



Fathoms Ltd – Snapshot analysis

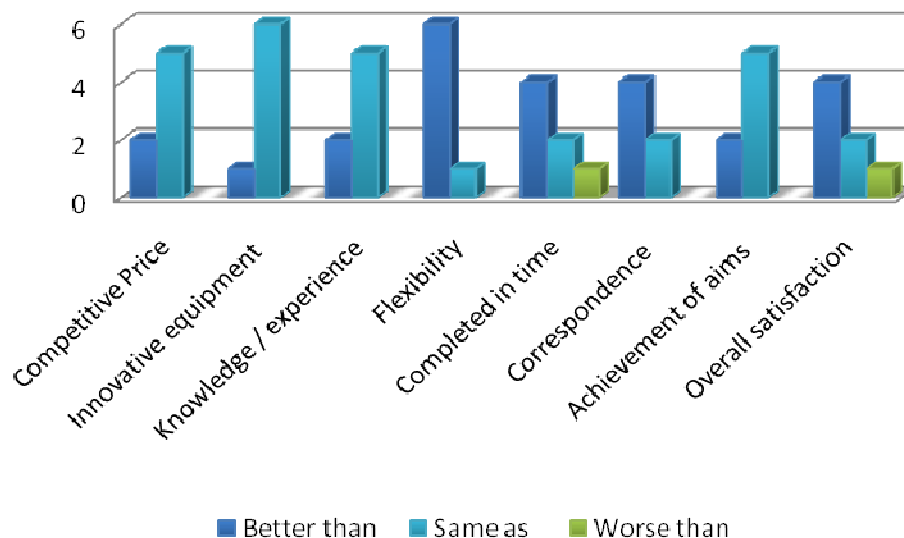
This document contains feedback from current Fathoms' clients in regard to their overall experience and satisfaction during contracts carried out in 2009

Figure 1 illustrates how clients rated Fathoms' performance against their expectations across a number of areas. Respondents were asked to rate each value criteria 'better than', 'same as' or 'worse than' the expectations they held before the start of their contract.

It can be seen from the graph many criteria were rated the 'same as' by respondents, these areas include:

- Innovative equipment & systems
- Knowledge & experience
- Achievement of aims and objectives

Figure 1



'I got the impression they were very professional and very responsive. The crew were very friendly and never grumbled once, even when the job went on very late and we had to start really early the next day.'

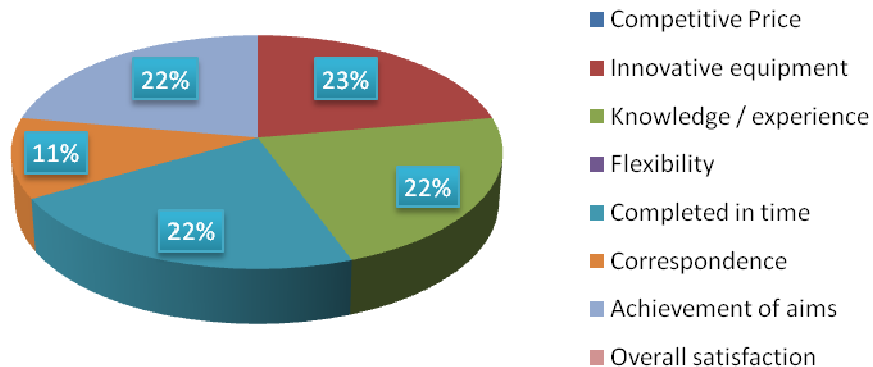
- Renewable energy consultant

It is therefore likely these respondents were previously aware of the industry and similar projects before the beginning of their contract and developed expectations based on this. Fathoms were able to meet these expectations and complete each project successfully. Figure 2 supports this idea and illustrates respondents' rating Fathoms the 'same as' their competitors within the value criteria identified above.



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Figure 2 – same as competitors



Intrestingly from the it was found Fathoms were not rated ‘worse than’ any of their competitors putting Fathoms on a level playing field when applying for contracts.

Fathoms were rated ‘better than’ both competitors and client expectations for:

- Flexibility
- Project completed in time
- Correspondence & communication

‘I was impressed with the responsiveness, they really worked with us to get a good quality, competitive tender to our client in a short time scale. We had a challenging budget, and Gareth was very patient when we had to keep adjusting the scope to match the budget.’

- Renewable energy consultant

‘I was impressed with the efficiency in achieving the contractual arrangements in a timely manner. Responding well to requests for adhoc work at short notice.’

- Bathymetric survey contract

‘A very dynamic orientated attitude towards the fact that planning at sea can be difficult and communication was good all through the project.’

- International wind farm client

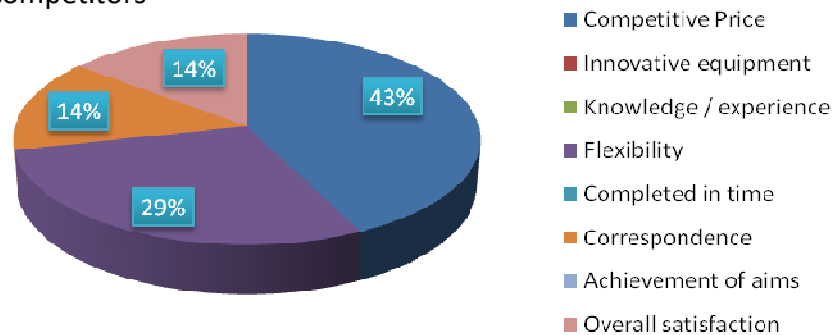
These value criteria vary between different companies within the industry and projects and clients experience are often unique. Figure 1 and figure 3 show Fathoms have exceeded expectations and their performance is better than competitors who have carried out similar projects.



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Fathoms' competitive price was seen as 'better than' competitors and met the expectations of the clients. This shows Fathoms have developed the correct pricing strategy for their market place. Price, flexibility, efficiency and communication are essential for a successful project, placing Fathoms in a favourable position amongst competitors and others in their market segment.

Figure 3 – better than competitors



To summarise Fathoms were found to score the 'same as' for criteria which is often found to be stable across the industry for example it would be expected that the top players in the market had similar experience and knowledge and use similar systems and equipment to carry out the specialist projects in their field.

Fathoms scored better on the varying aspects of service i.e. price, flexibility and efficiency which make the clients experience better than what would have been achieved if working with a Fathoms competitor. It can be seen from figure 1 and 3 respondents rated their overall satisfaction

better than they expected and better than the satisfaction received when working with competitors.

Within the Customer Satisfaction Survey respondents were asked to rate each value criteria between 1 – 6 (1 - poor, 6 - excellent). These scores were added together and an average taken. To

finalise figure 4 shows all respondents rated Fathoms above average for each performance criteria.

