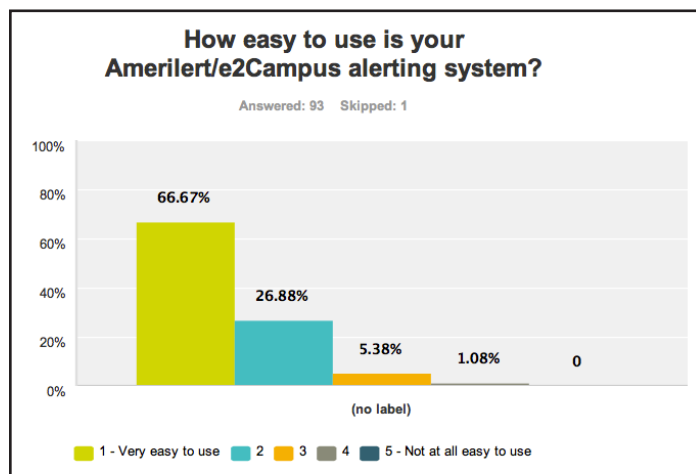# Customer Satisfaction Survey

e2Campus and Amerilert Customer Feedback, July 2013

In late July we invited 3,301 e2Campus and Amerilert customers to participate in a customer satisfaction survey. Here is what the 94 who completed the survey told us.

Omnilert systems are very easy to use.

More than 93% of the e2Campus and Amerilert customers rated their systems as either very easy to use or easy to use.

How easy to use is your Amerilert/e2Campus alerting system?

Answered: 93   Skipped: 1

66.67%
26.88%
5.38%
1.08%
0

(no label)

1 - Very easy to use   2   3   4   5 - Not at all easy to use

This was one of the most frequently cited benefits of the Omnilert services. Customers often mentioned the ease of adding and grouping users, sending alerts, and managing administrative chores as key benefits of the service.
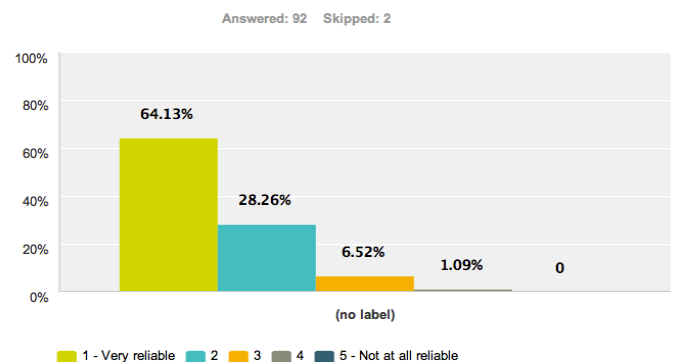
"You can take someone who is not familiar with [the system's] operation and train them within 15 minutes. This makes my position as the administrator that much easier."

Omnilert systems are very reliable.

More than 92% of respondents rated their systems as either reliable or very reliable. A few mentioned occasional carrier glitches, but overall most users reported no reliability issues.

How reliable is your Amerilert/e2Campus alerting system?

Answered: 92   Skipped: 2

64.13%
28.26%
6.52%
1.09%
0

(no label)

1 - Very reliable   2   3   4   5 - Not at all reliable

Omnilert customer service is awesome.

More than 95% of customers are satisfied with our customer service team - of these over 78% are very satisfied. Several customers identified particularly outstanding account reps and sales team members by name.

How satisfied are you with our customer service team?

Answered: 89   Skipped: 5

78.65%
16.85%
3.37%
1.12%
0

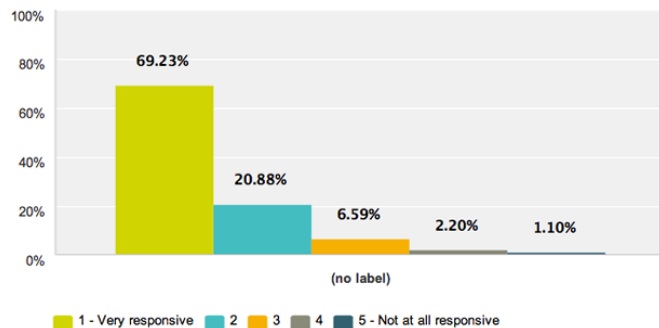■ 1 - Very satisfied ■ 2 ■ 3 ■ 4 ■ 5 - Not at all satisfied
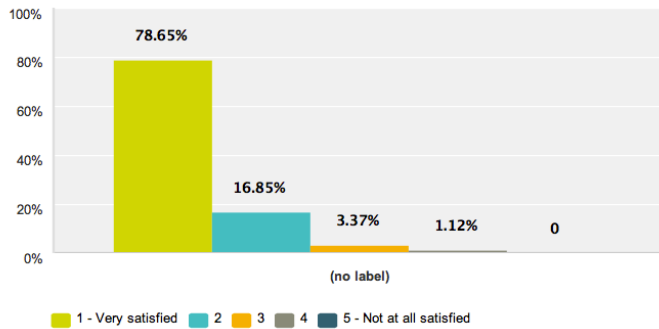
We are very responsive ...

90% of the customers surveyed confirmed we are consistently responsive or very responsive to their needs and requirements.

Overall, how responsive do you feel our company is to your needs and requirements?

Answered: 91   Skipped: 3

69.23%
20.88%
6.59%
2.20%
1.10%

■ 1 - Very responsive ■ 2 ■ 3 ■ 4 ■ 5 - Not at all responsive

... but we can be more proactive in 2014.

Only a third of the respondents had scheduled consulting sessions with the account services team this year. Clearly more outreach to educate them about this free service could help us proactively connect with more customers next year.

Omnilert features are very strong.

Customers are very happy with Omnilert's feature set. More than a third told us the system offers much greater functionality than competitive systems. Another 41% rated it as greater than average functionality. Only two individuals felt our system offered less or much less functionality than competitors.

Compared to other providers you may have reviewed, how would you rate the features available in our alerting system?

Answered: 82   Skipped: 12

34.15%
41.46%
21.95%
1.22%
1.22%

■ 1 - Much greater functionality ■ 2 ■ 3 ■ 4 ■ 5 - Much less functionality
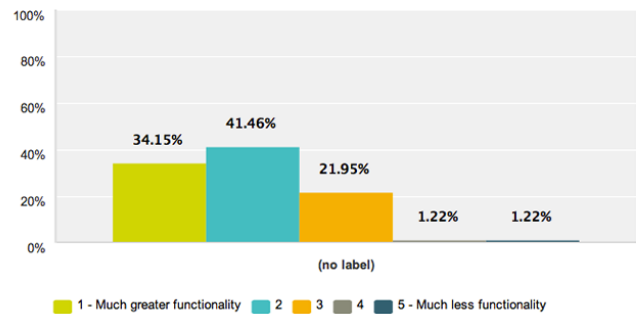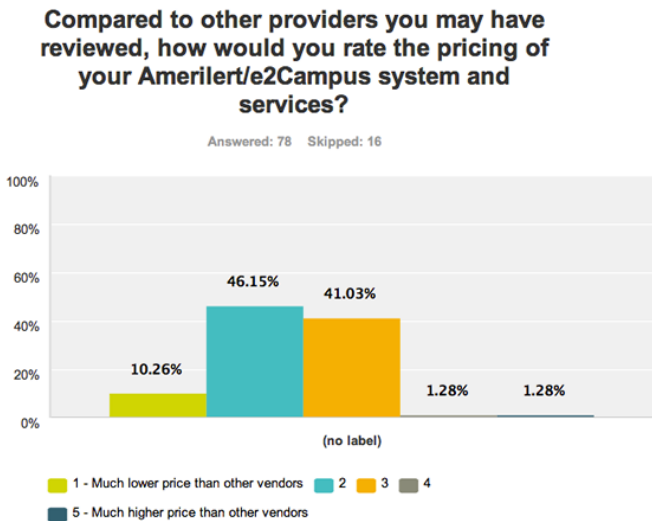
Favorite Features

We asked customers in the survey to identify the most valuable features. Here are the most common:

• The ability to send SMS, email, social media, web, RSS, and voice in a single message

• Easy to alert a large number of people very quickly

• Text to speech conversion

• Convenient widgets

• Scenarios

• Robust integrations with other services

• Powerful user management features like groups, uploads, and sunset dates.

• Easy to use, simple web interface

• Easy to use, one-click mobile interface

• Simple, flexible multi-level administration

• Anywhere access – home, phone, browser

• Pre-programmed messages and templates

• Group paging and reply
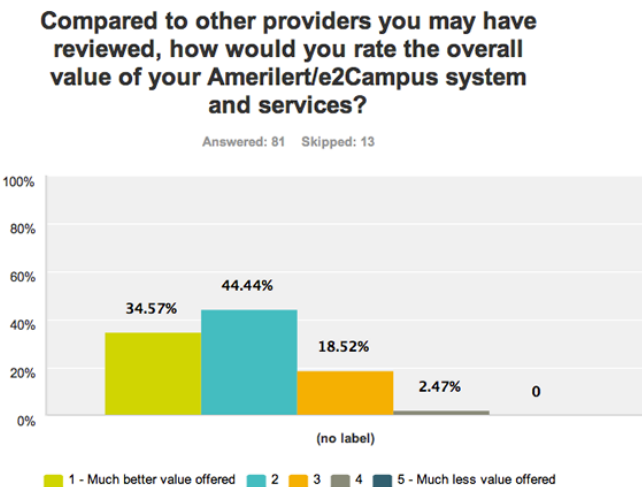
"Keep doing what you're doing."

Omnilert pricing is attractive ...

While some customers rated our pricing as much lower than other leading providers, as expected most rated us as somewhat lower (46%) or competitive (41%) with other companies. Only two people rated our pricing as higher or much higher. We believe they are comparing us to low-end text and email only providers.

Compared to other providers you may have reviewed, how would you rate the pricing of your Amerilert/e2Campus system and services?

Answered: 78   Skipped: 16

- 10.26%
- 46.15%
- 41.03%
- 1.28%
- 1.28%

Legend:
- 1 - Much lower price than other vendors
- 2
- 3
- 4
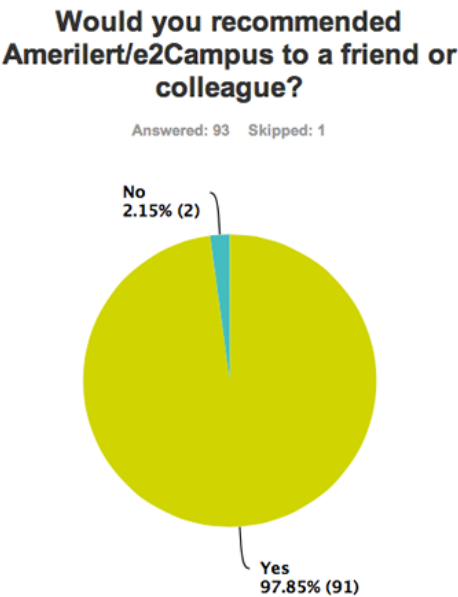- 5 - Much higher price than other vendors

... but our value is even stronger.

More than three-fourths of the respondents rated the *overall value* of our system and services as a much better value (35%) or better value (44%) than competitive systems. Not a single customer rated the value of Omnilert offerings as much less value offered.
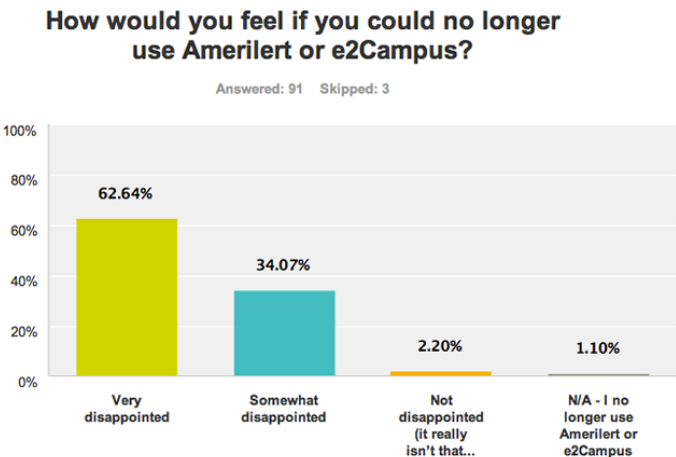
Compared to other providers you may have reviewed, how would you rate the overall value of your Amerilert/e2Campus system and services?

Answered: 81   Skipped: 13

- 34.57%
- 44.44%
- 18.52%
- 2.47%
- 0

Legend:
- 1 - Much better value offered
- 2
- 3
- 4
- 5 - Much less value offered

Virtually all would recommend us ...

Nearly 98% of the customers surveyed would recommend e2Campus or Amerilert to a friend.

Would you recommended Amerilert/e2Campus to a friend or colleague?

Answered: 93   Skipped: 1

- No 2.15% (2)
- Yes 97.85% (91)

... and would miss using the service.

We asked customers how they would feel if they could no longer use Amerilert or e2Campus (an important measure of product/market fit and user adoption). Two-thirds would be very disappointed; a third said disappointed. Only 3 people told us it either isn't very useful or they no longer use the system.

How would you feel if you could no longer use Amerilert or e2Campus?

Answered: 91   Skipped: 3

- Very disappointed: 62.64%
- Somewhat disappointed: 34.07%
- Not disappointed (it really isn't that...): 2.20%
- N/A - I no longer use Amerilert or e2Campus: 1.10%

Appendix: Survey Instrument

About the Survey

This survey of 3,301 e2Campus and Amerilert customers was conducted online in July-August 2013, using Survey Monkey. The data was collected via the online research application. 94 customers participated in the survey.

How easy to use is your Amerilert/e2Campus alerting system?
1 – Very easy to use
2
3
4
5 – Not at all easy to use

How reliable is your Amerilert/e2Campus alerting system?
1 – Very reliable
2
3
4
5 – Not at all reliable

Compared to other providers that you may have reviewed, how would you rate the features available in our alerting system?
1 – Much greater functionality
2
3
4
5 – Much less functionality

What features do you find most valuable?

What features or enhancements would you like us to add?

Overall, how satisfied are you with the Amerilert/e2Campus alerting system?
1 – Very satisfied
2
3
4
5 – Not at all satisfied

Overall, how satisfied are you with our customer service team?
1 – Very satisfied
2
3
4
5 – Not at all satisfied

Have you scheduled a consulting session with your account representative within the past 12 months?
Yes
No
No, but colleague did one
No, was not aware this was available

How can we improve our customer service?

Overall, how responsive do you feel our company is to your needs and requirements?
1 – Very responsive
2
3
4
5 – Not at all responsive

Compared to other providers that you have reviewed, how would you rate the pricing of your Amerilert/e2Campus system and services?
1 – Much lower price than other vendors
2
3
4
5 – Much higher price than other vendors

Compared to other providers that you have reviewed, how would you rate the overall value of your Amerilert/e2Campus system and services?
1 – Much better value offered
2
3
4
5 – Much less value offered

Would you recommend Amerilert/e2Campus to a friend or colleague?
Yes
No

How would you feel if you could no longer use Amerilert or e2Campus?
Very disappointed
Somewhat disappointed
Not disappointed (it really isn't that useful)
N/A - I no longer use Amerilert or e2Campus

What would you likely use as an alternative if Amerilert or e2Campus were no longer available?
I probably wouldn't use an alternative
I would use: [text box]

Is there anything that you feel our management team should know?

Would it be okay if we followed up by email to request a clarification to one or more of your responses?
No
Yes (please enter the best email address to contact)

omnilert.