommend

All Good.

Keep up the good work

Great service and really helpful

Keep up the good work

You're great!

Don't change anything.

Absolutely first class service

Thank you.

Great Service, I do adhoc collections and we are increasing in size so would be great to talk to someone to set up a more regular collection. Overall a great service from you