

INTERNATIONAL FINANCIAL CONSULTING

ATI Customer Survey

International Financial Consulting Ltd. has been engaged by the African Trade Insurance Agency (ATI) to determine ATI's impact on trade and investment into and within Africa since its establishment.

This survey is designed to obtain the views of participating customers of ATI's impact on their business.

Instructions for Completion:

The survey should take approximately 10 minutes to complete. Please respond here or print out the [PDF version available here](#) and fax (+1 613-742-7099) by **July 23, 2010**. If you have any problems or questions, please contact Diana Smallridge by phone at +1 613-742-7829, ext 21 or by email at DSmallridge@i-financialconsulting.com.

All individual responses will be treated with confidentiality and anonymity is assured.

Demographics

1. Industry

- Banking
- Insurance/Coinsurance/Reinsurance
- Agro-Processor
- Manufacturer
- Infrastructure Development
- Telecommunications & ICT
- Other: _____

2. Date of Establishment

3. Country of head office

4. Annual Turnover from 2006 to 2009

2006:	<input type="text"/>
2007:	<input type="text"/>
2008:	<input type="text"/>
2009:	<input type="text"/>

5. Export Turnover from 2006 to 2009

2006:	<input type="text"/>
2007:	<input type="text"/>
2008:	<input type="text"/>
2009:	<input type="text"/>

6. Top 5 Export Markets

1.	<input type="text"/>
2.	<input type="text"/>
3.	<input type="text"/>
4.	<input type="text"/>
5.	<input type="text"/>

7. Number of locally engaged (Africa) staff from 2006 to 2009

2006:	<input type="text"/>
2007:	<input type="text"/>
2008:	<input type="text"/>
2009:	<input type="text"/>

Relationship with ATI**8. How long have you used ATI?****9. Which of ATI's Products do you utilize?**

- Credit Risk Insurance Whole Turnover
- Credit Risk Insurance Specific Buyers
- Political Risk Insurance

For Credit Risk Insurance Policy Holders

[If you are not a credit risk insurance policy holder, please skip to question 15](#)

10. What are your typical terms of trade?

- Open Account
- Bank Collection (DA/DP)
- Letter of Credit
- Cash on Delivery
- Cash in Advance
- Other:

11. What are your reasons for using ATI? (1 is strongly disagree, 5 is strongly agree)

	1	2	3	4	5
Access to more bank financing.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My bank required it.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Approval of/Comfort with my buyers.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Greater certainty of cash flow.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Letters of credit too expensive or uncompetitive so prefer to sell on open account terms.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Price.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Only reliable insurer on African market/covering African trade risks.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality of coverage.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rating.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

12. Benefits of using ATI for credit risk insurance customers (1 is strongly disagree, 5 is strongly agree)

	1	2	3	4	5
Because of ATI, my business has grown.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Because of ATI, I understand better the risks of exporting.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Because of ATI, I have been able to sell to new customers.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Because of ATI, I have expanded into new markets.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Because of ATI, I have been able to offer more competitive terms to customers.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Because of ATI, my bank has extended my line of credit.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Because of ATI, my bank has extended my credit line.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Because of ATI, my business has been able to increase its number of staff.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Because of ATI, I have been able to hire staff with greater expertise.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Because of ATI, I have managed to avoid losses from delinquent buyers.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Because of ATI, I have more awareness of environmental and social issues.



13. **By what percentage do you believe your business has grown in the last five years due to utilization of ATI's products?**

14. **Because of ATI, your business has been able to increase its number of staff by what percent?**

For Political Risk Insurance Policy Holders

[If you are not a political risk insurance policy holder, please skip to question 19](#)

15. **Benefits to ATI political risk insurance customers (1 is strongly disagree, 5 is strongly agree)**

	1	2	3	4	5
Without ATI political risk insurance, I would not have participated in the project tender.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Without ATI political risk insurance, I believe my competitors would not have participated either.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

16. **Specific country coverage of political risk insurance policy (Top 5)**

1.	<input type="text"/>
2.	<input type="text"/>
3.	<input type="text"/>
4.	<input type="text"/>
5.	<input type="text"/>

17. **Because of the project, the number local staff grew by an average of**

- <10
- 10<25
- 25<100
- >100

18. **Without ATI political risk insurance, I would have submitted a different price in the tender because of the increased risk profile**

- Less than 5%
- 5%>10%
- 10%>25%
- More than 25%

General

19. Rate ATI's performance (1 being very poor and 5 being excellent).

	1	2	3	4	5
Speed of underwriting process.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Professionalism of staff.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality of insurance contract.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Flexibility of accepting amendments/extensions.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality/integrity of claims handling process.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

20. Do you have any comments or suggestions?**Contact Information (Optional)****First Name****Last Name****Title****Company****City****Phone****Email**

Does International Financial Consulting Ltd have permission to contact you should they have further questions?

- Yes
 No
