



FRAIN INDUSTRIES, INC.
When time counts, we make it work.

Third Quarter Survey Report

We asked our customers and
they said time.

245 E. North Ave.
Carol Stream, IL 60188

p. (630) 629-9900
f. (630) 629-6575

dmetherd@frain.com
www.frain.com

Key Findings

Overall, 63.9% of all customers surveyed agree that *time* is the number one attribute that affects purchasing decisions. *Pricing* and *quality* tie at 58.3% as a secondary decision maker with *responsiveness* in third at 50.0%. With time being the top priority, customers found that Frain Industries closely follows a project lead time on an average of 8.3 on a rating scale of 0-10. A respondent stated: “Delivering on time and an underlying relationship provides confidence of a timely delivery.” further emphasizing the importance of time.

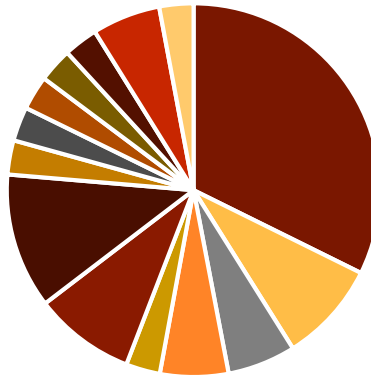
Purchasing Influencers
Time
Pricing
Quality
Value
Location
Responsiveness
Services
Staff
Other

Furthermore, Frain Industries rates an average of 7.7 on responsiveness to customer’s questions or concerns, and a 7.9 on the ability to identify the right solution for a project.

The top industry surveyed was *Food & Sauces* - 25.0%, while *Engineer* and *Operations Manager* both come in at 25.0% as the top title within all industries surveyed. The *Food & Sauces*, *Engineer*, and *Operations Manager* sectors concur that all of the purchasing influencers noted by Frain Industries affect the direction of a purchase, except location. In fact, very few respondents – 8.3% - are affected by the location of a vendor. Other, although specified, was primarily used by customers to elaborate on their most recent experience or to acknowledge key members that excel in their position within Frain.

When given the opportunity to share knowledge, customers identified several growing trends within their industries as highlighted below:

Growing Industry Trends



- Equipment Automation & Flexibility
- Packaging Design
- Natural Products & FDA Regulation
- Cosmetics
- Sustainability
- Shorter Lead Time
- Fast Response
- Immediate Deliveries
- Customizable Machines
- Improve Capacity Upgrades
- Equipment Procurement Options
- Accomomodate the Growing Market
- Faster, Effficient, and Inexpensive
- Turnkey Provider

According to the respondents, *equipment automation and flexibility* will become a game changer as 30.6% established that technology, automation, and flexibility in equipment is a necessity. Only 2.8% concluded that *automation and sustainability* would be a key industry component and 8.3% saw *packaging design* as a predominant aspect of the industry, where as 11.1% of individuals surveyed realized the importance of a fast response.

Conclusion

Recently Frain Industries learned that it’s prospects are driven by price; however, the company’s customers are primarily motivated by time, especially customer’s sales decisions across industries and decision makers. Additionally, customers noted that location and staff are trivial.

The following is a comparison of top priorities of customers from this survey and prospects from the 3rd Quarter Prospect Survey:

Priority	Customer Purchasing Influencers	Prospect Purchasing Influencers
1	Time	Price
2	Price & Quality (tied)	Quality
3	Responsiveness	Value

Methodology

Customers were asked to participate in an anonymous survey to help the company's marketing department evaluate the effectiveness of the sales service(s) and help improve the service we provide to our customers. The survey included questions about the client's most recent experience with Frain Industries. It asked questions about timeliness, responsiveness, trends, and features that encourage machinery purchases. The survey also asked respondents to highlight the industry and title that best represents them within their company. A total of 37 responses – 1.29% - were received from a total of 286 surveys emailed to customers.

Items on the survey were worded as positive statements or direct questions, and included the following topics:

- Timeliness and responsiveness on behalf of Frain Industries
- Growing trends within the customer's industry
- Aspects that encourage equipment purchase(s)

Key result figures include the following:

- Purchasing influencers
- Rate of timeliness and responsiveness
- Rate of right solution identification
- Growing industry trends

For more information about this survey and the findings, please contact:

Drew Metherd
Director of Digital Marketing
dmetherd@fraingroup.com
(630) 889-5717
(630) 743-9763