



Airconstruct IEO
indoor environment quality

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Customer Survey Summary of Findings

To better understand our market position we engaged a third party marketing consultant to hold candid interviews with our existing clients.

Facility and Asset Manager roles and HVAC priority:

Keeping everything going, minimising cost and risk, running to budgets, pleasing the financial decision makers, preventing error and downtime. In this realm HVAC was rated a HIGH priority because of operator comfort, safety, health and wellbeing, and critical or specialist equipment requiring cooling.

In selecting an HVAC supplier they look for the work they have done, references, project work standards, timeliness, ability to consistently meet budget, rehab policies, how well they look after their people and a very high emphasis on safety and how good their safety record is. Dealing with non-mining trained suppliers is seen to be problematic, because they don't understand the regulatory environment and it takes a long time to break them in, which is seen as an annoyance and a cost on the asset/facilities management side. When the size of a job dictates a tender approach, they will always try to put tenders out to pre-inducted suppliers only, but don't always have influence with the decision-makers.

Perceptions of Airconstruct

Airconstruct was perceived to be **HIGH in service quality** and **MEDIUM in price**. This is a good position because it means you are offering a perceived high level of value for the price. HOWEVER, they did say that higher up the command chain, decision makers often didn't understand the value-for-money equation and encouraged buying on price.



ISO 14001- 2015 Environmental Management
ISO 9001 - 2015 Quality Management
AS 4801 - 2001 Health and Safety Management

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MARKETING
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Importance of service attributes and Airconstruct performance against attributes

Of the following attributes, ALL were deemed to be highly important (score of 8 or above), and Airconstruct's performance was rated as meeting those expectations (8 or above). One person said Price was important but it wasn't everything. Attributes added as important to their business, that weren't on the list, were attitude to safety, and quality of customer engagement on site, against which they also rated Airconstruct highly.

- a. Appropriateness of product and service offering to your needs
- b. Innovative solutions
- c. Technical depth of knowledge and expertise
- d. Speed of response
- e. Price
- f. Value for money
- g. Ease of engagement
- h. Responsive helpful staff
- i. Integrity and trust
- j. Ability to resolve issues quickly to your satisfaction

Your highest scores (9 or above) were given for c. Technical knowledge and expertise, f. Value for money, h. Responsive helpful staff and i. Integrity and trust.

Words they use to describe you

"Very good."

"They manage the HVAC in my area very well."

"They're good people to work with."

"Good people to deal with."

"A good positive experience working with them" (Airconstruct).

Benefits of working with Airconstruct

Quick response, ability to fix things with a sense of urgency, getting a planned and structure maintenance regime in place to prevent breakdowns, a high emphasis on safety, good quality of work.

Drawbacks of working with Airconstruct

Nil.