Supplier Satisfaction

Supplier Services

Retailers surveyed were asked to rank the importance of supplier service attributes on a scale of one to 10, with one being "of little importance" and ten being "of great importance." Then we asked them to consider the performance of their own suppliers in each of the same categories. Here, the results of both questions are shown in order of what respondents told us was most important to them and include the percent of variation between that and the actual service received.

Service	Importance Rating	Performance Rating	Variation
Cost of freight	8.9	7.1	1.8
Prompt shipping	9.4	7.7	1.7
Fair pricing	9.4	7.9	1.5
Margins	8.9	7.4	1.5
Delivery lead time	8.8	7.7	1.1
Solving problems quickly	9.0	8.0	1.0
Complete, accurate documents	8.9	8.0	0.9
Return/exchange policy	8.8	7.9	0.9
Supplier communication	8.9	8.0	0.9
Good payment terms	8.8	8.0	0.8
Relationship with supplier	9.0	8.2	0.8
Ability to reach supplier by phone	9.1	8.5	0.6
Product design	8.4	7.9	0.5

All areas of greatest concern (most variation between retailer's importance ratings and performance ratings for service received) were exactly the same as the previous year. Cost of freight and prompt shipping were categories where most suppliers got poor marks, with fair pricing and margins tied for third. While cost of freight may be hard to control for many manufacturers, prompt shipping can and should be an area where suppliers strive to make improvements and increase customer satisfaction.

Do Televised Horse Events Help Your Business?

"Events such as the Olympics are super exposure for our industry."

"There isn't an immediate boom, more of a trickle-down effect. I direct people to lessons who are later redirected to me for equipment."

"Yes, they rekindle interest and inspire competition."

"People see what the advanced rider is wearing and using."