



## **OGT highly rated in customer satisfaction survey**

To ensure we provide the continued high-quality service levels you rightfully demand, we regularly request customer feedback on our performance. Our recent customer survey\* revealed a number of interesting findings.

The majority of our business (75%) comes from word-of-mouth recommendations and almost all customers (96%) would subsequently recommend Oxford Gene Technology (OGT) to their colleagues. In addition, you told us that the key reason you chose OGT was our microarray expertise. Whilst these are very pleasing results, we will continue investing in product development, services and our team to further enhance your experience.

You also told us that you would prefer to hear about new developments in your field and at OGT via email. With this in mind, we have developed a monthly cytogenetics e-newsletter featuring news, articles, interviews and special offers. [Subscribe here](#). We will develop further newsletters for genomic services, including copy number variation studies, during the year.

Thank you to all those who took part in the survey and raised money for the Red Cross. We value your time and opinions.

\* OGT customer satisfaction survey, December 2009. Results based on feedback from over one third of customers using OGT's genomic services in 2009.