



**Rider Dickerson, Inc.**

**Survey Results**

September 2009



**Thank You!**

**Thank you** to everyone who took the time to respond to our survey in September. We had a terrific response!

A summary of the survey can be found on page 3 and more detailed results can be found on pages 4 – 10.

We will use this information to strategize on how we can continue to meet and exceed your expectations in 2010.



## Summary of Results

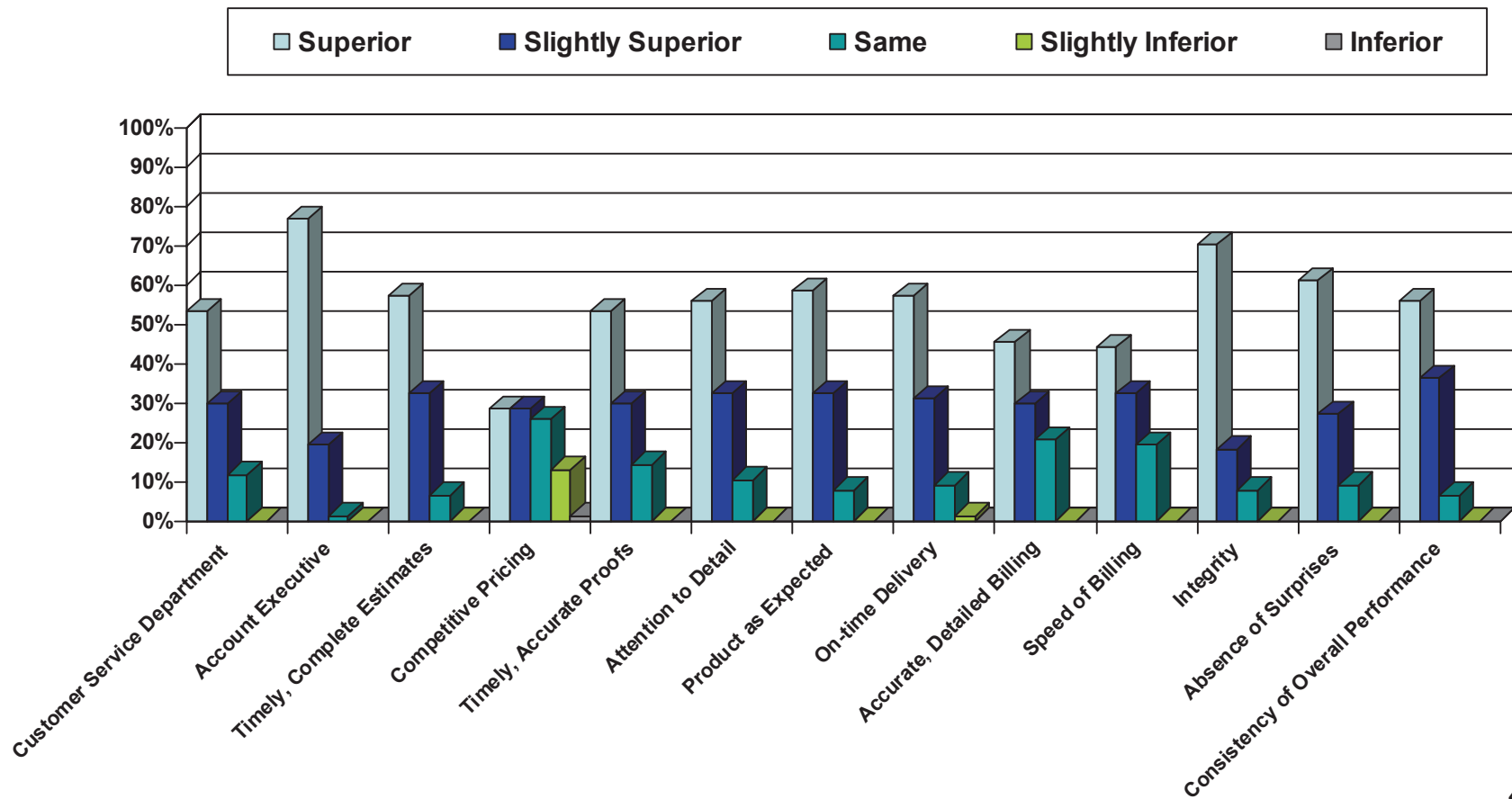
### Summary

- You consistently rated us **superior** in all areas—and we received the highest ratings in the areas of **Account Executive** and **Integrity**.
- Over **99%** believe we are **easy to do business with** and **97%** believe we are sincerely interested in a **long-term relationship** with your organization.
- Over **62%** would consider buying **Digital Printing** and **48%** would consider buying **Sheetfed Printing** if they were available from Rider Dickerson under competitive circumstances.
- You find that **budgeting** creates the most stressful part of your job.



# Performance Compared to Other Printers

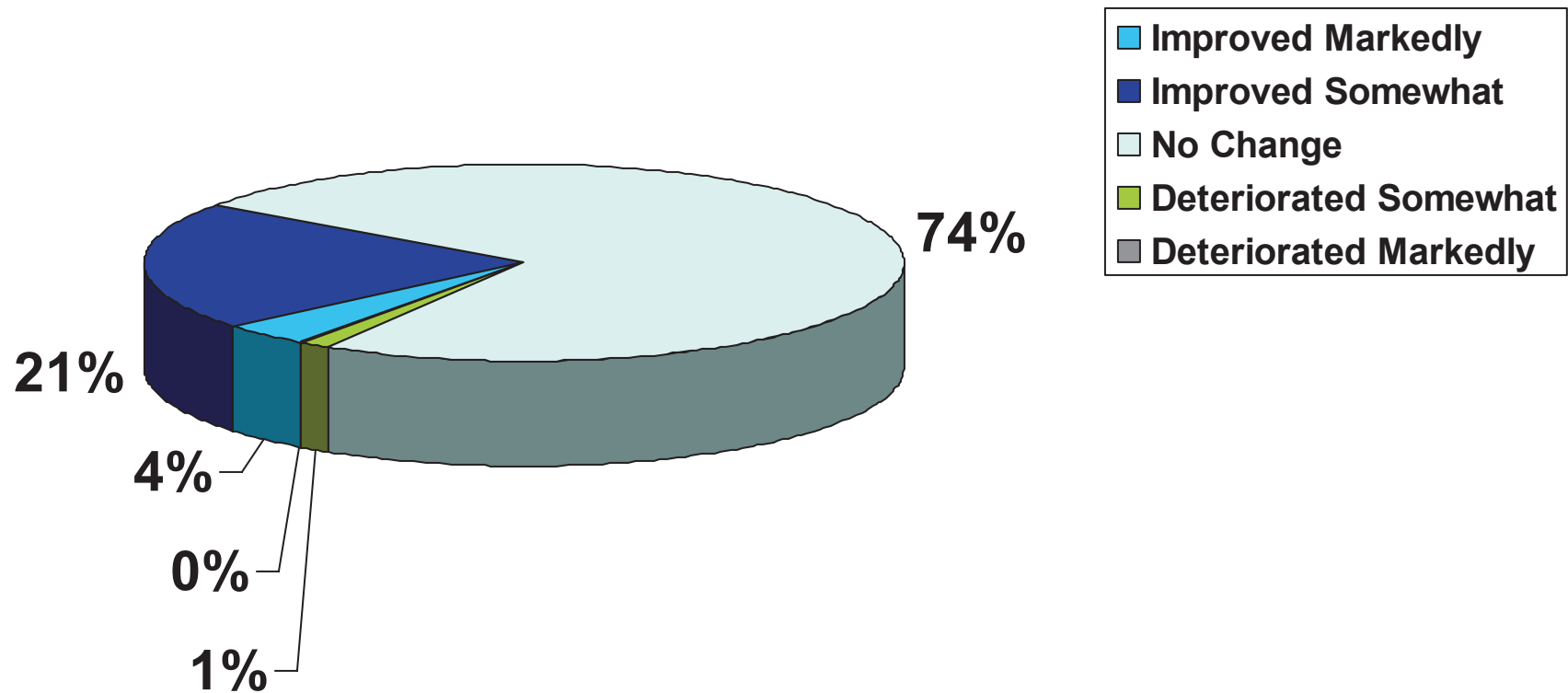
Percentage of people that find the performance of Rider Dickerson superior to other printers.





## Changes in Overall Performance

Percentage of people that have noticed a change in the overall performance of Rider Dickerson.





## You Agree!

### Percentage of people that agree with the following statements about Rider Dickerson.

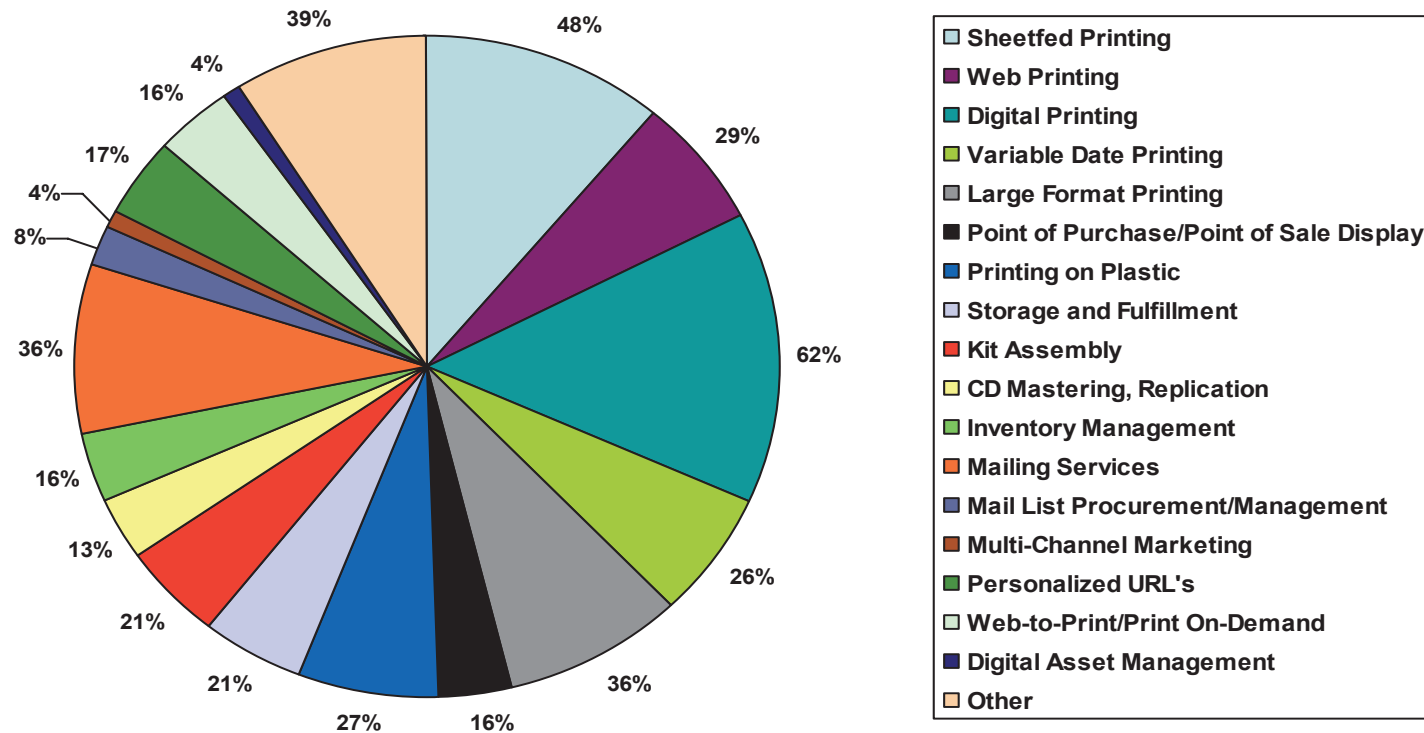
#### Rider Dickerson...

- provides me with a predictable buying experience: 92%
- is a good source of technical information: 83%
- has a “can do” attitude: 96%
- provides good value at a fair price: 83%
- is easy to do business with: 99%
- operates as a team: 97%
- is sincerely interested in a long-term relationship with my organization: 97%
- is an innovative, dynamic firm: 87%



# Products and Services

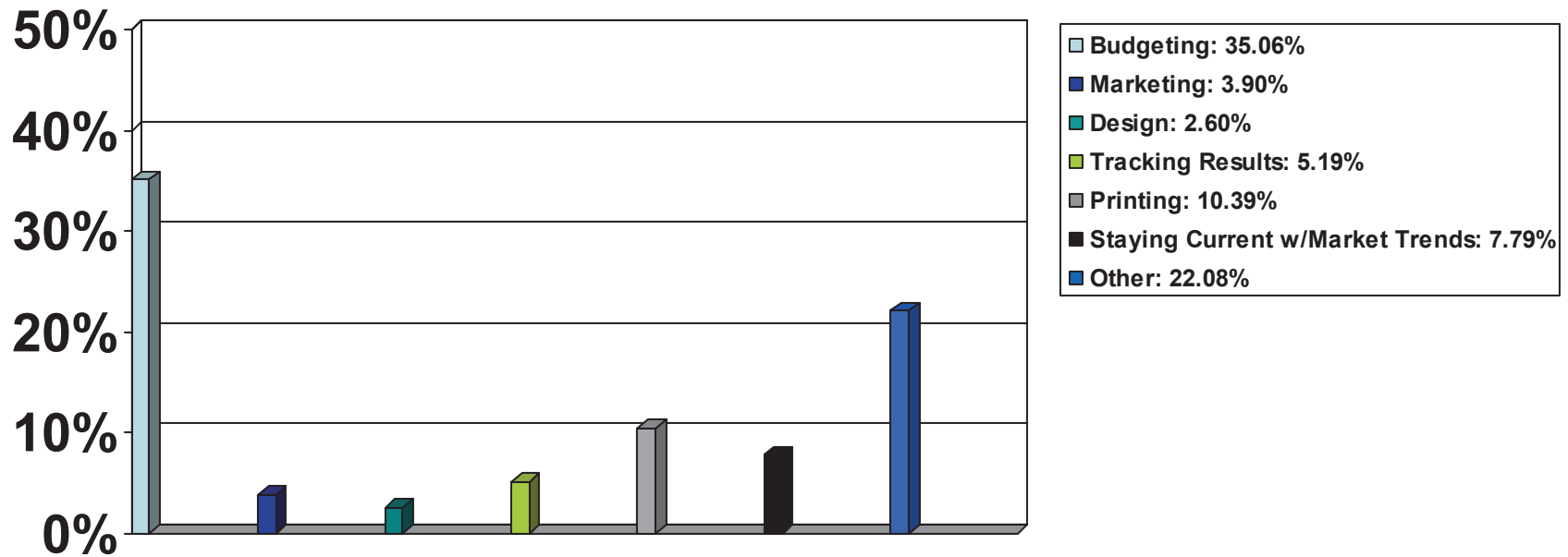
Percentage of people that would consider buying the following services from Rider Dickerson if they were available under competitive circumstances.





## The Most Stressful Part of Your Job

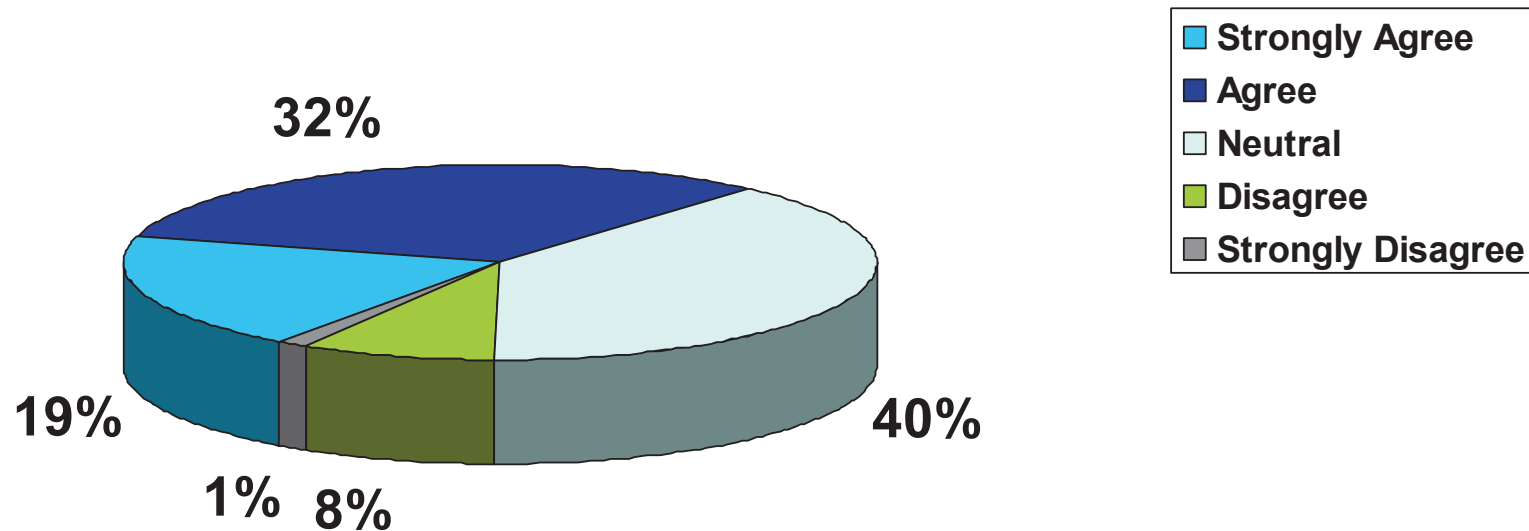
Percentage of people that said budgeting is the most stressful part of their job.





## Vendor Consolidation

Percentage of people that think the idea of vendor consolidation is appealing.





## Understanding Your Needs

Percentage of people that believe Rider Dickerson understands your needs more thoroughly than other print vendors.

