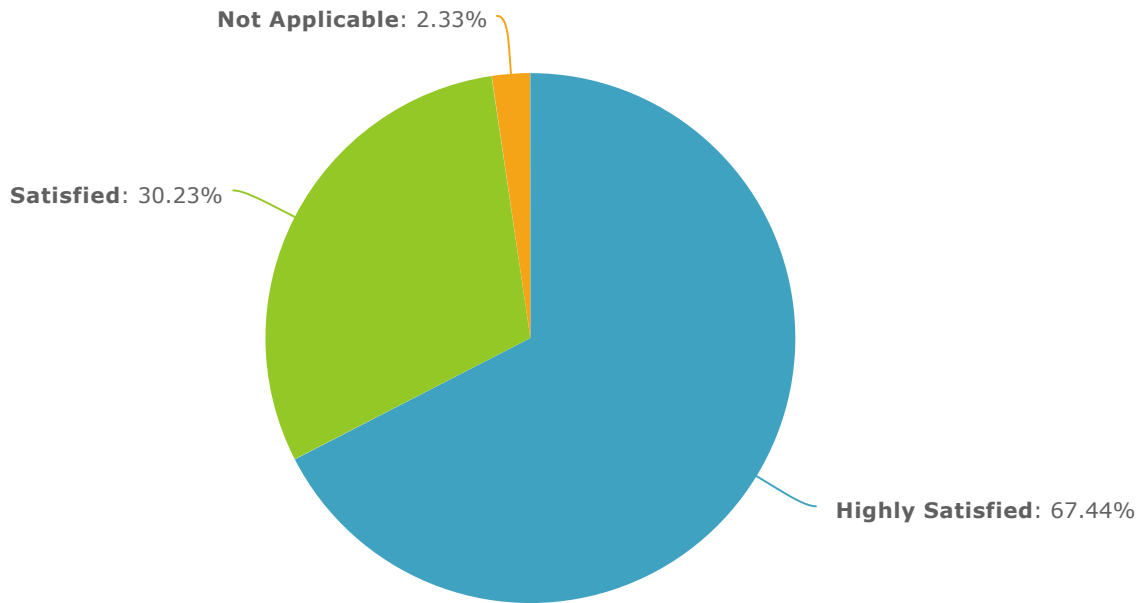


Summary Report

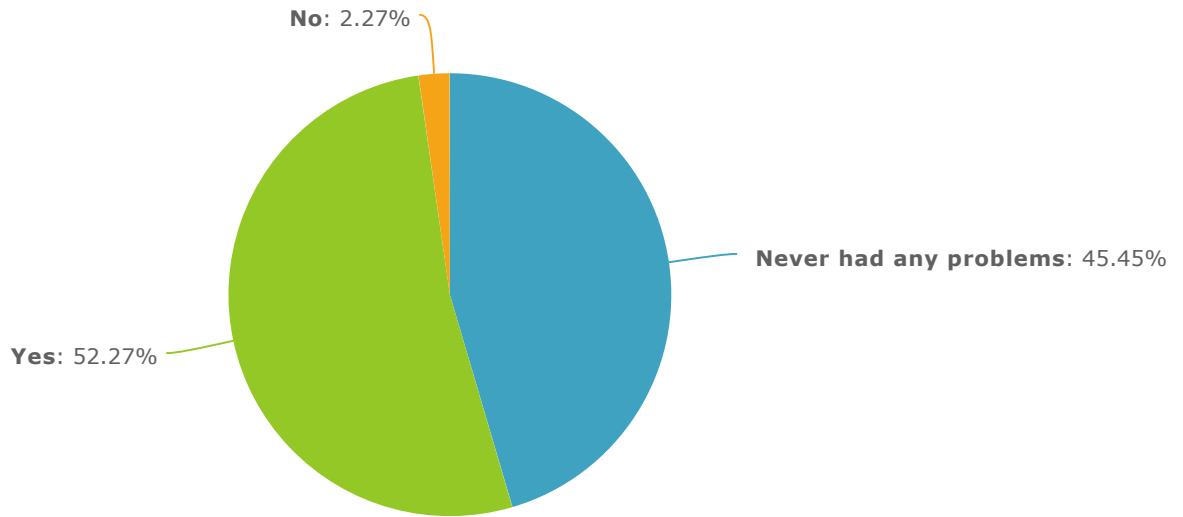
Morse 2017 Customer Survey




1. How satisfied or dissatisfied are you with our **customer service**?



| | | | |
|-----------------------------------|--------|--|----|
| Highly Satisfied | 67.44% | | 29 |
| Satisfied | 30.23% | | 13 |
| Neither Satisfied or Dissatisfied | 0.00% | | 0 |
| Dissatisfied | 0.00% | | 0 |
| Highly Dissatisfied | 0.00% | | 0 |
| Not Applicable | 2.33% | | 1 |
| Total Responses | | | 43 |
| Skipped | | | 1 |

2. If you had a problem with our products or services, was it solved by our customer service team to your satisfaction?



| | | | |
|------------------------|--------|---|----|
| Never had any problems | 45.45% |  | 20 |
| Yes | 52.27% |  | 23 |
| No | 2.27% |  | 1 |
| Total Responses | | | 44 |
| Skipped | | | 0 |

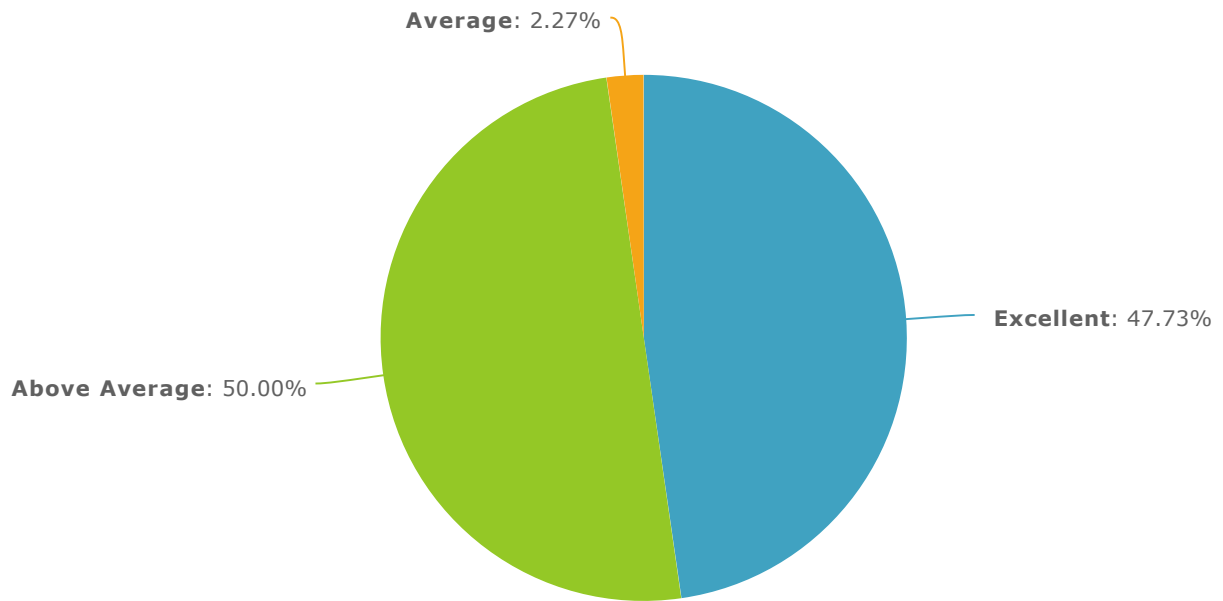
3. If you answered "No" to question #2, please explain why we did not meet your expectations (optional).

Count Response

1 Great customer service, you guys are top notch !

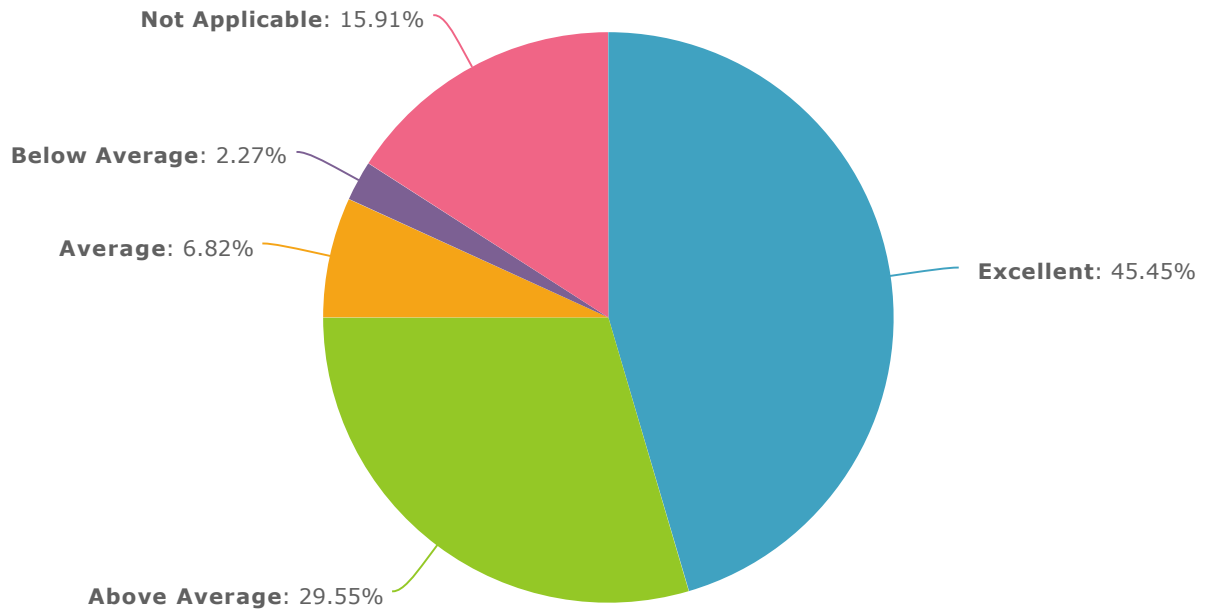
| | |
|-----------------|----|
| Total Responses | 1 |
| Skipped | 43 |

4. Please rate our **on-time delivery**.



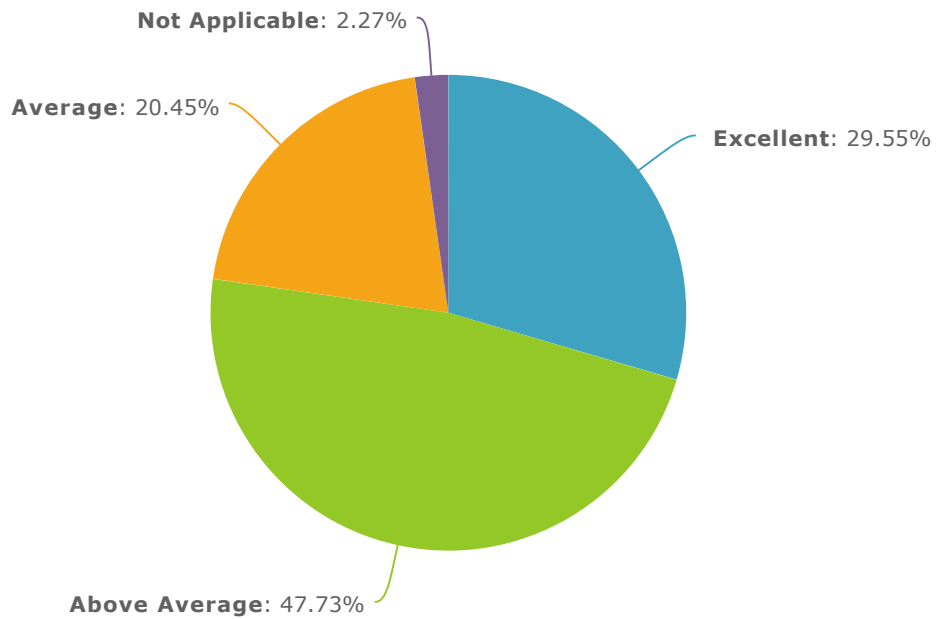
| | | | |
|-----------------|--------|---|----|
| Excellent | 47.73% | <div style="width: 47.73%; height: 15px; background-color: #1f77b4;"></div> | 21 |
| Above Average | 50.00% | <div style="width: 50.00%; height: 15px; background-color: #7fb34d;"></div> | 22 |
| Average | 2.27% | <div style="width: 2.27%; height: 15px; background-color: #ff9800;"></div> | 1 |
| Below Average | 0.00% | <div style="width: 0.00%; height: 15px; background-color: #cccccc;"></div> | 0 |
| Poor | 0.00% | <div style="width: 0.00%; height: 15px; background-color: #cccccc;"></div> | 0 |
| Not Applicable | 0.00% | <div style="width: 0.00%; height: 15px; background-color: #cccccc;"></div> | 0 |
| Total Responses | | | 44 |
| Skipped | | | 0 |

5. Please rate your **experience** while visiting morsecuttingtools.com.



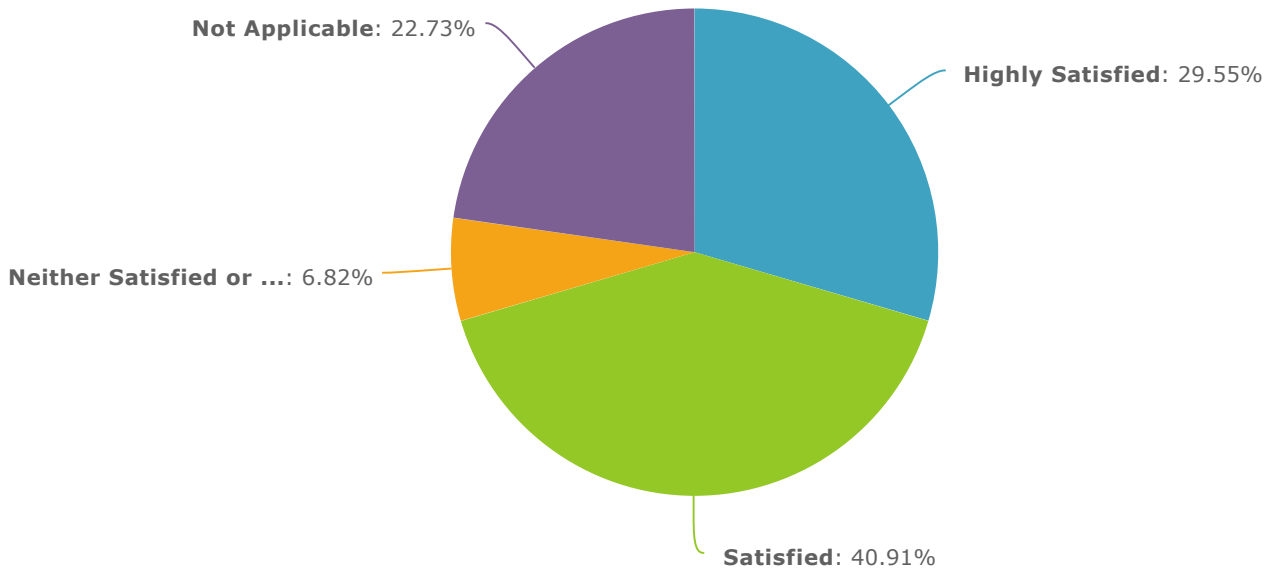
| | | | |
|----------------|--------|-----------------|----|
| Excellent | 45.45% | | 20 |
| Above Average | 29.55% | | 13 |
| Average | 6.82% | | 3 |
| Below Average | 2.27% | | 1 |
| Poor | 0.00% | | 0 |
| Not Applicable | 15.91% | | 7 |
| | | Total Responses | 44 |
| | | Skipped | 0 |

6. How do you rate our overall **product quality**?



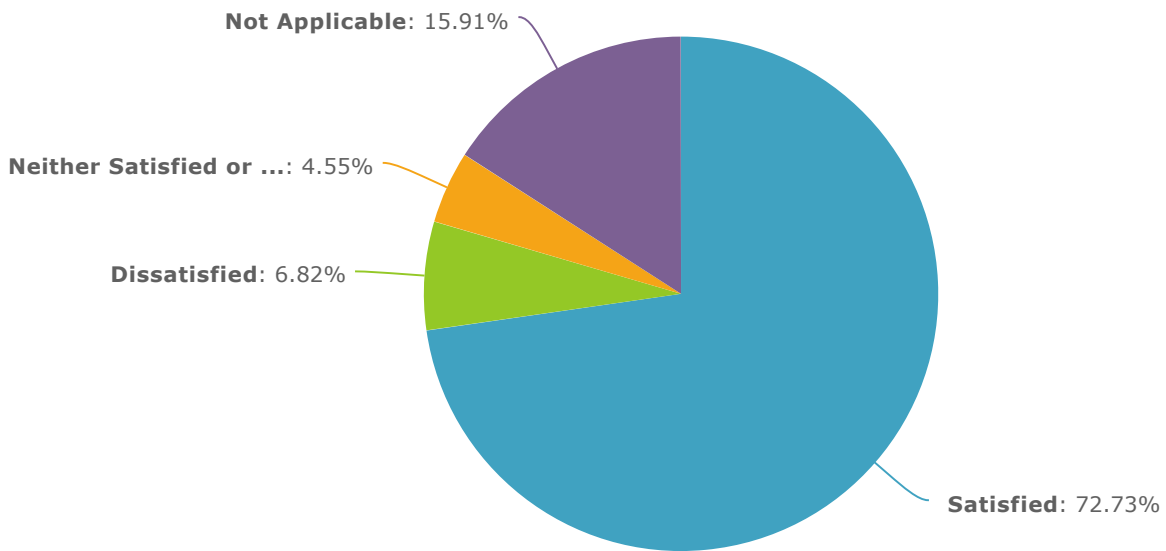
| | | | |
|-----------------|--------|--|----|
| Excellent | 29.55% | | 13 |
| Above Average | 47.73% | | 21 |
| Average | 20.45% | | 9 |
| Below Average | 0.00% | | 0 |
| Poor | 0.00% | | 0 |
| Not Applicable | 2.27% | | 1 |
| Total Responses | | | 44 |
| Skipped | | | 0 |





7. How satisfied or dissatisfied are you with our **technical service**?



| | | | |
|-----------------------------------|--------|--|----|
| Highly Satisfied | 29.55% | | 13 |
| Satisfied | 40.91% | | 18 |
| Neither Satisfied or Dissatisfied | 6.82% | | 3 |
| Dissatisfied | 0.00% | | 0 |
| Highly Dissatisfied | 0.00% | | 0 |
| Not Applicable | 22.73% | | 10 |
| Total Responses | | | 44 |
| Skipped | | | 0 |

8. Are you satisfied or dissatisfied with your **Morse sales representative**?



| | | | |
|-----------------------------------|--------|---|----|
| Satisfied | 72.73% |  | 32 |
| Dissatisfied | 6.82% |  | 3 |
| Neither Satisfied or Dissatisfied | 4.55% |  | 2 |
| Not Applicable | 15.91% |  | 7 |
| Total Responses | | | 44 |
| Skipped | | | 0 |

9. Please explain why you are either satisfied or dissatisfied with your **Morse sales representative**.

Count Response

- 1 Always friendly and can answer all my questions.

- 1 DON'T SDEE THEM ALOT BUT IT WORKS FOR US.

- 1 Good support.

- 1 Good team of guys. Fast & friendly

- 1 he is very receptive of our needs

- 1 He keeps me informed of changes.

- 1 I don't deal with a dedicated sales representative... I didn't know we had one.

- 1 I have frequent contact with my rep. I send them my orders and there is rarely any issues.

- 1 I'm not sure who my rep is at this time. However, that doesn't indicate a problem, since anything I've needed is only a phone call away. I feel there is alot of opportunity for Morse with Niagara hss being phased out in so many areas by Seco, their new owner. I've recently converted quite a bit of obsolete Niagara over the Morse.

- 1 keep us inform about new products

- 1 Knowledgeable gentleman.

- 1 Makes regular calls and is there when needed

- 1 NEVER SEE ANYONE,
WOULD LIKE TO SEE SOME KIND OF SALES/PROMO
AND ALSO SOME KIND OF MERCHANDISING

- 1 Non since firing our rep

- 1 quick response every time

- 1 Steve knows the line, always seeks new business. He is never overly pushy. D & L works hard for us.

- 1 The Brandels handle my calls and provide the services I need when they arrive.

- 1 The variety of doughnuts she brings is very low.

- 1 We have a good relationship with them.

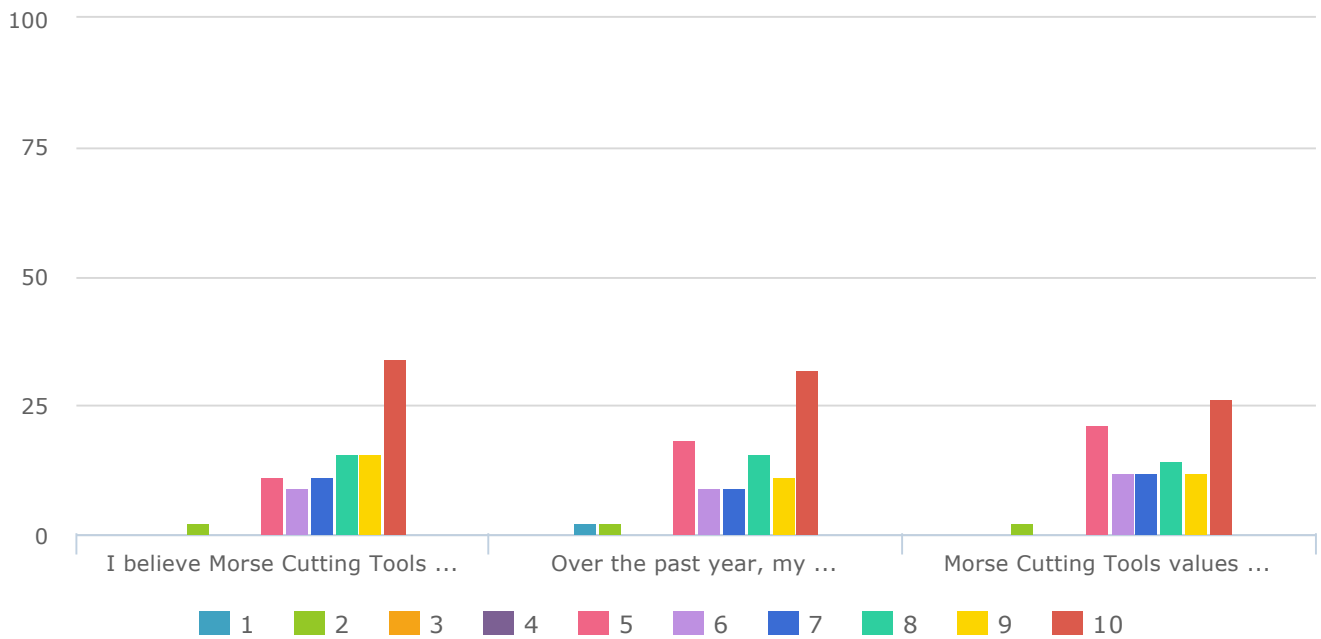
- 1 We never really see our representative and we feel that there is some competition with our representatives' other lines and our business. Perhaps that is why we never see him?

Also, we are not comfortable bringing the representative to our customers as he does not present himself to our standards.

Total Responses 20

Skipped 24

10. Please rate your level of agreement with the following statements (1-10 scale with 10 being completely agree, 5 being neutral, and 1 being completely disagree)



| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 |
|--|------------|------------|------------|------------|-------------|-------------|-------------|-------------|-------------|
| I believe Morse Cutting Tools deserves my loyalty | 0 0.00% | 1 2.27% | 0 0.00% | 0 0.00% | 5 11.36% | 4 9.09% | 5 11.36% | 7 15.91% | 7 15.91% |
| Over the past year, my loyalty to Morse Cutting tools has grown stronger | 1 2.27% | 1 2.27% | 0 0.00% | 0 0.00% | 8 18.18% | 4 9.09% | 4 9.09% | 7 15.91% | 5 11.36% |
| Morse Cutting | 0 0.00% | 1 2.38% | 0 0.00% | 0 0.00% | 9 21.43% | 5 11.90% | 5 11.90% | 6 14.29% | 5 11.90% |

Tools values
people and
relationships
ahead of
short-term
goals



Total Responses 44

Skipped 0

11. What three words best describe **MORSE CUTTING TOOLS position** in the cutting tool market?

Count Response

1 1) Proactive, Great deliveries

1 Covers most needs.

1 Dependable, Fast, Competitive

1 EASY
QUICK

1 EFFICIENT, QUALITY, DIVERSE

1 Everyone knows the brand name

1 Excellent
Good Quality
Professional

1 Fast delivery
Good quality
Good service

1 good quality, price and delivery

1 good quality, value, delivery.

1 Good standard products

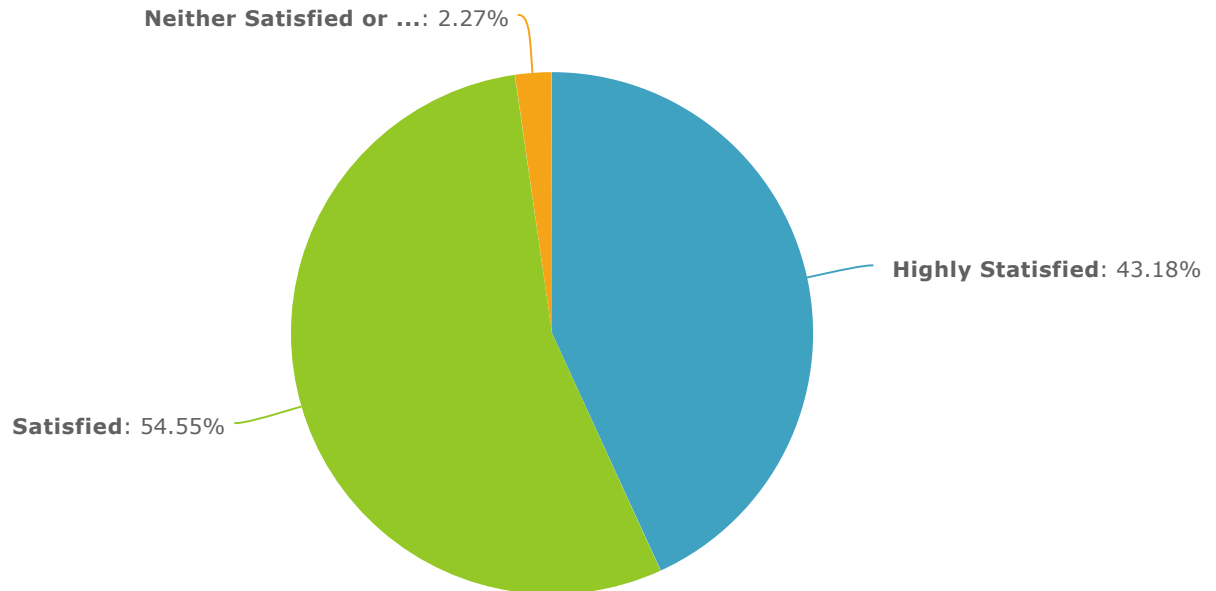
1 Helpful
Knowledgeable
Pleasant



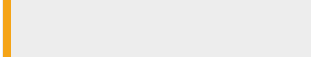
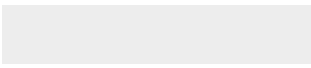
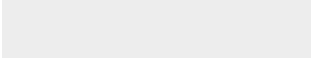
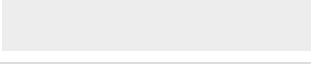
| | |
|---|------------------------------------|
| 1 | I don't know |
| 1 | I'm not qualified to know this. |
| 1 | MADE IN AMERICA |
| 1 | Quality , Price, Availability |
| 1 | Quality Performance Delivery |
| 1 | Quality Supply Variety |
| 1 | quality, leader, sharp... |
| 1 | QUALITY, NEXTDAY. ??? |
| 1 | Quality, support, economical. |
| 1 | service delivery quality |
| 1 | SOLID DEPENDABLE |
| 1 | Stocking Average |
| 1 | Value Available Quality |
| 1 | value, availabilty, support |
| 1 | Valued AD Partner |
| 1 | Very high quality |
| 1 | We use you a lot |

| | |
|-----------------|----|
| Total Responses | 29 |
|-----------------|----|

| | |
|---------|----|
| Skipped | 15 |
|---------|----|

12. How satisfied or dissatisfied are you with **MORSE CUTTING TOOL** as a company **overall**?



| | | | |
|-----------------------------------|--------|---|----|
| Highly Satisfied | 43.18% |  | 19 |
| Satisfied | 54.55% |  | 24 |
| Neither Satisfied or Dissatisfied | 2.27% |  | 1 |
| Dissatisfied | 0.00% |  | 0 |
| Very Dissatisfied | 0.00% |  | 0 |
| Not Applicable | 0.00% |  | 0 |
| Total Responses | | | 44 |
| Skipped | | | 0 |

13. What improvements, products, or services should we add to increase our value with your company?

Count Response

| | |
|---|---|
| 1 | 1) I would recommend monthly product promos on a regular basis. 2) Probably ditch the brazed tool product line and add a more up to date product line. |
| 1 | Expand your end-mill product line to include sizes and setups more popular today. 1/4"diameter x 1/4"shank x 4" Overall length Solid Carbide end mill with a short 3/8"-5/8" flute length, for example. |
| 1 | FLYERS AND PROMOTIUONS TO HELP GET THE NAME OUT |
| 1 | Golf shirts for our sales staff would raise profile of your brand amongst our customers. |
| 1 | Have a more user friendly website. It is very cumbersome to navigate. |
| 1 | It would help if you could offer long and extra long cobalt drills in metric, fractional, number and letter sizes. |
| 1 | keep adding products |
| 1 | Keep the hss endmill, they're getting harder to find, and many smaller customers need the hss price point as they are job shops, and don't need high end tooling, they need good tooling to run the job they have in front of them. |
| 1 | like flyers on types of items.....carbide mills flyer, or taps etc. |
| 1 | Longer roughing mills & fine tooth |
| 1 | MORE CARBIDE END MILLS AND INSERTS |
| 1 | More in-stock items, or substitutions on things that will be more than 3 weeks. |
| 1 | more s.e.end mills 2 flute with a 5/8" shank for climax cutter |
| 1 | none |
| 1 | none that I can think of |
| 1 | NOTHING I CAN THINK OF |
| 1 | ON HAND INVENTORY CAN BE AN ISSUE AT TIMES |
| 1 | Only ship from multiple warehouses if asked to. This is the only reason I have any difficulty doing business with MCT, astronomical shipping charges due to multiple shipments from different warehouses. |
| 1 | SALES/PROMO merchandising PROMO's PEOPLE WONT BUY IT UNLESS THEY SEE IT! |
| 1 | special taps |

Total Responses 20

Skipped 24

14. Please give us some details about you (optional).

| | |
|--------------|------------------------|
| Name | Melanie Moore |
| Title | Office Manager |
| Company Name | Moore Precision Tools |
| Phone Number | 5148562700 |
| City, State | St. Laurent |
| Email | melanie@mooretools.com |

| | |
|--------------|----------------------------|
| Name | Ryan Pelletier |
| Title | General Manager |
| Company Name | Industrial Tool Supply Inc |
| Phone Number | 978-970-3600 |
| City, State | Lowell MA 01852 |
| Email | rpelletier@itslowell.com |

| | |
|--------------|--------------------------|
| Name | Tim Fleming |
| Title | Buyer |
| Company Name | Weber Supply |
| Phone Number | 519-888-4100 ext 4494 |
| City, State | Kitchener ontario canada |
| Email | tfleming@webersupply.com |

| | |
|------|----------------|
| Name | Arnulfo Garcia |
|------|----------------|

| | |
|--------------|-------------------------|
| Title | Purchasing Aggent |
| Company Name | Craig Tools Inc. |
| Phone Number | 3104145707140 |
| City, State | El Segundo, California |
| Email | arnulfog@craigtools.com |

| | |
|--------------|------------------------------|
| Name | Arturo Acosta |
| Title | Outside sales |
| Company Name | Gorman Industrial Supply |
| Phone Number | 915-532-3677 |
| City, State | El Paso Tx 79901 |
| Email | aacosta@gormanindustrial.com |

| | |
|--------------|-----------------------|
| Name | Stefan Marsh |
| Title | VP |
| Company Name | Syracuse-Supply / APT |
| Phone Number | 6072068220 |
| City, State | Phoenix |
| Email | smarsh@syrsupply.com |

| | |
|--------------|----------------------|
| Name | Ron Grant |
| Title | CUSTOMER SERVICE MGR |
| Company Name | DGI SUPPLY |
| Phone Number | 8009236255 |
| City, State | Delta |
| Email | rgrant@dgisupply.ca |

| | |
|-------|---------------------------|
| Name | Marcus |
| Title | Morse cutting tools buyer |

| | |
|--------------|--------------------------|
| Company Name | clark industrial |
| Phone Number | 905 791 0470 |
| City, State | brampton |
| Email | sales@clarkindustrial.ca |

| | |
|-------|-------------------------|
| Name | Larry Maturo |
| Title | Inside Customer Support |

| | |
|--------------|-----------------------|
| Company Name | Syracuse Supply |
| Phone Number | 315-695-2008 |
| City, State | Phoenix, NY |
| Email | Lmaturo@syrsupply.com |

| | |
|--------------|--------------------------------|
| Name | Mark Elliott |
| Title | Owner |
| Company Name | Herb's Tool Grinding and Sales |
| Phone Number | 434-525-1498 |
| City, State | Lynchburg, VA |
| Email | herbscarbide@gmail.com |

| | |
|--------------|-------------------------------|
| Name | Steve Pasztor |
| Title | Customer Service/Inside Sales |
| Company Name | Bostwick-Braun Co |
| Phone Number | 4192593600 |
| City, State | Toledo OH |
| Email | spasztor@bostwick-braun.com |

| | |
|--------------|-------------------------|
| Name | Jon Brunetti |
| Title | Owner |
| Company Name | North Bay Cutting Tools |

Phone Number 707-773-2240

City, State Petaluma, CA

Email jonbrunetti@hotmail.com

Name

Title

Company Name JAM INDUSTRIAL SUPPLY

Phone Number

City, State Sandusky, Ohio

Email

Name Igor Volasevic

Title Inside Sales Rep

Company Name PRO CUT INDUSTRIAL SUPPLY LTD

Phone Number 7804372949

City, State EDMONTON

Email igor@procutindustrial.com

Name Victoria McAdams

Title Customer Service Rept

Company Name Engman-Taylor

Phone Number 815-668-4351

City, State Machesney Park, IL

Email victoriamcadams@engman-taylor.com

Name Jeff Thurlow

Title Inside Sales

Company Name Candian IPG Corp.

Phone Number 519-916-1106

City, State Windsor , Ontario

Email jeff@cipg.ca

Name CHRIS

Title OWNER

Company Name IVAN FASTENERS

Phone Number 905-696-0689

City, State CANADA

Email CRYAN@ivanfasteners.com

Name Michel Pelletier

Title President / Owner

Company Name Brunswick Industrial Supplies Ltd.

Phone Number

City, State

Email michel@brunswickindustrial.com

Name JAY GRAY

Title Purchasing/Inside Sales

Company Name K.I Supply Ltd

Phone Number 2047748716

City, State WINNIPEG

Email jay@kisupply.ca

Name R.J. MacDougall

Title President

Company Name MacDougall's Tool Sales & Service Ltd.

Phone Number 403-291-2970

City, State Calgary, Alberta, Canada

Email macdtools@shaw.ca

Name Alain Lapointe

Title Customer & Purchasing

Company Name MERGA INDUSTRIELS INC

Phone Number 450-668-5010

City, State LAVAL, QUEBEC, CANADA

Email info@merga.ca

Name MARK KELLER

Title SALESMAN

Company Name BERKS

Phone Number 484-336-0481

City, State TEMPLE, PA

Email MARK@BERKSINDUSTRIAL.COM

Name John Frankenstein

Title VP

Company Name Central U.P. Industrial Supply

Phone Number 906.786.3695

City, State Escanaba, MI

Email jfrankenstein@cupis.net

Name James Terry

Title Purchaser

Company Name Varco Industrial

Phone Number

City, State

Email

| | |
|--------------|---------------------------|
| Name | Brad Pollard |
| Title | Inside Sales / Purchasing |
| Company Name | Custom Tool & Gage |
| Phone Number | 216-447-0860 |
| City, State | Valley View, OH 44125 |
| Email | sales@toolngage.com |

| | |
|--------------|----------------------|
| Name | James F. Grills |
| Title | President |
| Company Name | JFG Enterprises Inc. |
| Phone Number | 989-860-4574 |
| City, State | Saginaw, MI |
| Email | jfgrills@charter.net |

| | |
|--------------|----------------------------------|
| Name | John Evoniuk |
| Title | branch mgr |
| Company Name | Munnell & Sherrill |
| Phone Number | 541-882-2581 |
| City, State | Klamath Falls Or 97601 |
| Email | johnevoniuk@munnell-sherrill.com |

| | |
|--------------|------------------------|
| Name | ray soulen |
| Title | president |
| Company Name | star tool co.,inc |
| Phone Number | 262-505-5670 |
| City, State | brookfield,wi, 53005 |
| Email | startoolco@prodigy.net |

| | |
|------|--------------|
| Name | Vince Macias |
|------|--------------|

| | |
|--------------|------------------|
| Title | Salesman |
| Company Name | B&R Supply, Inc. |
| Phone Number | 805-656-0715 |
| City, State | Ventura, CA |
| Email | vince@brtool.com |

| | |
|--------------|-------------------|
| Name | Bob Kuharevicz |
| Title | Inside Sales |
| Company Name | Norchuk Supply Co |
| Phone Number | 231-722-6088 |
| City, State | Muskegon MI |
| Email | bob@norchuk.com |

| | |
|--------------|---------------------------|
| Name | JEAN NICHOLS |
| Title | SALES/PURCHASING |
| Company Name | WESTERN TOOL COMPANY |
| Phone Number | 303-422-3413 |
| City, State | ARVADA, CO |
| Email | CONTACT@WESTERNTOOLCO.COM |

| | |
|--------------|-----------------------------|
| Name | Michae Beltramil |
| Title | President |
| Company Name | Central Tool Supply Inc |
| Phone Number | 570-459-6767 |
| City, State | Hazleton PA. |
| Email | sales@centraltoolsupply.com |

| | |
|-----------------|----|
| Total Responses | 32 |
|-----------------|----|

| | |
|---------|----|
| Skipped | 12 |
|---------|----|

