



Oilfield Supplier Customer Satisfaction Screenshots

for 2016

#1



Few suppliers deliver truly great customer service...

Only 12 percent of oil and gas industry suppliers rate 7.75 or higher (on a 10-pt scale) in EnergyPoint Research's independent annual customer satisfaction surveys.

#2



And almost a third suffer unsatisfactory ratings

A full 30 percent of oilfield suppliers rate 6.75 or lower (on a 10-pt scale) in EnergyPoint's surveys. This is a higher proportion than in the airline industry or government sector.

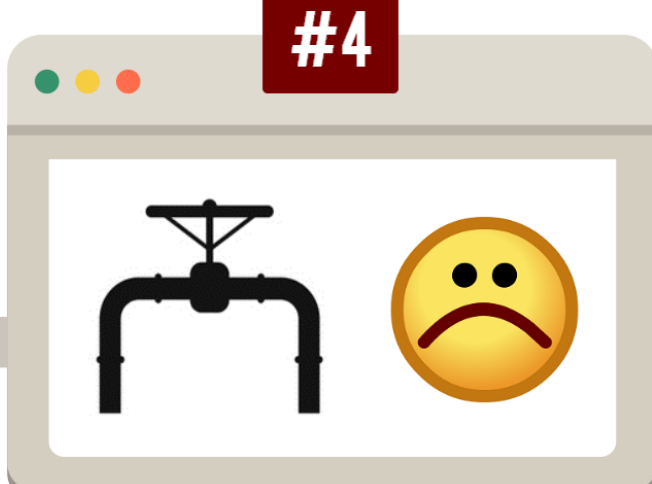
#3



Land drillers are leaders in both value and service...

Led by long-time segment leader Helmerich & Payne, many onshore contract drillers have upped their games in recent years. Better rigs and increased productivity have been keys.

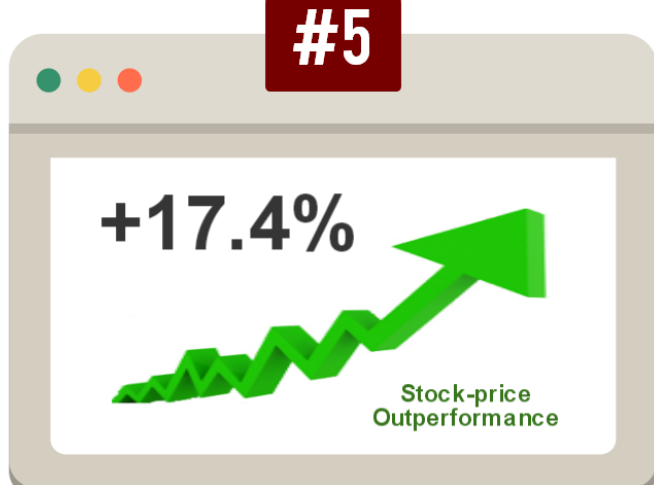
#4



Even as midstream providers continue to struggle

Customer price sensitivity and challenges in differentiating services continue to hold down ratings in the midstream. Project development skills seen as in particularly short supply.

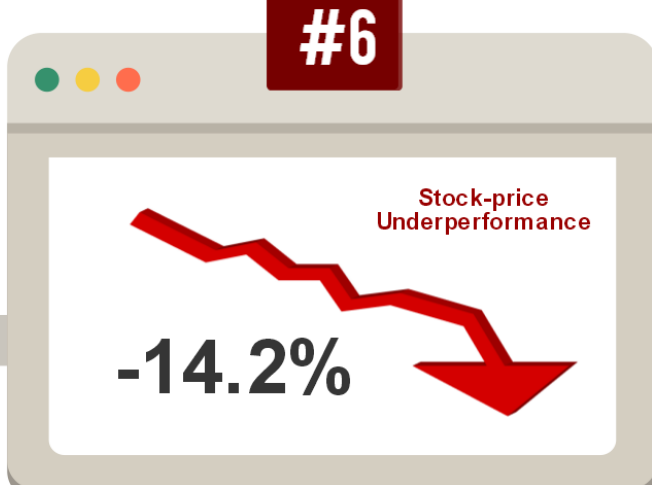
#5



Top-rated suppliers richly reward their investors...

Buoyed by greater customer loyalty and stronger reputations, stock prices of suppliers rating in the top quarter of EnergyPoint's surveys outperform their peers by 17.4% every 24 months.

#6



While ratings laggards underperform

Lower-rated suppliers that fail to consistently focus on their customers have stock prices that, on average, lag their peers by an average of 14.2% over 24-months.

#7



Many suppliers win applause for HSE performance...

Suppliers' average Health, Safety & Environmental scores register 103. Perceived HSE performance records and respect for other companies' policies make the difference.

#8



But customers stew over a lack of responsiveness

Customers still desire greater general flexibility, responsiveness and accountability from their suppliers. Scores for these attributes are a relatively weak 96.

#9



Service & performance make for loyal customers...

Repeat customers, positive word-of-mouth, referrals and long-term commitments mean healthier margins, greater visibility and enhanced growth for top-rated suppliers.

#10



But mergers and acquisitions alienate customers

Culture clashes, strategy uncertainties, layoffs, office closures and other M&A factors can quickly destroy valuable customer goodwill that took years to cultivate.

#11



Project downsizing means less spending...

Global spending on upstream E&P in 2016 is estimated to fall to US\$379 billion. This represents a decline of almost 50% from near-record spending levels in 2014.

#12



And fewer suppliers winning contracts

With fewer projects and smaller budgets, customers have shrunk the number of suppliers they contract with. Increasingly, work is only awarded to top-tier or preferred providers.

Conclusion

As suppliers deal with major industry shifts, the most forward-looking companies are seeking better ways to deliver their products and services. These advances in process and quality will be the foundation for their future growth. To learn how EnergyPoint Research can help your company benefit from improved customer satisfaction, contact us today at +1.713.529.9450 or info@energypointresearch.com.