

ANNUAL PARTNER SATISFACTION SURVEY 2023

NET PROMOTER SCORE (NPS) CUSTOMER EXPERIENCE METRIC

Partners rate on a scale of 10:

“ How likely is it that you would recommend Southern Design Group to a friend or colleague? ”

Partners categorised in three categories:



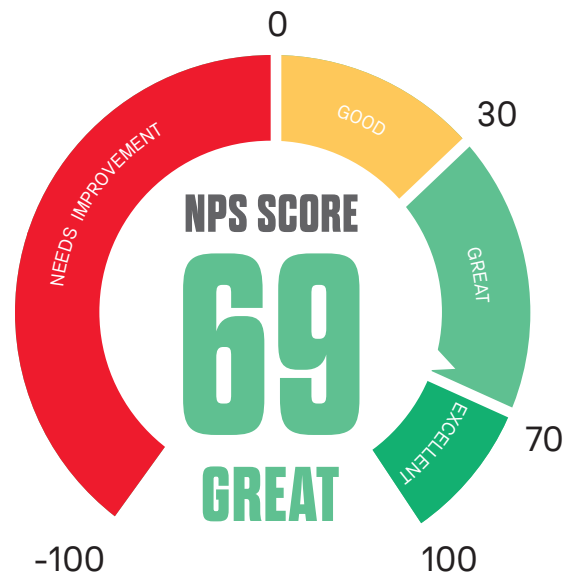
NPS Score = % Promoters - % Detractors

WHAT IS A GOOD SCORE?

According to aggregated data in 2023, the average NPS for B2B industries like SDG, range from 39 to 67.*



OUR NPS SCORE



Survey Notes: The annual partner satisfaction survey 2023 was sent on August 18, 2023 to partners with more than \$10,000 in annual sales with Southern Design Group, in Australia. The survey was sent to 278 unique email addresses, with 62 anonymous responses received.

*Source: www.retently.com/blog/good-net-promoter-score/

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OUR VISION

“ Southern Design Group offer the best consumer/customer experience in the architectural hardware industry



OUR MISSION

“ Have a strong emphasis on sustainable business practices including using reusable and recycled packaging



“ Offer market appropriate product solutions



“ Have a strong emphasis on Corporate Responsibility, supporting charities and giving back to the community



“ Offer market leading delivery times



“ Provide unrivaled sales support and customer service



“ Deliver innovative business practices



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Partners were asked to rate how strongly they agreed or disagreed with the statements above, 1 star being strongly disagree and 5 stars being strongly agree. Results are an average score.

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OUR VALUES



“ **Respectful - always treat me with fairness and respect** ”



“ **Passionate - self motivated and focused on solutions** ”



“ **Responsible- consider the social and environmental impacts of the business** ”



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OUR PRODUCTS & MARKETING MATERIAL

“ **Architectural hardware and accessories of the highest quality and durability** ”

4.3 ★
AVERAGE RATING
★★★★★

“ **Market-leading marketing materials including catalogues, brochures, flyers, lookbooks etc** ”

4.5 ★
AVERAGE RATING
★★★★★

“ **Products that provide value-for-money** ”

4.2 ★
AVERAGE RATING
★★★★★

“ **Innovative and original product collections** ”

4.3 ★
AVERAGE RATING
★★★★★

“ **Easy to navigate and informative brand websites** ”

4.2 ★
AVERAGE RATING
★★★★★

“ **An extensive range of products in the architectural hardware category** ”

4.6 ★
AVERAGE RATING
★★★★★

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