

Customer Survey 2008

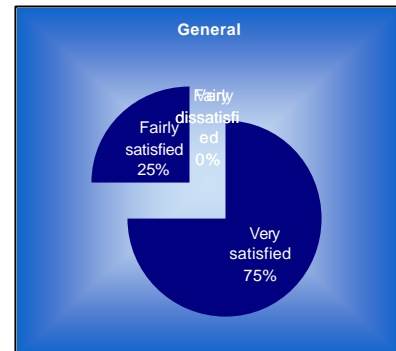
Introduction

November 2008, BlueBotics has sent to all customers a survey to measure their satisfaction with respect to *company, products, services, interaction, customer support, technical ability* and *web site*. Our customers were asked to choose between very satisfied, fairly satisfied, fairly unsatisfied and very unsatisfied. Since the survey referred to both products and services while many customers had experience only with one or the other, we have given the option to choose "do not apply".

General

The first question was about the general level of satisfaction. BlueBotics' customers rate the company as very satisfying in 75% of the answers. The remaining 25% are all fairly satisfied.

This result is very positive as we see that all the customers participating to the survey are mainly satisfied.



Products

The products are rated as very satisfying in 50% of the cases. 45% of the customers are fairly satisfied and 5% fairly dissatisfied.

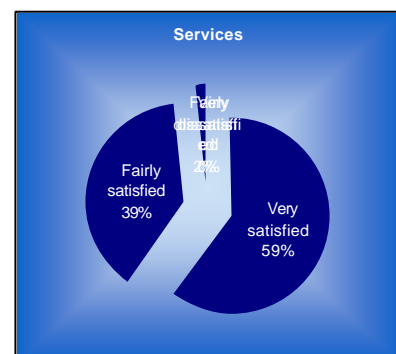
In this case 95% of the customers are mainly satisfied. On the other hand, a more detailed analysis shows that the dissatisfaction is mainly due to the simplicity and the value for money. Simplicity is one of our values and we work to improve it by developing more powerful tools to hide the complexity of the system and ease its use. Value for money is a general challenge for robotics as the components are still expensive. We face it with our strategy, which consists in partnering with experts on the market to develop with them new applications with high added value.



Services

The services are very satisfying for 59% of the customers, fairly for 39%, while 2% are fairly dissatisfied.

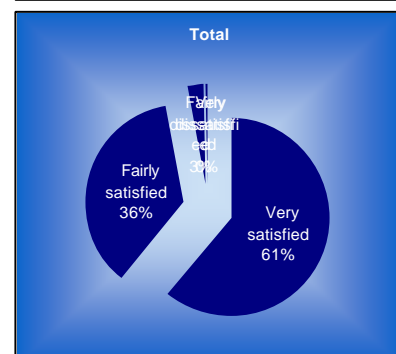
The level of satisfaction by services is higher than for products as 98% of the customers are mainly satisfied. The dissatisfaction comes again from the value for money.



Total

By summing up all the 22 questions of the survey we obtain the following total result: 61% of the answers are very satisfied, 36% fairly satisfied and 3% fairly dissatisfied.

The best score is achieved by *interaction* with 76% of very satisfied answers, followed by *technical ability* 74%. The lowest score comes from our *web site* with only 45% of very satisfied answers.



Conclusion

We are very happy about the feedback received from our customers.

The critics we received allow us to define priorities for the near future, which are *simplicity, value for money*, and improvement of the *web site*.