



# CONFIDENTIAL SHREDDING

## Annual Quality Management Survey 2023

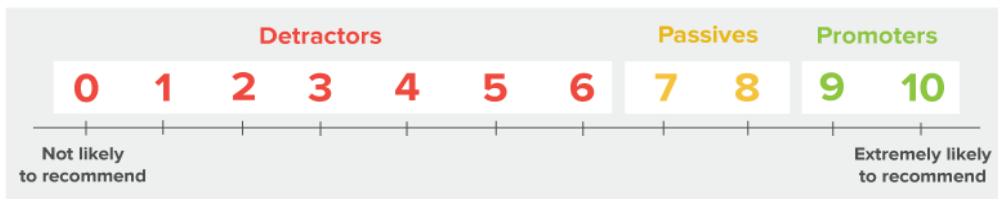
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Go Shred are committed to excellence in customer service and to also ensure we provide the best value for money for our clients. To help us do this, we provide our customers the opportunity to formally feed back their thoughts on this and on a range 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:

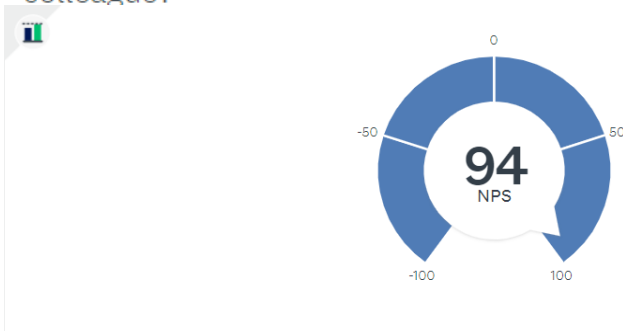
0-6 = Detractors—unhappy customers, prepared to use negative word-of-mouth

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
0	9	145	<b>94</b>

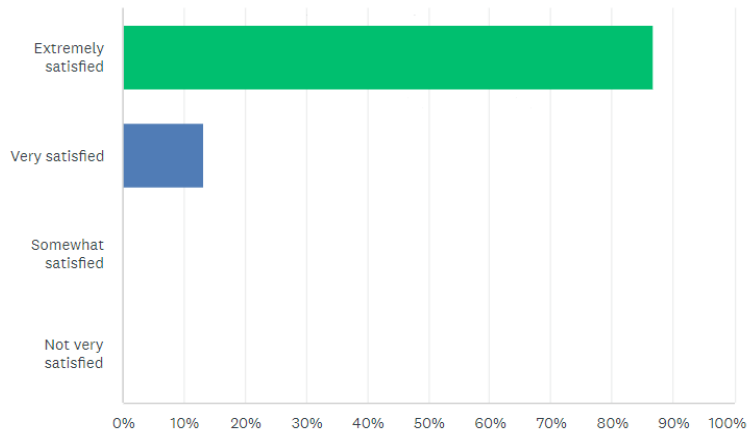
### How likely is it that you would recommend this company to a friend or colleague?



### Go Shred'S NPS score for 2023 is 94 with c. 3800 customers

- Go Shred'S NPS score for **2022** was 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

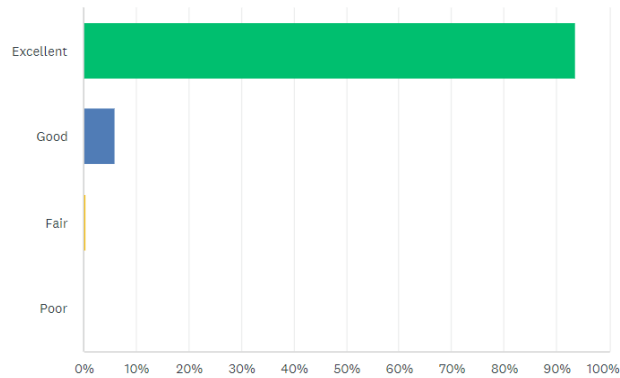
How satisfied are you with the reliability of our shredding service?



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
86.71%	13.29%	0%	0%

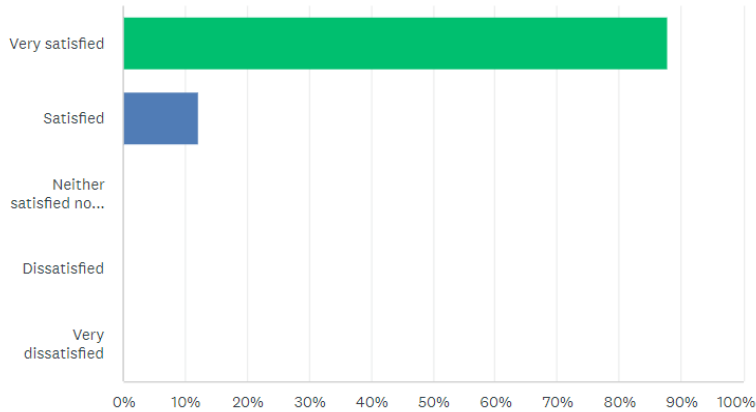
When calling Go Shred, how would you rate the service you received from our office staff?



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
92.81%	7.19%	0%	0%

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

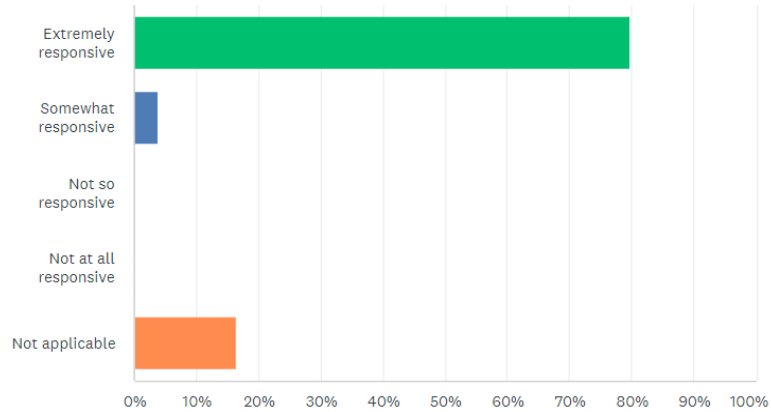


**NEW FOR 2022**

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
87.76%	12.24%	0%	0%	0%

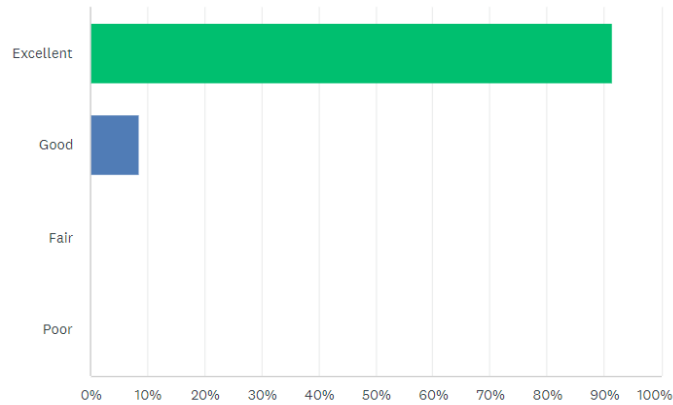
How responsive have we been to your questions or concerns about our products?



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. Those familiar with the service and not enquiring with us, simply ordering immediately, chose Not Applicable.

Extremely Responsive	Somewhat Responsive	Not So Responsive	Not At All Responsive	Not Applicable
79.75%	3.80%	0%	0%	16.46%

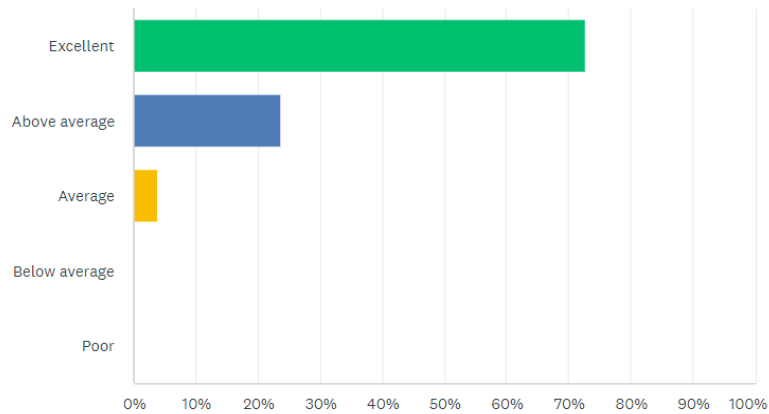
When Go Shred operatives are at your company, how would you rate the service you received from them?



When we come to service your company, it is vital that our operatives are smart, polite, helpful and efficient. As a Family 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
91.50%	8.50%	0%	0%

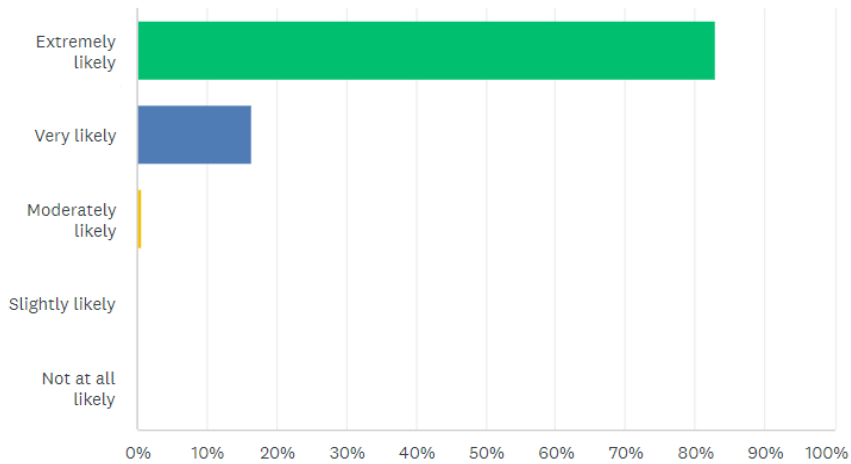
How would you rate the value for money of our shredding service?



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
72.61%	23.57%	3.82%	0%	0%

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?

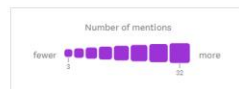
Extremely Likely	Very Likely	Moderately Likely	Slightly Likely	Not At All Likely
82.84%	16.42%	0.75%	0%	0%



## 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 😊

Good reviews, family business, great value!

We have a regular collection every 4-weeks and there appears to be no issues when the bags are collected. It runs like clockwork.

Found on line and have been extremely helpful ever since

Great service. Easy to book. Quick delivery

Price and convenience, plus I had used your services before.

local family firm

Great website, friendly people and super efficient service.

Reviews on the internet were good and you were relatively local and a small business

Cost and quality of service.

family company and service level which was very good and met shredding requirement.

### 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:**

Local and fair price

Because it is a local family business, and I think it is important to support small local businesses.

Fast professional and friendly

Affordable, local and efficient service within West Yorkshire .

Friendly excellent local service Local to me.

Friendly and reliable local and ease of service

We were looking for a more local and cheaper service than our previous supplier and Go Shred were very helpful and responsive during the research of this.

We like to support a small family company.

We have used Go Shred for many years now but I don't know how I found you but am very pleased I did and I have recommended you to a few other Congregations.

You are reliable and courteous and I am happy to stay with you while we have paper to shred!

We have used your service once before and were extremely impressed with the service from first contact to on site shredding.

Obviously we used again but with less to shred it was taken away this time.

We had full confidence in your security off site.

Small family firm... says it all. Professional, trustworthy service oriented company.

Staff were engaged & helpful at every step.

The young lady I spoke to (prior to our first time usage/order) was so good explaining everything (compared to other companies) we would have been foolish not to.

Took stress away!

It was a total random internet search that we found you a couple of years ago, we have used them twice now, both times we can't fault Go Shred, we are very happy with the service we have received.

Local Business with friendly staff

Found Go Shred on the internet Local firm, very friendly, competitively priced, job done without hassle

### 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:**

Recommended on Google search with good reviews and ease of booking

Used your company before so knew you offered a good service

Go Shred are the company used by the University, so we have no choice but to use them, however, I find the service excellent and the staff all very accommodating.

We always have a quick chat when they pop into the office, they are very personable.

Efficient and effective local

We previously used Go Shred for a one off bulk shred.

The service was fantastic and they went out of their way to accommodate us in a very short time frame to dispose of very sensitive material.

Found on an internet search and used as relatively local and fair priced Internet search Friendly and quality service.

All staff very friendly & efficient.

Very responsive and helpful when making initial enquiries

Local and willing to take on relatively small amounts of shredding.

Local and reasonable prices

Great service, pleasure to deal with

Recommended by someone else that had used you

Provide household shredding services.

Previous good experience

Local service.

All the staff are excellent - knowledgeable about the service and very polite and friendly.

You were local to me

Easy to speak to both the lady on the phone, and also the gentleman who came to pick up the items for shredding.

Clear details of pricing and appointment.

### 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:**

Had brilliant service from you when recommended by someone else we used, so continued with you

I used you for our business and since closing our business

I have used you for getting rid of paperwork as necessary. from the very first phone call i felt confident to use Go Shred. Elderly Lady not a clue where to start.

If i or anyone i know need this service again i would not even have to consider any other company

Great Company and staff to work with over the years.

I needed help at a difficult time

The service on collection is great and value for money

Friendly and reliable

It is a local business and I support local business. I also like the idea of picking up the shredding and taking it off site.

We have used them for several years and Mike and Belinda are fabulous to work with.

Fast and efficient service

I have used GoShred twice with a gap of a couple of years but next year I will have more confidential shredding to do and will not hesitate to contact GoShred

Great company to engage with, very personal service, always so helpful, thank you!

Nearest to my office, never used this type of service before so had no prior experience.

Local company providing excellent customer service.

Used once before and when the need arose again for shredding confidential papers it was a no brainer as to who to contact.

Initially used Go Shred for a "one-off" job. When we decided to contract out, it made sense to use a company we had confidence in.

Examined the options online and GoShred seemed the best for my requirements and offered very reasonable VFM

Excellent service the lady I spoke to was so helpful and friendly and very professional. I will always use this company. I had you recommended by a friend who's business use you  
Used before and pleased.

### 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:

Local company and good reviews

Easy to book, helpful and efficient

Always receive polite and attentive service.

Services offered are flexible to deal with my SME business needs, i.e. small quantities of various items.

Local friendly family company.

You were recommended and we have found you to be excellent.

Nice people to deal with and they do exactly what we require

Convenient, trustworthy and fair prices.

Past experience in previous location.

Local family company

Good to work with local companies.

Local company easy to deal with

Local company Local, helpful and reasonably priced.

Nice people who always deliver

Confidential

Came across on google, communication is good and was able to book service with ease.

You called at the right time at our offices

Due to the nature of our business, we have a lot of confidential paper work that requires disposing of in a professional manner

The company had good reviews

We love that Go Shred is a family run company and find that as a result we get a very friendly and professional service.

They have always been reliable and accommodated our requests. We wouldn't go anywhere else because they tick all our boxes.

### 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:**

Local, competitive

Every business needs a reliable, secure and efficient method of destroying sensitive information to protect their business and to be compliant with GDPR. Go Shred provide that and at great value for money.

Very friendly and efficient.

Keep to deadlines given.

Very easy process.

Local service very efficient

Just friendly and efficient from office team to drivers - make it very easy to do business with them

I have only used you once, but when required, I will certainly use you again. Thank you.

Go Shred saves us time and resources not having to shred ourselves - competitive price and great service

Simple and effective

Very efficient and friendly.

I was looking for somewhere local that would shred personal documents.

Local company.

Picked up from Internet

LOCAL, EASY TO USE WEBSITE, CLEAR PRICING

Simplicity, you deliver on your promises