



Mabanaft Customer Survey 2015



of our customers rate our **customer service** as good or excellent



rated our **reliability of supply** as good or excellent



rated our **accuracy of invoicing** as good or excellent



rated our **pricing** as good or better than our competitors

98% find the **advice and information** we provide to them is very useful



MabaLIVE is Mabanaft's free online price information and fuel ordering service



7 in 10 use **MabaLIVE** to check prices and order fuel

"Fantastic and easy to use"

"I don't waste time trying to get prices"

"Saves making numerous phone calls to check prices"

"Excellent"

"Quick and easy to place orders"

"My finger is on the Maba-pulse"

"It's very easy to use and it helps me lock in deals when the price is falling"

What is most important?

How did we perform?

Rank	Category	2015	2014
1	Price	65%	68%
2	Reliable continuity of supply	100%	90%
3	Customer service	97%	97%
4	Accuracy of invoicing	97%	92%
5	Flexibility on payment terms	89%	81%
6	Efficiency of loading times	92%	83%
7	Product range	87%	92%
8	Advice and expertise	92%	89%

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I didn't think we could top last year's results so you can imagine how pleased I am with this year's outcome. I am again especially delighted by the positive feedback relating to customer service - one customer commented that our service levels would be hard to improve upon. It's also interesting to see how well we compare against our key competitors.

Customer feedback really does matter to us and the information gathered will be used to guide the future development of MabaLIVE as well as to shape future pricing strategies and our advice service.

Martin Cook - Marketing Manager

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