

MARKET DEVELOPMENT GROUP, INC. CLIENT SATISFACTION SURVEY SUMMARY

**CONDUCTED BY:
EDWARD BRINK - EAGLE EYE MARKETING
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(Based on Telephone Interviews with 12 MDG Clients)

SUMMARY OF RATINGS
(10 = EXCELLENT, 1 = POOR)

<u>Factor</u>	<u>Rating</u>
Understanding Project Needs	9.2
Quality Of Work	9.0
Meeting Deadlines	9.6
Paper Work/Administration	9.6
Responsiveness To Requests	9.0
Ease To Work With	9.1
Cost / Benefit	9.2
Overall Performance	9.3

How Does MDG Differ or Stand Out Compared to Similar Service Providers That You Have Worked With in the Past?

- More focused
- More personal
- Can dedicate more time to the client because of their small size
- Very personally involved with the client
- The principal deals directly with the client and that is not the case with larger firms
- Very cost effective compared to the competition
- A lot more straight forward than others
- Very clear with expectations and goals. No nonsense, what you see is what you get (good thing).
- Delivers
- More personalized approach to clients' specific needs
- MDG gets down to the micro level with projects and with clients
- MDG has a personal relationship with the clients
- Good at follow up, keeps close contact, very positive
- Very good at the time we needed MDG
- Very clear ideas on what to do, good vision
- Good at generating revenue
- More focused, more insight into market research, more methodical and has a numerical way of grading material that is presented
- Very understanding of clients' needs and connects on a personal level which is appreciated

What is Your Perception of MDG?

- Good at following through
- Good project understanding
- Ability to meet deadlines
- Gets down to the nuts and bolts of the project
- Good grasp of projects
- Good ideas
- Good brainstorming
- Cost-effective marketing solutions
- Personal
- Stays on task, keeps client on task
- Broad market knowledge
- Helpful in building strategies for your specific market
- Very good at what they do, appropriate cost for services
- Market research
- Competitive Intelligence
- Broad network of resources

Why Would You Recommend MDG to Another Company?

- They deliver what they promise to deliver
- MDG immerses it's team into their clients' situations
- MDG takes on the clients' challenge as its own
- Very creative ideas
- Solutions specialist
- Provides good information at a reasonable price
- Easy to work with
- Has clients' interest in mind
- Experienced in a lot of areas of marketing
- MDG takes the time to get to know our company's products and needs
- Good at structuring surveys
- Knows what the client is interested in. Brings good experience with companies that they have worked with in the past
- Friendly, good to work with, smooth process
- Very prompt and provided new ideas
- Good insights and experience based on professional background
- Knowledgeable and has a good understanding of small to medium sized businesses

Other Comments

- MDG has been a great help to us every time we used them
- Never missed a deadline
- Always responds
- Always on time
- Can't think of a time when MDG ever let me down