



PRESS RELEASE

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ONCE AGAIN PCML STANDS OUT FROM THE CROWD!

The Directors of PCML were overjoyed to be welcomed back on stage, by TV presenter Eamonn Holmes, at the 11th annual Evening Telegraph Business Awards held on Friday 17th November 2006 in the Holiday Inn, Peterborough, this time to receive the Customer Care Award for 2006.

PCML first became winners of the Evening Telegraph Business Awards when they became Small Growing Business Champions in 2003, as a result of their phenomenally fast business growth and success.

The Evening Telegraph Business Awards are held annually to recognise and celebrate the tremendous achievements of organisations in both the manufacturing and services sectors and their contribution to the economic prosperity of the region.

To win the award PCML had to demonstrate a high standard of customer service and staff training programmes which accentuated the importance of pleasing the customer.

Factors taken into consideration, by the panel of independent experienced judges comprising of leading regional business men & women, included how staff were trained and motivated to meet customers' demands.

The judges also looked for evidence of customer service over and above that which is normally expected by customers from their suppliers or partners.

Finally the judges looked for evidence of how PCML tracked customer care performance and how the business benefited from offering top class customer service.

On receiving the award PCML Commercial Director Gavin Goates said: "We are absolutely delighted. In 2003 we won the Small Growing Business award and three years later we have gone on to win the Customer Care Award, a real vindication of our key corporate strategy of continuous improvement".

PCML is an accredited contract manufacturer of complex, precision-engineered components, assemblies and sub-assemblies for UK customers in high technology growth sectors.

The total satisfaction of their customers is a primary business goal and, to this end, it has developed a customer care strategy, which is aimed at continuously improving individual customer service through long term partnerships.

Customer satisfaction surveys are carried out annually. This information is fed back to the individual managers to facilitate any corrective or preventative action.

In addition it has developed a key customer account management strategy, which ensures each account has a dedicated manager. Customer care policies are communicated to all staff through training, HR policies and leadership.

David Jervis, Business Service Director of category sponsors Norwich and Peterborough Building Society, presented the award to PCML Directors Alan Goates, Diane Miller, Gavin Goates and Kevin Miller.

Finally according to Kevin Miller, Production Director "It is thanks to the dedication, skills and hard work of all our employees that we have developed an excellent reputation in our market place and I firmly believe that the Customer Care Award is recognition of that fact."

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Left to right: Eamonn Holmes, Alan Goates (PCML), Kevin Miller (PCML), Gavin Goates (PCML), Diane Miller (PCML), David Jervis (Norwich and Peterborough Building Society)