

## **Confidential Independent Market Research Results on Indecon's Consultancy Services**

- ❑ CONFIDENTIAL SURVEY OF VERY SENIOR EXECUTIVES IN LEADING PUBLIC AND PRIVATE SECTOR ORGANISATIONS
  
- ❑ VERY SENIOR LEVEL OF PARTICIPATION E.G. CHIEF EXECUTIVES OF MAJOR BANKING GROUPS, MANAGING DIRECTORS/ CHAIRMEN OF MULTINATIONALS, SECRETARY GENERALS/ASSISTANT SECRETARIES OF GOVERNMENT DEPARTMENTS ETC.
  
- ❑ SURVEY INDEPENDENTLY UNDERTAKEN BY LANSDOWNE MARKET RESEARCH
  
- ❑ ALL OF THE SURVEY PARTICIPANTS INFORMED BY LANSDOWNE THAT INDIVIDUAL RESPONSES WOULD NOT BE RELEASED THUS GUARANTEEING THE IMPARTIALITY OF THE FINDINGS
  
- ❑ RESULTS ARE DETAILED OVERLEAF AND INDICATE:
  - 100% OF SENIOR EXECUTIVES SURVEYED RATED INDECON AS BETTER/MUCH BETTER THAN THE AVERAGE OF OTHER PRACTICES
  
  - AN ASTONISHING 81% RATED INDECON AS THE NO. 1 BEST ECONOMIC AND STRATEGIC CONSULTANCY COMPANY
  
  - INDECON SERVICES WERE RATED AS EXCEPTIONAL/VERY GOOD ON ALL ASPECTS OF QUALITY AND SERVICE

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ASSESSMENT BY SENIOR EXECUTIVES IN PUBLIC AND PRIVATE SECTORS OF QUALITY OF INDECON SERVICES COMPARED TO AVERAGE OF OTHER PRACTICES	
	%
Indecon <b>better/much better</b> than average	100%
Indecon <b>similar</b> to average	0%
Indecon <b>much worse</b> than average	0%
Indecon <b>worse</b> than average	0%

Source: Independent Confidential Market Research undertaken by Lansdowne Market Research

## Confidential Independent Market Research Results on Indecon's Consultancy Services

<b>EVALUATION OF ASPECTS OF CONSULTANCY SERVICES PROVIDED BY INDECON</b>				
<b>% OF ORGANISATIONS RANKING SERVICES</b>				
	<b>Exceptionally/ Very Good</b>	<b>Good</b>	<b>Fair</b>	<b>Poor/ Very Poor</b>
Quality of Analysis	89%	11%	0%	0%
Independence	95%	5%	0%	0%
Involvement of Senior Staff	95%	0%	5%	0%
Commitment to Client	100%	0%	0%	0%
Completion of projects within time scale	89%	11%	0%	0%
Practicality of Implementation	84%	16%	0%	0%
Overall management of assignment	95%	5%	0%	0%
Source: Independent Confidential Market Research undertaken by Lansdowne Market Research				

**EXAMPLE OF COMMENTS FROM ORGANISATIONS SURVEYED RE  
INDECON'S CONSULTANCY SERVICES**

“Quality and independence of high-level strategy advice is outstanding”

“Very happy with analysis”

“Strategic recommendations are practical and implementable”

“Excellent succinct output, their advice always very well received”

“Very strong for quality work”.

“Good quality debate on strategic issues - no unnecessary management theory”.

“The personalised nature of Indecon’s services gives an extraordinary high confidence in the service”.

“I have been exceptionally pleased by the services of Indecon”.

“The strength of Indecon’s consultancy services is a direct result of the personal involvement and direction of senior personnel”

“Strategic economic consultancy is about judgement, knowledge, and how best to apply it. Indecon is exceptional in this regard”.

“Indecon is particularly useful in situations where pragmatic solutions, enforced by knowledge and experience, have to be found”.

“The company will deliver its advice within agreed time-frames or in a shorter period where absolutely necessary”.

“Indecon provides a consistently high level of service to budget and on time”.