



WHITE PAPER
December 2009

2009 RAM Customer Survey **The Results Are In!**

As part of RAM's continued commitment to provide quality products and services to the EMS community, we recently surveyed our customers regarding their current satisfaction levels. This annual customer survey is designed to assess satisfaction across a wide range of attributes, such as system performance, product quality, technical support, training, web hosting/billing/consulting services, and overall satisfaction with RAM.

This year, thirty eight percent of RAM's customers participated in our survey. We would like to express our sincere appreciation for the time and effort our customers committed to taking the survey – Thank you.

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In the pages that follow, we will provide a summary of the results, as well as a preliminary action plan based on our analysis of the responses.

Survey Says...

- 91% of our customers who responded would recommend RAM's Products and Services to other EMS providers.
- 93% of our customers who responded are satisfied with their customer support experience, with over 53% of the 93% stating they are *very* satisfied.



- In customer support response and resolution time and overall satisfaction with support personnel, RAM's weighted average, on a scale of 1-5, is 1.5 (where 1 is Excellent and 2 is Good).
- In AIM System product installation, design and appearance, overall reliability and performance, and value relative to cost, RAM's weighted average, on a scale of 1-5, is 1.8 (where 1 is Very Satisfied and 2 is Satisfied).

In customer support satisfaction, RAM's weighted average, on a scale of 1-5, is 1.5 (where 1 is Excellent and 2 is good).

Thoughtful Consideration...

Although overall, we are pleased with this year's performance, we remain a bit humble in that we could not meet all of our customers' needs. The feedback provided in our yearly survey and through our ongoing customer suggestion queue is at the center of every enhancement, new product and new service decision that is made at RAM. We pledge to do our best to meet total customer satisfaction, now and in the years to come.

We are also sensitive to the state of our economy and the pressures it has put on both government run and private business. As a result, we are constantly looking for ways to work even more efficiently to save you money. The proof of our commitment is that **we haven't raised our support prices in over five years!** None of our major competitors can say this.

The Majority Rules...

When asked what new products and/or services our customers would like to see next, the top ranked responses were:

- Secure, Remote Back-up/Disaster Recovery Services
- In House Collections Module



- Configurable AIM Alerts for Accounts, Payors, etc.
- AIM Scheduler
- User Group/Forums and Enhanced Training Options

Taking Action...

RAM has already completed two planning sessions relative to customer interest in a Remote Back-up/Disaster Recovery Service. More recently, we have started formulating proof of concept and, in January 2010, plan to further define the vision and scope of this project. We will be sure to share our progress with you over the next few months.

Your continued feedback is invaluable to RAM, and supports our endless quest in pursuing your Total Satisfaction.

RAM is also actively working on developing a new AIM In House Collections Module, which will easily integrate with your existing AIM Billing and Accounts Modules. This product is planned for release towards the end of the first quarter of 2010.

Planning sessions are being scheduled to consider the rest of the suggested opportunities for enhancements in March of 2010.

Thank You...

We sincerely thank all of you that participated in the 2009 survey process. Your continued feedback is invaluable to RAM, and supports our endless quest in pursuing your Total Satisfaction.