

PRESS RELEASE

London, 19th September 2005

FOR IMMEDIATE RELEASE

SCANNING HELPS DOLLOND & AITCHISON IMPROVE CUSTOMER SATISFACTION

Dollond & Aitchison is one of the UK's leading opticians. Established 250 years ago, and now with 380 stores nationwide, D&A is the oldest retail chain on the High Street.

D&A conducts a continuous assessment programme to measure levels of customer satisfaction on a group, region, branch and individual colleague basis. A follow-up questionnaire is sent by post within a few days of the customer collecting their new eyewear. Customers are asked to rate aspects of the service received by ticking one of four boxes and space is provided to write further comments as appropriate.

Monthly statistics for regional, branch and individual performance are distributed to the D&A senior management team for review. Every six months, individual members of staff receive their own personal customer service report.

Rob Halliday-Stein, Digital Media Manager, was tasked with reviewing the data collection process. The system then in use was proving costly, inflexible and couldn't accommodate handwritten comments. Rob commented, "We looked at several alternative suppliers and Preview Services was selected because we had confidence in their ability to deliver an outsourced solution to our exact requirements."

Completed questionnaires - approximately 300 responses every day - are returned by customers directly to Preview's data centre. The pre-paid response envelopes are opened, the contents scanned and OCR'ed.



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Handwritten comments are scanned as TIFF images and the collated data files are subsequently uploaded to D&A's data warehouse for analysis.

"The benefits of the Preview solution are lower cost and greater flexibility. We wanted to improve the impact of the reports by sharing with colleagues their performance as perceived by their customers. The inclusion of customers' handwritten comments is very powerful and makes the whole exercise seem more real, more immediate."

The new method seems to be having the desired impact. In the few months since the switch, D&A are already seeing a significant measure of improvement in overall customer satisfaction.

COMPANY BACKGROUND

Preview Services Limited (www.previewservices.com) is a specialist provider of outsourced document management services to businesses and public organisations of all sizes. Clients include major sales and leasing companies, airlines, engineering firms and government agencies.

Based in Hanworth, Middlesex the Company operates one of the UK's leading document scanning bureaux and is developing innovative and cost saving solutions for document management.

This Press Release is available in electronic format on request.

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The logo for Preview Services, featuring the word "preview" in a lowercase, serif font. The letter "i" has a small orange dot above it. Below the word "preview" is a horizontal bar with a gradient from blue to orange.