



ENTERPRISE FLORIDA
2021 CLIENT
SATISFACTION SURVEY
RESULTS REPORT



C3RLABS
A division of C3Research

Results Report of Surveyed Business Development and
International Trade Clients

PREPARED BY C3RESEARCH
SUMMER - FALL 2021



Overall Objective: Conduct Annual Client Satisfaction Survey

- **The goal of the study was to conduct a Customer Satisfaction Survey that assesses Enterprise Florida's performance from year to year.**
- Enterprise Florida, Inc. (EFI) is required by law, F.S. 288.906(g), to conduct an annual customer satisfaction survey of its Florida business clients. The survey must be conducted by an outside firm with survey experience, and the names of the respondents are not given to EFI.
- Two groups of Enterprise Florida clients were surveyed: Business Development Clients and International Trade Clients. Based on their records, all clients had received services from EFI in the 2020-2021 fiscal year; either in developing a project with new jobs, or in increasing international sales of goods or services.

Research Process: Online Survey Methodology

- Enterprise Florida sent an initial email to all clients letting them know C3Research would be conducting a survey on their behalf as their research partner.
- C3Research developed, programmed, and hosted the survey on our own servers.
- Enterprise Florida provided C3Research the respective lists of Business Development and International Trade Clients' email addresses. Upon receiving these lists, C3Research sent out the survey invitations via email to all contacts.
- C3Research worked together along with Enterprise Florida to follow-up with non-responsive clients, sending four reminder emails, to ultimately achieve an overall response rate of 32% passing the necessary response rate of 25%.

Business Development Clients

- **93%** of the **Business Development Clients** (N=15) indicate they are **Satisfied** with the overall service they received, by rating them as a **6** or higher on the 10-point scale.
- **60% are Very Satisfied**, rating them as a 9 or 10 on the 10-point scale.
- The Business Development Clients also rated their satisfaction with the following **specific business development services** they received (if applicable). The following are satisfaction percentages for rating of 6 or higher on the 10-point scale:
 - **100%** are satisfied with “Responses to questions and inquiries”
 - **92%** are satisfied with “Working with your company and local partners”
 - **75%** are satisfied with “Incentives application and approval”

International Trade Clients

- **98%** of the **International Trade Clients** (N=89) indicate they are **Satisfied** with the overall services provided, by rating them as a **6** or higher on the 10-point scale.
- **89%** are **Very Satisfied** overall, giving a rating of **9 or 10**.
- **94%** of the International Trade Clients indicate they are **Very Likely to Recommend Enterprise Florida to Others** by providing a rating of 9 or 10 on the 10-point likelihood scale. The calculated **Net Promoter Score is 91%**.
- 2021 is the twentieth consecutive year of very high ratings from International Trade clients.

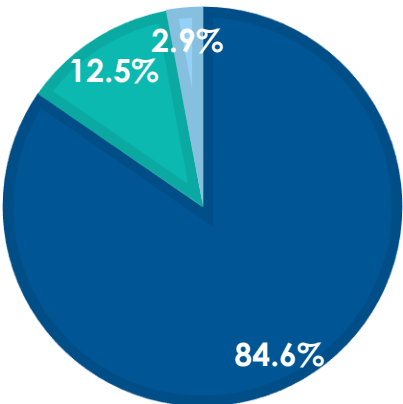
CLIENT SEGMENT SAMPLE SIZES & RESPONSE RATES:

	Eligible Respondents	Returned Surveys	Response Rate	Range of Error*
Business Development	82	15	18%	±23%
International Trade	242	89	37%	±8%
Total	324	104	32%	

*Confidence interval calculated at the 95% level of confidence using the finite population coefficient.

OVERALL SATISFACTION
N=104

■ Very Satisfied (9-10) ■ Satisfied (6-8) ■ Not Satisfied (1-5)

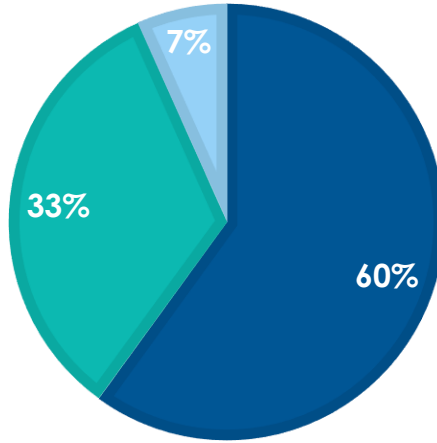


Of the 104 Total Responses, 97% of Enterprise Florida Clients indicate they are Satisfied or Very Satisfied with the overall service they received, by rating it as a 6 or higher on the 10-point scale.

BUSINESS DEVELOPMENT: OVERALL SATISFACTION

N=15

■ Very Satisfied (9-10) ■ Satisfied (6-8) ■ Not Satisfied (1-5)

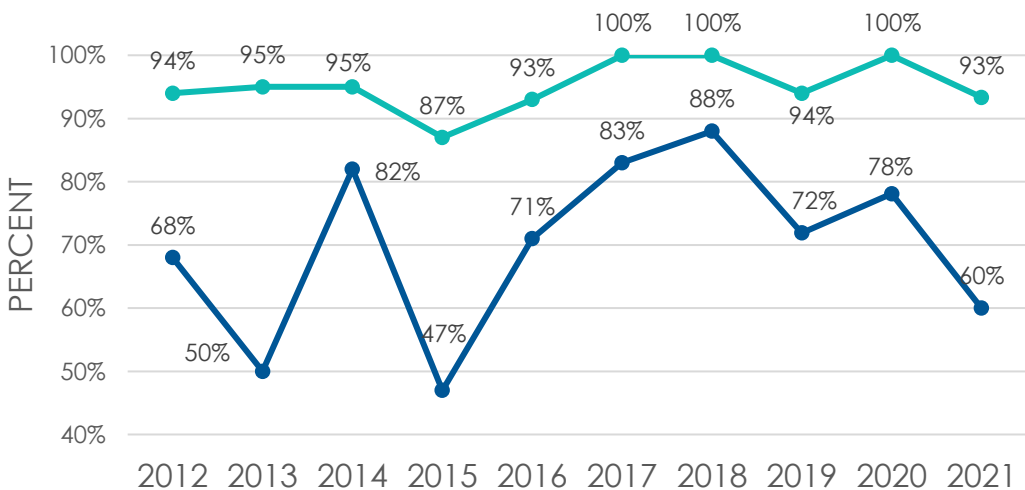


93% of the Business Development Clients indicate they are Satisfied or Very Satisfied with the overall service received, rating it as a 6 or higher on the 10-point scale. 60% are Very Satisfied, rating it as a 9 or 10, 33% are Satisfied, rating it between 6 and 8, and 7% are Not Satisfied, rating it between 1 and 5.

BUSINESS DEVELOPMENT: OVERALL SATISFACTION TREND

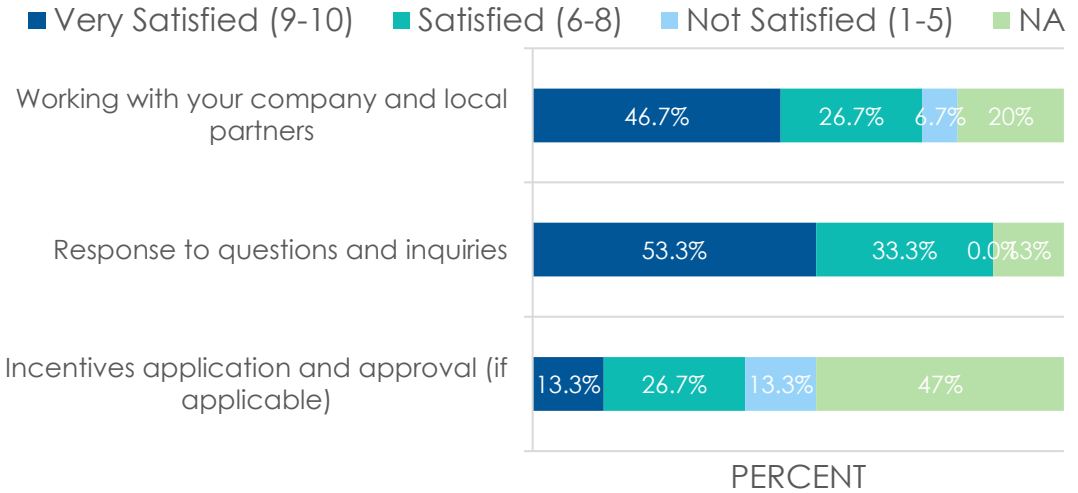
N=15

● Very Satisfied (9-10) ● Satisfied (6+)



BUSINESS DEVELOPMENT SPECIFIC AREAS

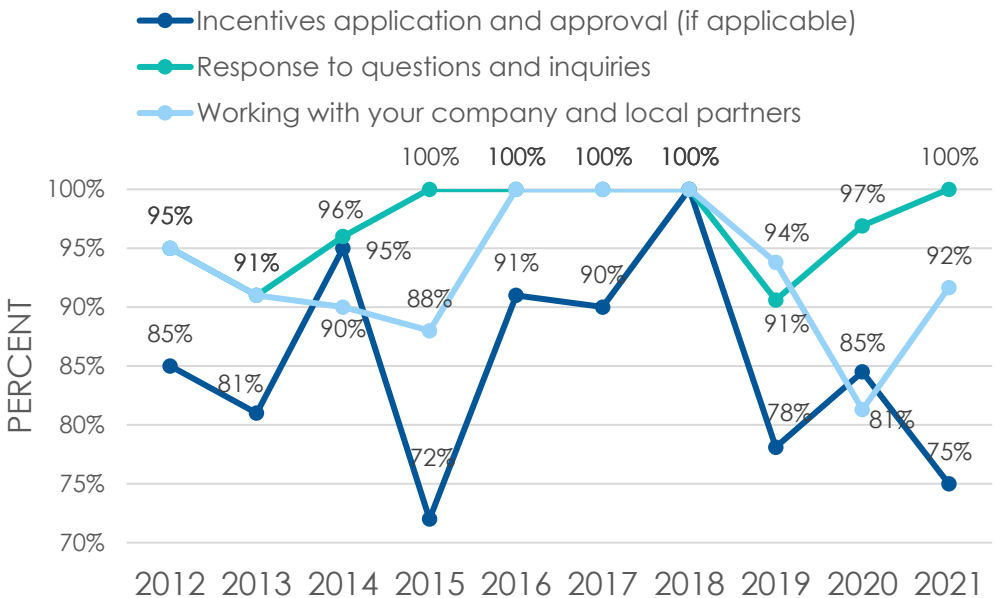
N=15



On average, 91% of the Business Development Clients indicate they are 'Satisfied' with the applicable business development services they received, rating them as a 6 or higher on the 10-point scale.

BUSINESS DEVELOPMENT SPECIFIC AREAS: TREND OVER TIME

N=15

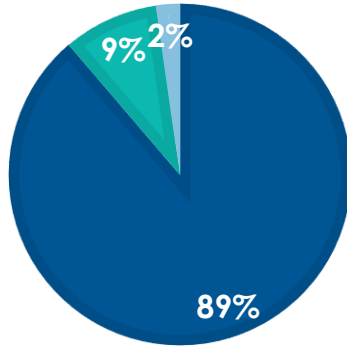


Aside from Incentives, the trend of improvement continues with clients' satisfaction of the Business Development Specific Areas of Services, 91% satisfaction from all applicable clients. indicate they are Satisfied with the overall service they received, by rating them as a 6 or higher on the 10-point scale. 52% are Very Satisfied, rating them as a 9 or 10 on the 10-point scale.

INTERNATIONAL TRADE: OVERALL SATISFACTION

N=89

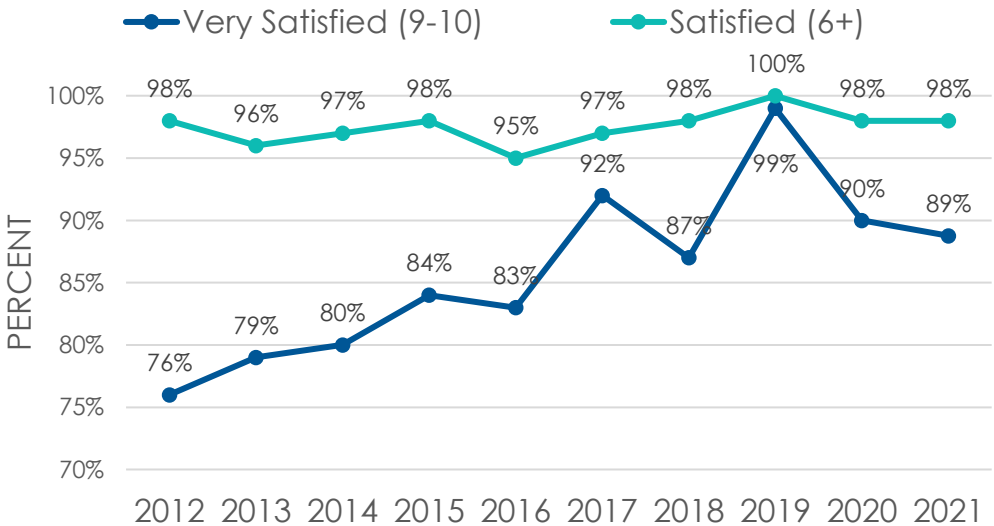
■ Very Satisfied (9-10) ■ Satisfied (6-8) ■ Not Satisfied (1-5)



In total, **98% of the International Trade Clients indicate they are Satisfied or Very Satisfied** with the overall services provided, by rating them as a 6 or higher on the 10-point scale. 89% are Very Satisfied, giving a rating of 9 or 10, and 9% are Satisfied, giving a rating of 6 through 8.

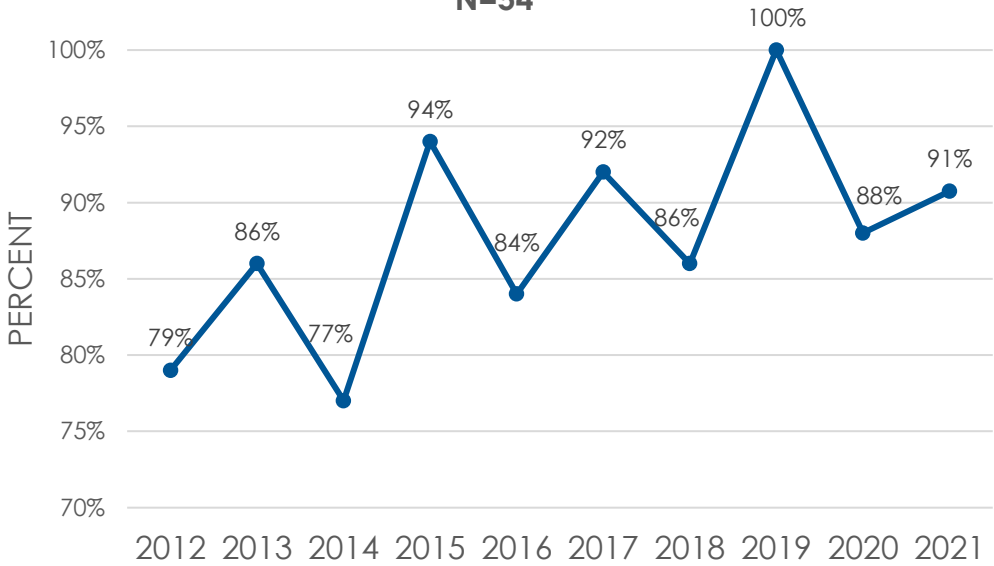
INTERNATIONAL TRADE: OVERALL SATISFACTION TREND

N=89



INTERNATIONAL TRADE: NET PROMOTER SCORE

N=54



The **Net Promoter Score** is calculated by taking the percentage of Promoters (those who rate the likelihood of recommending as a 9 or 10) and subtracting the percentage of Detractors (those who rate it a 6 or below).

94% of the International Trade Clients are Promoters, indicating they are **Very Likely to Recommend Enterprise Florida to Others** by providing a rating of 9 or 10 on the 10-point likelihood scale.

The calculated **Net Promoter Score is 91%**, which is a very good NPS rating in general.

Note: Due to a programming error, N is less than total sample size of returned surveys in 2021.

International Trade Client Comments

“Please share any comments or suggestions you have for EFI”

- All good, thanks !
- All the services and opportunities EFI offers are incredible for a small business like ours. Personally we just need to figure out our strategy in order to understand what and how is the best way that EFI could help us succeed.
- As a local municipal county, we rely on EFI staff both in the US and abroad to implement our trade program. We work very closely with EFI offices abroad.
- As a small company, we would never be able to access or afford the level of professional, knowledgeable talent that EFI offers at little or no cost. Our business has thrived in large part to the skills acquired and the programs we participated in. EFI is a vital economic development resource offer by the state of Florida.
- Awesome Team.
- Best team to work with....They know what a small company would need, especially when we are trying to export
- Daisy Ramos, Ana Arroyo, John Diep, Lincoln all of the very nice, friendly and helpful people...
- EFI does a good job supporting FL expert businesses
- EFI has been a tremendous support for our exports for years. Please keep doing the extraordinary work
- EFI has been extremely helpful and anxious to share information about available resources. They are sometimes a bit slow to respond to emails, but mostly responsive. It's a very good program.
- EFI is a great partner to work with to identify international companies interested in expanding to our region. EFI was also instrumental in helping the CFITO in with an export report that identifies trade numbers for Orange County. Normally, the numbers only show MSA and therefore, this was important for the county to know their target trade partners.
- EFI is a very good economic development partner. They provide a helpful service and we are glad to have their assistance.
- EFI is always available and accessible to meet with our customers and give them the necessary company to company connectivity.
- EFI is an awesome partner and provides great support to Florida exporters!
- EFI plans great trade missions.
- EFI programs offer unparalleled assistance to Florida firms looking to augment their sales by taking advantage of international markets.

International Trade Client Comments

“Please share any comments or suggestions you have for EFI”

- EFI's International Trade Team are phenomenal partners to our local economic development team. Their professionalism and timely response to our needs has been a tremendous help, especially with working through international visa/travel challenges during this past year of Covid. The resources and contacts provided linkages to National DOC and Immigration services to help our FDI project and critical manufacturing job creation.
- Enterprise Florida has been a valuable resource for expanding into new international markets. Having the ability to research foreign countries and their need for our companies products has been extremely valuable. It has allowed us to not waste time in markets that do not benefit with sales for our company. I appreciate the responsiveness and cooperation received from Enterprise Florida.
- Enterprise Florida has been helpful in providing fast responses, as well as assisting our company with trade shows and grants.
- Enterprise Florida has provided great partnership collaboration in promotion of international trade successfully as a team throughout Central, South America and the Caribbean also starting and maintaining new programs considering Pandemic
- Enterprise Florida have shown us all the tools available to present our products on many different markets worldwide as well as helping us to promote our business thru certain international trade shows relating to our industry where our presence has shown to be integral to acquire customers on those regions.
- Enterprise Florida is a great Platform for small business in the Florida States, they offer bunch of assistance and resources to help your business go beyond and more. I believe EFI is the best entity in America and their staff are amazing and responsible for your success
- Enterprise Florida is an institution that is always helping small businesses, such as Atlas Specialty Lighting. The experience, service, and support they provide to the companies who want to sell products made in the United States outside the country is beneficial. If I did not have the constant help of exporting to other countries, it would be challenging for us. Also, we appreciate the grants that permit us to participate in-person to the Medical Shows.
- Enterprise Florida's International Division is a valuable asset to the State of Florida. Enterprise Florida's trade expansion program and trade shows have helped me develop business relationships that have resulted in sales for my company.
- Everything has been great as far as real opportunities and assistance. The grant approval process can be streamlined a bit better. But not major complaints.

International Trade Client Comments

“Please share any comments or suggestions you have for EFI”

- Excellent export assistance programs that are highly effective and essential for international growth.
- Excellent partner and great service for Florida exporters.
- From the initial conversations through all of the meetings and the process to explore exporting services the experience has been awesome.
- Great people to work with!
- Great resource for Florida exporters.
- Have represented Port Everglades, on an advisory capacity, on several (EFI) trade missions. Always found their work to be extremely thorough and helpful to Florida's exporting community.
- Hi Folks: I have been involved in economic development in Florida since 1987. If you would like a more in-depth assessment of EFI and what needs to be done to improve the organization, please feel free to call me at 772-812-0623. Best Regards, Pete Tesch
- I believe we are entering our third project with EF and so far all have gone very well. Communication and timely responses have been very good. And we look forward to partnering with EF on more projects in the future.
- I find the services and grants provided to exporters are invaluable to their success overseas. I work with many clients that benefit greatly from the available resources and would not be able to participate in trade shows and missions without Enterprise Florida's assistance. Joseph Bell is extremely knowledgeable, professional, and a pleasure to work with.
- I had a great experience with Mr. John Diep and all other staff working for EFI during the first International virtual trade show in March this year. I am very grateful for their support before, during and after the event, and through the years. All were extremely professional.
- I love working with Alejandra Henao and now Fernanda Figueiredo.
- I realize Diane Mercas is no longer there, but she was very sharp, professional, and efficient. Joel Gunter and Tim Johns have also been very helpful to me when projects come through. I thoroughly appreciate the assistance I get from the team at EFI. Even supporting all parts of the state they always make you feel equally important. I would like to get feedback/reason when a project that has considered or visited Nassau County and decided on another site "Why" as this is something I would like to explain to my BOD and County Officials. It would also lend to continuous improvement on our end, what can we do better.

International Trade Client Comments

"Please share any comments or suggestions you have for EFI"

- I would like to formally thank the Aviation, Aerospace & Defense department of the EFI. Mike Cooney and the rest of the team are always available to provide support, guidance, and visibility as to the industry and new events occurring. We are very happy to be operating in Florida, EFI is truly a great ally in growing and developing our company, particularly in the Aviation industry. I happily recommend and promote EFI as a result of this.
- I'm very satisfied. A lot of effort from EFI to help our company to grow up. I want more and more to be close to them.
- It has been sometimes difficult to initiate the conversation with some team members (no responses) maybe due to the pandemic. That said, when we were put in contact with either regional or international contacts, it was very good. WE have successfully put in place a partnership in Asia, thanks to Enterprise Florida. We wish to do more of this sort in other regions of the world.
- John Diep and the entire team is doing an amazing job!
- John Dieppe has been great in communicating with us and helping us with the applications.
- Keep in mind our only experience with Enterprise Florida was during the height of the COVID fiasco, but they did accomplish getting us a distributor in Mexico.
- Martin & Vleminckx is a small company with a worldwide market especially in Asia, our industry often promote products by attending very expensive trade shows around the world. Thanks to EFI's trade grants support for the past years and allow us to be able to continually be the exhibitors to present our products to our potential customers, thanks so much EFI without your support, we won't be able to do more.
- Miss past grants but understand the budget constraints.
- More trade missions
- More Trade missions overseas
- My organization considers EFI to be our official state partner for economic development. We have, for many years, participated with EFI on Team Florida events.
- None at this time! Excellent work all-around. Thank you!
- Some of the paperwork can be confusing
- Staff is always professional and helpful.
- Suggestions: It would be very helpful to have a "preview document" or "print preview" when applying for a Certificate of Free Sale. Also, an option to order "Certificates of Origin" Thank you,
- The experience was excellent. However, I am disappointed that there was no assistance in trying to reconnect with those I met on the Ghana trade mission - I made good contacts, but could have used some local (in Ghana) assistance in following up.

International Trade Client Comments

“Please share any comments or suggestions you have for EFI”

- The individuals involved were very knowledgeable, professional and pleasant to work with.
- The International Team at EFI is a tremendous resource for the areas businesses. We have discussed multiple company needs almost immediately and the companies have received responses and support for their international trade activities quickly. The international offices at EFI are also very helpful in assisting companies in assessing their market potential in a specific area.
- The Miami-Dade Beacon Council concentrates on attracting and retaining FDI for Miami-Dade County. As such we work very closely with the EFI Team related to FDI recruitment both in the U.S. and internationally. We are very satisfied with their cooperation and performance.
- The project managers at EFI are very knowledgeable and are great to work with.
- The staff at Enterprise Florida have been very cooperative, responsive and helpful in helping us with our export needs. We appreciate all the assistance that we have received from them.
- The team has been so helpful and the program has allowed for us to grow our business internationally. We really appreciate all they do for us.
- The team is always there to clear up any concerns I always recommend them. Enterprise Florida has been very supportive
- This Entity works very hard for their clients. They bring 100% support and every event is to the highest standards. thank you
- We appreciated EFI's work with us in enabling us to participate in a virtual trade show
- We are so lucky to have the financial support from EFI for the spaces at the international tradeshows like Medica (Germany) and Arab Health (UAE). Without the Trade Grant Reimbursements, we would only be able to attend one show annually. Attending both is key for growing the export business for our company.
- We have worked with EFI for several years, and they are awesome! A great wealth of knowledge, always willing to help and go the extra mile! We are beyond blessed to be able to have them!
- WE really thankful all effort that we have for you guy specially this time where the economy are not the best shape. you gave us opportunity to continued doing our effort to sell our Projects out of USA with success thank you to All of you
- Whether it is working with the business development team on domestic projects, Manny's trade team or the foreign offices, EFI is consistently responsive and helpful. Am grateful that we have available the collective resources of this consummately professional organization.

International Trade Client Comments

“Please share any comments or suggestions you have for EFI”

- Working with Directors John Diep, Larry Bernaski, Joe Bell, Alejandra Henao, Mike Cooney and Vice President Manny Mencia throughout this fiscal year has been a rewarding experience for the FEFC team and the community of exporters benefiting from their assistance; our exporters enjoyed learning about the Gold Key programs, in-bound and out-bound trade missions. Many registered for the upcoming seminars, webinars, and trade missions; others were able to identify potential foreign buyers via their programs. Their service is invaluable.
- Working with EFI staff has been great. They are super helpful and are always looking for ways to make connections and referrals. The trade assurance grants have also been extremely helpful for expanding our international business.
- Working with Larry Bernaski and his team has opened doors for us across the globe. Their knowledge of international markets and willingness to go above and beyond for their clients speak to their overall commitment in growing Florida export business.
- You have a great staff and Management, we have accomplished a lot working together for almost 20 years, Thank you

Business Development Client Comments

"Please share any comments or suggestions you have for EFI"

- EFI is an amazing organization that diligently works to promote Economic Development in the State of Florida. Considering the constant attacks from a legislature that does not understand economic development or the general view of incentives by companies, they do everything they can while understanding their competitiveness with neighboring states that have must more robust incentive programs.
- Enterprise Florida did a good job in support of our client's project. The process was frustrating at times when Enterprise Florida could not obtain answers and decisions from the Department of Economic Opportunity. DEO creates a real bottleneck in the process by not moving at the speed of business. Finally, Career Source Florida is more bureaucratic than necessary in administering training grant programs and does an inadequate job of communicating with site selection consultants hired by corporate decision makers.
- If it is a no on incentives make it a quick no. Would be nice to have a person on team who we can go to that understands the exemption application process and can help walk companies through the process and questions they have. Or at least a dedicated DOR contact we can reach out to.
- Keep up the good work. Really enjoyed from the connections and support you have given the business over the past 2 years.
- Limor is always available for our inquiries. She has offered help in various aspects and has a wide network of relevant people in our industry. Thank you,
- The business development personnel are utmost professionals, and they strive to do their best within the constraints of the organization's operations. They are extremely responsive and helpful, developing a true partnership with the companies that they are working with. Some of the personnel at the Tallahassee office (whom most often do not interact with EFI's business stakeholders) appear not to be as cognizant of the value of the relationships built over the years by the business development staff, and their interactions with this business representative were received as unprofessional and detrimental to the work that had been achieved. Still, the positive exchanges with the business development team (fortunately for EFI) far outweighs that negative experience.
- The state has no economic development tools. Florida has gotten very expensive and EFI has no way too compete. Responsiveness was all based on legislature maybe RE-enacting QTI. Cannot believe the state does not want to diversify their economy especially when they saw how bad a pandemic can be. I feel bad for EFI - I wish they had more tools...

Enterprise Florida 2021 Business Development Satisfaction Survey

Intro:

Thank you for participating in this survey.

Enterprise Florida's records indicate that you worked with them between July 1, 2020 and June 30, 2021. The organization's staff provided your company with assistance either in business expansion, retention, or site location. The organization wants to ensure that its clients are satisfied with the service they received. Your input is key to this process.

Please take a few minutes to answer the survey questions. Your responses will be provided **anonymously** to Enterprise Florida by the market research survey firm, C3Research.

Email:

Please enter your email address:

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OverallSatisfaction:

Overall, how satisfied are you with the service you received from Enterprise Florida?
(1=Not at all satisfied & 10=Extremely Satisfied)

Not at all Satisfied										Extremely Satisfied
1	2	3	4	5	6	7	8	9		10

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BusDevAreaSatisfaction:

Enterprise Florida works with its customers in a variety of ways. In those areas that you are aware of, are you satisfied with the timeliness of the process as it relates to:

		Not at all Satisfied									Extremely Satisfied	N/A
		1	2	3	4	5	6	7	8	9	10	11
1	Incentives application and approval (if applicable)											
2	Response to questions and inquiries											
3	Working with your company and local partners											

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WillToComment:

If you were asked to share comments about your experience with EFI, would you be willing to do so?

1	Yes	
2	No	Skip to InterestContact

<----- Page Break ----->

Comment:

Please share any comments or suggestions you have for EFI:

<----- Page Break ----->

InterestContact:

Thank you for your time. Would you like Enterprise Florida to contact you for other business programs or assistance?

1	Yes	ContactInfo
2	No	Skip to END

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ContactInfo:

Please provide your first name, company name, and email address for Enterprise Florida to contact you for more information or assistance.

Please note that the survey will remain anonymous. Your contact information will be stored separately from the remainder of your survey responses and used only to reach out to you for assistance.

First Name:

Company Name:

Email Address:

Required

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Complete:

Thank you for completing this survey. Have a great day!

Enterprise Florida 2021 International Customer Satisfaction Survey

Intro:

Thank you for participating in this survey.

Enterprise Florida's records indicate that you worked with them between July 1, 2020 and June 30, 2021. The organization's staff provided your company with assistance in exports, international trade, or similar services. The organization wants to ensure that its clients are satisfied with the service they received. Your input is key to this process.

Please take a few minutes to answer the survey questions. Your responses will be provided **anonymously** to Enterprise Florida by the market research survey firm, C3Research.

Email:

Please enter your email address:

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OverallSatisfaction:

Overall, how satisfied are you with the service you received from Enterprise Florida?

(1=Not at all satisfied & 10=Extremely Satisfied)

Not at all Satisfied										Extremely Satisfied
1	2	3	4	5	6	7	8	9	10	

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NPS:

How likely would you be to recommend Enterprise Florida to others?

Not at all Likely				Neutral						Extremely Likely
1	2	3	4	5	6	7	8	9	10	

<----- Page Break ----->

WillToComment:

If you were asked to share comments about your experience with EFI, would you be willing to do so?

1	Yes	
2	No	Skip to InterestContact

<----- Page Break ----->

Comment:

Please share any comments or suggestions you have for EFI:

<----- Page Break ----->

InterestContact:

Thank you for your time. Would you like Enterprise Florida to contact you for other business programs or assistance?

1	Yes	ContactInfo
2	No	Skip to END

<----- Page Break ----->

ContactInfo:

Please provide your first name, company name, and email address for Enterprise Florida to contact you for more information or assistance.

Please note that the survey will remain anonymous. Your contact information will be stored separately from the remainder of your survey responses and used only to reach out to you for assistance.

First Name:

Company Name:

Email Address:

Required

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Complete:

Thank you for completing this survey. Have a great day!