

## **Amari Customers Rate Quality Service**

If responses to a recent independent customer satisfaction survey are anything to go by, Southampton-based Amari Aerospace is clearly focusing its business priorities in the right direction – with a positive score of over 94 per cent.

Amari Aerospace is a specialist metal stockholder which has become well established in just three years, and remains acutely aware of the importance of good customer service.

As General Manager, Dave Enright, explains: “Amari Aerospace has been built on a strong customer service ethos, and as part of our foundation principles we conduct an annual customer satisfaction survey. The results and feedback from the survey provide us with a better understanding of what our customers want and expect it also helps us align our investment and expansion plans for future growth.”

Covering all key areas of the business the survey included sections on service, delivery, product offer/availability, performance and quality. The survey incorporated an ‘open’ section which enabled customers to provide opinions on Amari Aerospace.

The Company’s entire customer database was invited to participate in the online survey (via a specialist independent market research provider). The results have been fully analysed and reveal that customers highly rate Amari Aerospace’s knowledgeable staff, stock of specific materials, prompt delivery and personal attention.

“Personal attention is one of the key points for us. Customers tell us that they like to deal with our staff, face to face as well as on the telephone. This acknowledges the quality of our people who form strong relationships with customers, while sharing a common determination to make sure our metal ends up on their machines, right first time, on time, every time,” Dave Enright says.

One area customers highlighted for improvement was the depth of steels stocked. Says Dave Enright: "We have already addressed this issue by investing in over 200 tonnes of bar and sheet steel stock material, including 15-5 PH, 13-8 PH and 17-4 PH martensitic precipitation-hardening stainless steels, 301 austenitic grade stainless steel, and 4130 chrome moly alloy steel."

With ambitious plans to invest and grow business in the coming years, Amari Aerospace is confident it is providing its customers with what they want, when they want it.

Dave Enright concludes: "The positive feedback from this latest survey is a testament to the quality of service we provide."

Ends

***Caption:***

*Amari Aerospace's scores highly in an independent customer service survey*



(survey.jpg)

(Text and high-resolution image on the enclosed CD)

**Note to Editors**

Amari Aerospace is a fast growing subsidiary of the UK's largest independent multi-metals stockholder, with an extensive inventory of aluminium, steels, titanium, copper and nickel alloys in all semi-finished forms. By providing customers with a cost-effective single source for all their metals requirements, over 50 per cent of Amari sales consist of non-standard products.

On behalf of:

Amari Aerospace Limited  
Unit 1  
Mauretania Road  
Nursling  
Southampton  
SO16 0YS  
Tel: 023 8074 2750

denright@amari-aerospace.com  
www.amari-aerospace.com

**Contact:**  
Dave Enright

Issued by:

Complete PR Limited  
14 Wickham Close  
Newington  
Sittingbourne  
Kent ME9 7NT

Tel: 0203 289 7515

simon@complete-pr.co.uk  
www.complete-pr.co.uk



**Contact:**  
Simon Simmons

**Ref – Customer Survey – February 2011**