



RAINMAKER & SUN

SpeechEasy Customer Satisfaction Survey

OVERVIEW:

In April of 2004 Rainmaker & Sun Integrated Marketing was retained by Janus Development, manufacturers of SpeechEasy devices, to conduct a customer satisfaction survey of 2,548 people who have purchased SpeechEasy devices since they were introduced to the public in 2001.

OBJECTIVE:

The intent was to garner objective, accurate feedback concerning the “real world” performance value of SpeechEasy fluency devices.

METHODOLOGY:

Rainmaker & Sun created a questionnaire and mailed it to 2,548 customers, each whom had been fitted with a SpeechEasy device since its introduction in 2001. Customers had the option of filling out a hard copy of the survey and returning it by mail, or answering the same survey online. The online survey was on a secure web server operated by Rainmaker & Sun. The online survey was password protected with each customer having to enter a unique, pre-assigned code in order to access the survey. This password protection further ensured the identity of the respondent and neutralized the threat of someone answering the survey more than once. Online results were tabulated and viewable on a real-time basis. Of those responding to this survey, approximately 80% did so online with the balance providing hard copies via return mail.

RESULTS:

Of the 2,548 people who received the survey, 489 (19%) responded, which is a large and statistically relevant sample size. Following, you will find their responses broken into two sections:

Section 1: Summary of the key findings.

Section 2: Raw data, including questions and actual responses; tabulated with percentages.*

*As a note, you may notice in Section 2 that there is some fluctuation in the total number of respondents from one question to the next. As the quantity of respondents for each question were recorded exactly as received, with no alterations, these numbers simply reflect that all respondents did not answer all questions. This does not impact the validity of key findings, as the sample size for each question remained over 425 people (with the majority being over 460 responses).

SECTION 1: KEY FINDINGS

- 1) Over 80% of SpeechEasy customers are satisfied with their decision to obtain a SpeechEasy device.
- 2) Over 90% would recommend that those who stutter consider SpeechEasy devices as a treatment option.
- 3) On a scale of 1 to 10, with "10" being fluent and "1" being extremely disfluent, over 65% rated themselves a "5" or less prior to obtaining a SpeechEasy device. After obtaining a SpeechEasy device, 75% rated themselves a "7" or higher.
- 4) 2 out of 3 reported that their fluency continued to improve the longer they wore the device.
- 5) 2 out of 3 reported that results from the device met or exceeded their expectations.
- 6) Approximately 80% would still purchase a SpeechEasy device if they had the choice to make over again.
- 8) Over 80% reported improved satisfaction with their progress towards fluency during speech therapy sessions when wearing their device as compared to their progress in speech therapy sessions prior to having a device.
- 9) Over 85% reported a heightened sense of confidence, freedom and/or self-reliance, as well as an improvement in social and professional relationships.
- 10) 3 out of 4 report a positive to very positive impact in their lives.
- 11) 2 out of 3 report a good degree to a dramatic improvement in fluency.
- 12) Whether improvements in fluency were moderate or significant, benefits were reported in:
 - Day-to-day conversations - Business Meetings
 - Reading aloud - Telephone calls
 - Presentations and speaking in front of audiences.
- 12) Approximately 70% wear their device 5-7 days a week.
- 13) Over 70% wear their device at least 4 hours per day and about 45% wear it 7 or more hours per day.

SECTION 2: RAW DATA - SURVEY QUESTIONS AND ANSWERS.

1. How long have you owned your SpeechEasy device?

1 -3 MONTHS	11.08%	(51/460)
4-6 MONTHS	20.00%	(92/460)
7-12 MONTHS	50.22%	(231/460)
13-18 MONTHS	10.65%	(49/460)
19-24 MONTHS	6.08%	(28/460)
25 MONTHS +	1.96%	(9/460)

AVERAGE: 0.807 years

2. What is your age?

AVERAGE: 34.301 years

3. What is your sex?

MALE: 78.5% (377/480)
FEMALE: 21.5% (103/480)

4. During an average week, how many days do you wear your SpeechEasy device?

1 DAY:	8.8%	(38/433)
2 DAYS:	5.1%	(22/433)
3 DAYS:	9.5%	(41/433)
4 DAYS:	9.2%	(40/433)
5 DAYS:	22.2%	(96/433)
6 DAYS:	11.5%	(50/433)
7 DAYS:	33.7%	(146/433)

5. In an average day, how many total hours do you wear your SpeechEasy device?

LESS THAN 1 HOUR:	10.4%	(47/454)
1-3 HOURS:	18.7%	(85/454)
4-6 HOURS:	26.4%	(120/454)
7-9 HOURS:	22.5%	(102/454)
10-12 HOURS:	12.3%	(56/454)
MORE THAN 12 HOURS:	9.7%	(44/454)

6. On a scale of 1-10, how would you rate your level of speech fluency prior to getting the SpeechEasy device, assuming 1 is extremely disfluent and 10 is fluent?

1:	3.4%	(16/471)
2:	7.2%	(34/471)
3:	14.9%	(70/471)
4:	18.9%	(89/471)
5:	22.5%	(106/471)
6:	15.7%	(74/471)
7:	10.4%	(49/471)
8:	5.1%	(24/471)
9:	1.3%	(6/471)
10:	0.6%	(3/471)

7. On the same scale of 1-10, how would you rate your current level of speech fluency when wearing the SpeechEasy device, assuming 1 is extremely disfluent and 10 is fluent?

1: 0.6 % (3/464)
2: 1.1 % (5/464)
3: 3.4 % (16/464)
4: 5.8 % (27/464)
5: 8.5 % (39/464)
6: 5.8 % (27/464)
7: 16.6 % (77/464)
8: 30 % (139/464)
9: 24.1% (112/464)
10: 4.1% (19/464)

8. Overall, are you satisfied with your decision to obtain a SpeechEasy device?

YES: 80.6% (371/460)
NO: 19.4% (89/460)

9. Please let us know in which situations SpeechEasy has improved your fluency.

BUSINESS MEETINGS: 30.266% (148/489)
PHONE CONVERSATIONS: 59.918% (293/489)
PERSONAL CONVERSATIONS: 63.395% (310/489)
WHILE DINING OUT: 30.266% (148/489)
SPORTING EVENTS: 6.135% (30/489)
PUBLIC-SPEAKING SITUATIONS: 40.491% (198/489)
OTHER: 19.427% (95/489)
NONE OF THE ABOVE: 6.544% (32/489)

10. Since wearing your SpeechEasy device, have you experienced any of the following?

IMPROVED PERFORMANCE AT WORK: 21.677% (106/489)
OBTAINING A BETTER JOB: 4.703% (23/489)
LESS STRESS WITHIN PERSONAL REALTIONSHIPS: 33.742% (165/489)
LESS STRESS AMONG BUSINESS REALTIONSHIPS: 29.243% (143/489)
IMPROVED SELF-ESTEEM: 51.738% (253/489)
IMPROVED QUALITY OF LIFE: 30.879% (151/489)
IMPROVED SOCIAL RELATIONSHIPS: 37.014% (181/489)
IMPROVED SELF-CONFIDENCE: 60.941% (298/489)
OTHER: 7.975% (39/489)
NONE OF THE ABOVE: 15.542 % (76/489)

11. Which statement best reflects your opinion?

SPEECHEASY HAS MADE...

A VERY POSITIVE IMPACT ON THE QUALITY OF MY LIFE. 18.6% (87/464)
A POSITIVE IMPACT ON THE QUALITY OF MY LIFE. 57.1% (265/464)
NO IMPACT ON THE QUALITY 21.1% (98/464)
A NEGATIVE IMPACT ON THE QUALITY OF MY LIFE. 3.0% (14/464)

NOTE. The 'negative impact' indicated above relates to client disappointment over the failure to obtain expected results. In no cases were there any reported side effects relating to physical harm or disability.

12a. Which of the following statements best reflects your experience with Speech Easy in **the first two months** of having your device?

THERE WAS...

NO IMPROVEMENT IN MY FLUENCY:	5.8%	(27/467)
A LITTLE IMPROVEMENT IN MY FLUENCY:	29.3%	(137/467)
A GOOD DEGREE (MORE THAN A LITTLE) IMPROVEMENT IN MY FLUENCY:	43.0%	(201/467)
A DRAMATIC IMPROVEMENT IN MY FLUENCY:	21.8%	(102/467)

12b. Which of the following statement best reflects your **current** experience with SpeechEasy as compared to when you first started wearing it?

MY LEVEL OF FLUENCY HAS...

STAYED THE SAME SINCE I FIRST STARTED USING SPEECHEASY:	34.2%	(156/456)
IMPROVED SINCE I FIRST STARTED USING SPEECHEASY:	49.6%	(226/456)
DECLINED SINCE I FIRST STARTED USING SPEECHEASY:	16.2%	(74/456)

13. Prior to obtaining your SpeechEasy device, did you participate in any form of speech therapy with a speech language pathologist?

YES: 79.9% (377/472)
NO: 20.1% (95/472)

If yes, on a scale of 1-10, please rate how satisfied you are with the progress made in your fluency, with 1 being completely unsatisfied and 10 being very satisfied.

1:	9.1%	(34/373)
2:	15.0%	(56/373)
3:	15.8%	(59/373)
4:	10.7%	(40/373)
5:	18.2%	(68/373)
6:	8.0%	(30/373)
7:	8.6%	(32/373)
8:	9.4%	(35/373)
9:	2.1%	(8/373)
10:	2.9%	(11/373)

14. Since purchasing your SpeechEasy device, have you received any form of speech therapy in conjunction with the device?

YES: 22.0% (103/467)
NO: 78.0% (364/467)

If yes, on a scale of 1-10, please rate how satisfied you are with the progress made in your fluency, with 1 being completely unsatisfied and 10 being very satisfied.

1:	5.5%	(6/110)
2:	4.5%	(5/110)
3:	3.6%	(4/110)
4:	7.3%	(8/110)
5:	11.8%	(13/110)
6:	10.0%	(11/110)
7:	19.1%	(21/110)
8:	21.8%	(24/110)
9:	10.0%	(11/110)
10:	6.4%	(7/110)

15. Which statement best reflects your feelings regarding your SpeechEasy device?

**SPEECHEASY MET MY EXPECTATIONS
IN TERMS OF HOW IT HELPED MY FLUENCY** 46.4% (215/463)

**SPEECHEASY EXCEEDED MY EXPECTATIONS
IN TERMS OF HOW IT HELPED MY FLUENCY.** 17.3% (80/463)

**SPEECHEASY FELL SHORT OF MEETING MY EXPECTATIONS
IN TERMS OF HOW IT HELPED MY FLUENCY.** 36.3% (168/463)

Note: Of the clients above who responded that SpeechEasy 'fell short of meeting my expectations', we found that many learned about SpeechEasy through a nationally broadcasted television show. This show left viewers with the false expectation that, subsequent to attaining a SpeechEasy device, a user becomes instantly and completely fluent. So while the user may have experienced some improvement in fluency, it may not have been to the extent that they originally anticipated. However, as can be seen by the results in the question below, there was still enough improvement to make the majority of them satisfied overall with the device's performance.

16. If you had the choice to make again, would you still purchase a SpeechEasy device?

YES: 78.9% (361/457)
NO: 21.1% (96/457)

17. If a person who stuttered asked you if they should consider SpeechEasy as an option to help improve their fluency would you:

SAY YES, SPEECHEASY IS AN OPTION WORTH CONSIDERING: 90.6% (423 / 467)
SAY NO, SPEECHEASY IS NOT AN OPTION WORTH CONSIDERING: 9.4% (44 / 467)