



ENTERPRISE FLORIDA
2022 CLIENT
SATISFACTION SURVEY
RESULTS REPORT



Results Report of Surveyed Business Development and
International Trade Clients

PREPARED BY C3RESEARCH
SUMMER - FALL 2022





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 2021-2022 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 31% surpassing the necessary response rate of 25%.

Business Development Clients

- **100%** of the **Business Development Clients** (N=27) indicate they are **Satisfied** with the overall service they received, by rating them as a **6** or higher on the 10-point scale.
- **96.7% 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:
 - **93%** are satisfied with “Responses to questions and inquiries”
 - **93%** are satisfied with “Working with your company and local partners”
 - **93%** are satisfied with “Incentives application and approval”

International Trade Clients

- **99%** of the **International Trade Clients** (N=84) indicate they are **Satisfied** with the overall services provided, by rating them as a **6** or higher on the 10-point scale.
- **95%** are **Very Satisfied** overall, giving a rating of **9 or 10**.
- **95%** 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 94%**.
- 2022 is the twenty first consecutive year of very high ratings from International Trade clients.

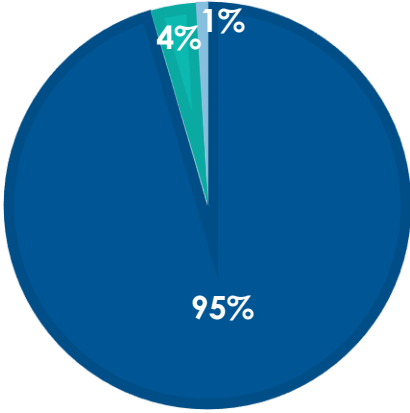
CLIENT SEGMENT SAMPLE SIZES & RESPONSE RATES:

	Eligible Respondents	Returned Surveys	Response Rate	Range of Error*
Business Development	79	27	34%	±15%
International Trade	277	84	30%	±9%
Total	356	111	31%	

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

**OVERALL SATISFACTION
(N=111)**

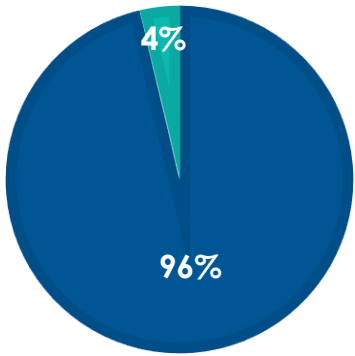
■ Very Satisfied (9-10) ■ Satisfied (6-8) ■ Not Satisfied (1-5)



Of the **111 Total Responses**, **99% 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=27)

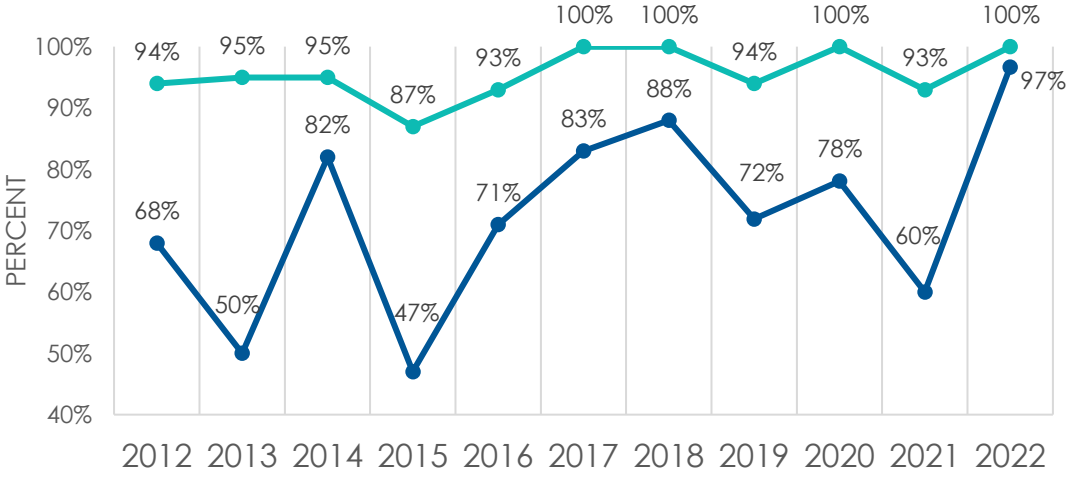
■ Very Satisfied (9-10) ■ Satisfied (6-8)



100% 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. 96.7% are Very Satisfied, rating it as a 9 or 10, and 3.7% are Satisfied, rating it between 6 and 8.

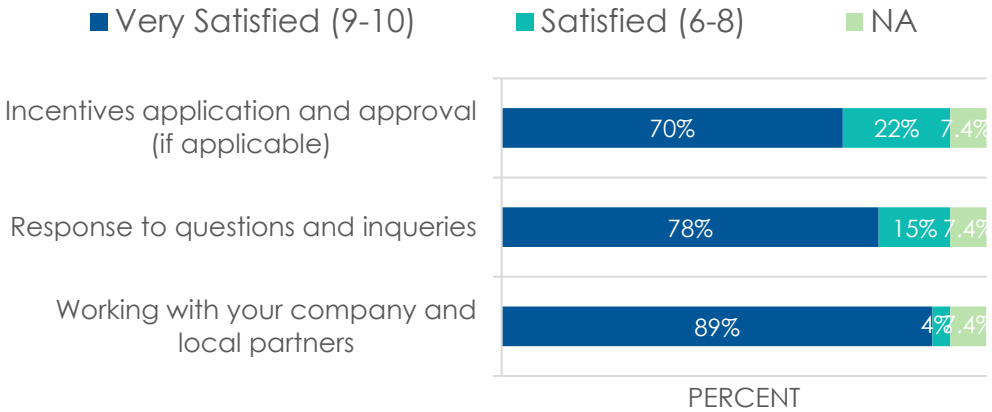
BUSINESS DEVELOPMENT: OVERALL SATISFACTION TREND

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



BUSINESS DEVELOPMENT SPECIFIC AREAS

N=27

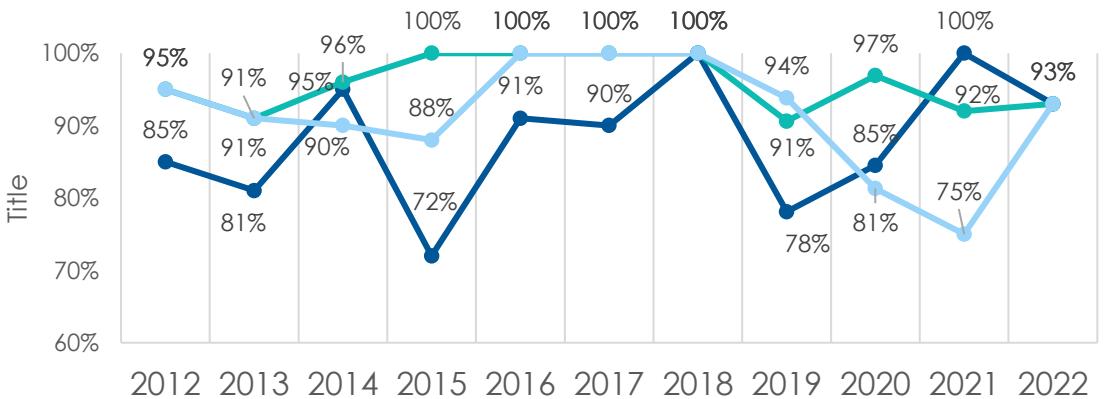


On average, 93% of the Business Development Clients indicate they are 'Satisfied' with the applicable business development services they received, rating them as a 6 or higher on the 10-point scale.

BUSINESS DEVELOPMENT: SPECIFIC AREAS TREND

N=25

- Incentives application and approval (if applicable)
- Response to questions and inquiries
- Working with your company and local partners

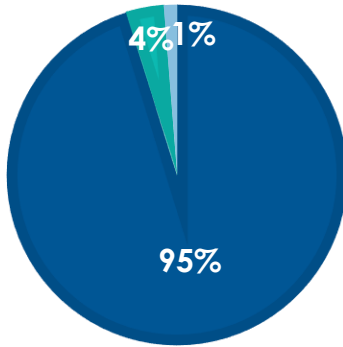


The trend of improvement continues with clients' satisfaction of the Business Development Specific Areas of Services. 93% indicate they are Satisfied with the all 3 of the areas of service they received, by rating them as a 6 or higher on the 10-point scale. More than 70% are Very Satisfied with all 3 areas of Business Development services.

INTERNATIONAL TRADE: OVERALL SATISFACTION

N=84

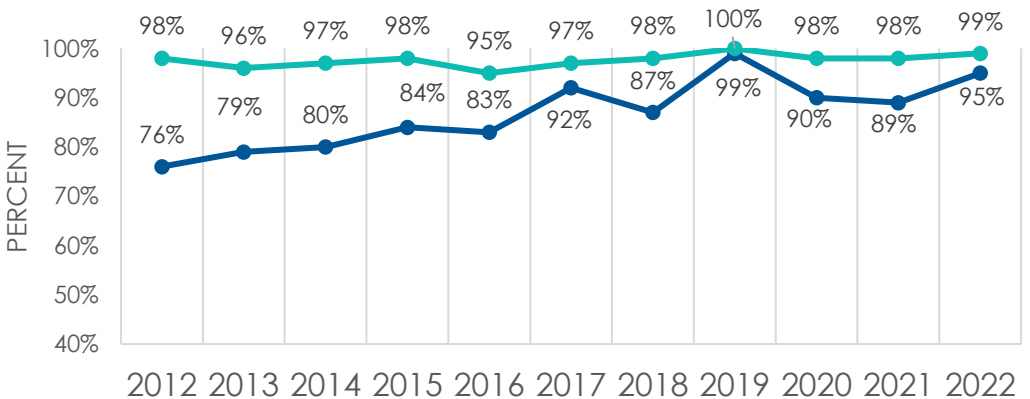
■ Very Satisfied (9-10) ■ Satisfied (6-8) ■ Not Satisfied (1-5)



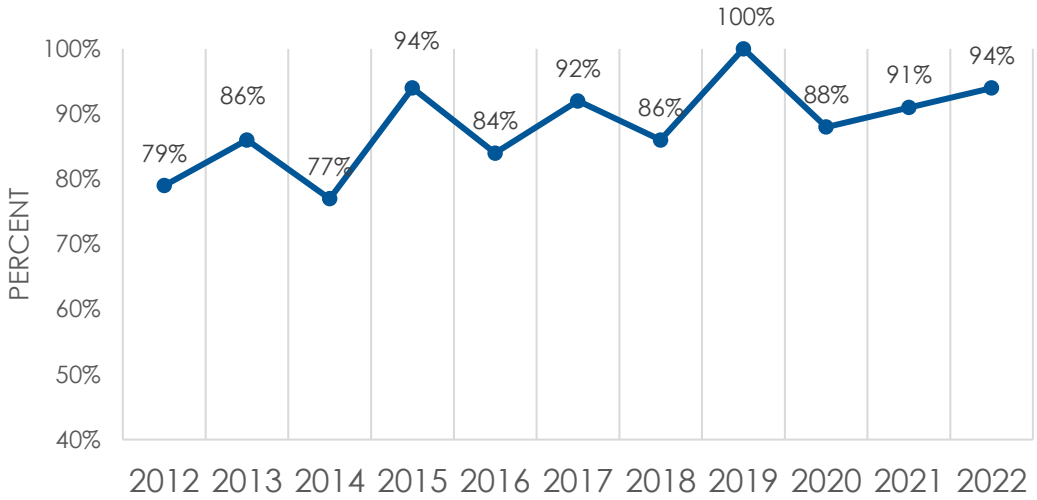
In total, **99% of the International Trade Clients indicate they are Satisfied or Very Satisfied** with the overall services provided, by rating them as a 6 or higher on the 10-point scale. 95% are Very Satisfied, giving a rating of 9 or 10, and 4% are Satisfied, giving a rating of 6 through 8.

INTERNATIONAL TRADE: OVERALL SATISFACTION TREND

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



INTERNATIONAL TRADE: NET PROMOTER SCORE N=84



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).

95% 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 94%**, which is a very good NPS rating in general.

International Trade Client Comments

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

- A rating out of 10 doesn't do Larry or Enterprise justice - they have been absolutely FANTASTIC, and it is through them that we have been able to exhibit at the global boat shows that normally we wouldn't have been able to - we owe a huge debt of gratitude to you all, especially Larry.
- All the people with whom I spoken and worked from the Enterprise Company have been very correct, friendly, and very professional, they have always given us great help. I congratulate them I and think they are excellent.
- As long as the certificate request is correct , the results will also be correct, and received next work day. Ms. Roxana santamaria is very helpfull and will try her best to help in any event. Thanks regards mario r. Trevilla international sales department trujillo and sons, inc.
- Concerted efforts by EFI to link Florida business with businesses in Africa by supporting US-Africa Trade Investment conference and Trade Expo like the annual AfrICANDO in partnership with Miami Dade County is increasing Florida Trade numbers and expanding African Tourism to Florida
- continue advising and assisting
- EFI has been very helpful in helping my company make it to a big international trade show in 2021. We have also worked with EFI in the past at the US pavilion before venturing out on our own and the support from the team has been excellent.
- EFI has helped me a lot in navigating the world of international trading.
- EFI has helped us open new markets and find new customers. We are grateful for what they do and their support of our efforts to grow our company. We highly recommend the organization and the team members that we have worked with.
- EFI is a great state-wide partner for local EDOs. Their care for partnerships and promoting different Florida regions is evident. We have partnered with EFI for many years, and their services continue to improve by coming up with new/ alternate/ different ways to approach business development in all areas including FDI and global trade. We appreciate the support offered by each of the project managers and other staff. Thank you for a solid partnership!
- EFI is a very important partner in our line of work and I wouldn't get the number of important leads that I receive without them. They are a wonderful organization to work with.
- EFI is very helpful for small businesses in FL. In our own experiences, we have used the grant reimbursement programs for international trade shows and gold key match maker meetings in several different countries. Without the grants, there would be no feasible way for a company our size to exhibit with such a large presence.

International Trade Client Comments

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

- EFI provides a great service for businesses trying to enter new markets internationally by helping expedite the relationship building with prospects and identifying possible challenges/risk.
- EFI was great to work with, introduced us to other "like" companies in FL and, in turn, opened up new opportunities for us. EFI was perfect and very thorough to work with and we look forward to future endeavors with them too!
- Enterprise Florida does a wonderful job with the organization and management of the Export Sales Trade Missions they offer. The meetings are very well targeted and meaningful, and I have always had good results to do business and expand our export sales.
- Enterprise Florida has been a great partnership for our small business which has opened the doors to several business opportunities that we would not have had the luxury to doing on our own. We are also very thankful to receive grants for tradeshow so we can expand our brand and company offerings. The people assisting with all these tasks are wonderful to work with such as Mike Cooney and Thursa Hyland! Thank you so much! The AeroStar Team
- Enterprise Florida has been instrumental in HERNON's international marketing effort. At every turn, we have found them supportive and eager to help us boost exports by mitigating the cost of successful new trade shows. Helping us explore new markets and get the HERNON name and product line internationally recognized has led to dozens of new customers and helped maintain relationships with some customers that would have otherwise been very difficult to see in person. For a growing company like HERNON, having a consistent partner like Enterprise Florida has been invaluable. Thank you!
- Enterprise Florida International (EFI) is comprised by a team of dedicated professionals who strive to assist the Florida exporters in increasing their international exposure, find the correct tools to increase their export revenues and learn about the different tools available to improve their companies.
- Enterprise Florida is a critical resource for small and medium enterprises who are growing their businesses by exporting to our countries. The trade shows and trade missions, together with available trade grants, are a game changer for these companies. An invaluable resource for companies entering new foreign markets and/or expanding their market share in existing markets.
- Enterprise Florida is a great organization where the service and guidance provided to help increase the business internationally and eventually grow the company by revenue and by branding your name out there is priceless because it will take a lot of effort and forefront capital to be able to provide the marketing within the same shows where EFI takes us and provides help within the same.

International Trade Client Comments

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

- Excellent experience
- Excellent service and support.
- Excellent support year round.
- Faultless, efficient, timely, friendly, helpful, enthusiastic staff and service. Definitely no complaints. I wish that other Governmental agencies were as easy to do business with.
- Focus on knowing the communities outside of Tampa Orlando and Miami.
- From the moment I connected with them, they have been of tremendous assistance guiding us to the process of opportunities presented to Florida based companies. Has been through them that we have gotten more worldwide recognition and credibility. A number of opportunities have been presented and still going. Thank for what they provide and who they are.
- Great organization, assistance with exports
- Great team of people doing their best to help small companies like us export and be relevant in the international markets.
- Great Team, Excellent & Professional work. E-Florida Team & Programs, help a lot to our company in the Grow & Success.
- Happily do it again!
- Have always helped our companies grow in external markets. Provide advice, opportunities, and funding that allow smaller companies to participate in events they may have not been able to otherwise. Highly recommended.
- Have participated as a delegate on a couple of EFI lead trade missions. Found them to be well organized & effective.
- I have always had an excellent service from EFI, and we are very grateful at Perry for the assistance and innovative programs that help small manufacturers in Florida like us. Thank you, Michael
- I have been pleased with Enterprise Florida so far.
- I have worked with similar organizations in other states and none come even close to the level of support and access to programming we received from EFI
- I love the information about Florida exports on your website. Also, you do a great job with your outreach (e-mail and webinars).
- I participated in a recent trade mission to Egypt. I was introduced to a client with whom I hope to finalize a major sale. The trade show was very professionally planned and executed
- I think since COVID, TJ Villamil has done an outstanding job with his team in the international arena. They have been business than ever and very inclusive of all of us that are involved in international projects through business and government.

International Trade Client Comments

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

- I work mostly with the International division. My only suggestion would be that FDI leads need to be updated in a more timely fashion. The leads just seem to linger after we respond and we never hear anything about them again.
- It has been a pleasure working with Madison Lawson with Enterprise Florida. She has been so informative and helpful.
- ITC is very appreciative of EFI's support to Miami-Dade County. we work very closely with EFI's office led by TJ Villamil. In the past, we have benefited from EFI's grants and work very closely with your offices abroad. EFI does great work and is an excellent strategic partner for the County.
- Larry Bernaski of your Jacksonville office, our contact, knows how to move around within the state of Florida agencies and is beyond helpful to meet our company's needs. EFI provides an extremely valuable service to Florida Businesses.
- Let me start off by saying that the Enterprise Florida team, from Michael Schiffhauer down to every agent and assistant, are a wonderfully special team. Michael is one-of-a-kind and I know that Enterprise Florida would not be what it is today without him nor would there be half the success. Enterprise Florida continues to provide my manufacturing business with critical access to major medical trade shows around the world. The exposure to customers, distributors, and governments is invaluable and only made possible for a small business like mine due to Enterprise Florida, their pavilions, and the wonderful grants provided. Countries like China and others provide significantly more assistance to their companies. Their success is a direct result of leveraging capital and investment in business at all levels of business and for multiple marketing and sales channels. Therefore, Enterprise Florida's mission, the value they provide is to lend a helping hand to companies that truly need it, and to level a rigged playing field against adversaries whom have more resources and are better equipped. I have many other suggestions to expand the Florida Enterprise program that would greatly expand Florida's healthcare market share but those discussions wont fit here. So i will finish simply by saying Thank You for all you do.
- Madison and her team helped with all aspects of our grant for South America Sales Decks Translated and the Virtual meetings.
- Mike was great! Good experience, great service.
- More trade show and international business introduction opportunity
- My main contact has been Mike Cooney. This gentlemen has always been responsive and has kept us up to date as to new events as well as providing useful information concerning the air show events. It has been a pleasure working with him over these past several years. The EFI team, in general, has always been supportive to CONTINENTAL AIRCRAFT SUPPORT and it is greatly appreciated.

International Trade Client Comments

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

- need some leadership please
- New to Enterprise Florida. This has been very positive for Xtreme Aquatic Foods. We want to expand our market into the EU and UK and this show will be most helpful. Thank you - Andy Biro - Owner
- no
- Not only does EFI offer businesses a wide variety of help with international business, their representatives are friendly, knowledgeable and responsive.
- Our experience with EFI (Bernie) has always been very good. Both while in the USA and while attending trade shows. Great support in helping us grow internationally.
- Service is excellent, professional and import tool to assist small export company to compete in the international market.
- Thank you for all you do for Florida businesses
- Thanks to the help received from Enterprise Florida we were able to open new business relationships in Ecuador. Leading to future opportunities and revenues.
- The ease of the process of working with Enterprise Florida, coupled with the amount of opportunity and work we are already pursuing, is the main reason that I cannot endorse enough the benefits of our relationship.
- The EFI team is amazing. It's a Great support for Florida Companies.
- The focus on Aerospace by Enterprise Florida is fantastic. Mike Cooney and his team are great related to trade shows. IBT has been a great partner for international website development
- The Miami team has provided an excellent service and their response time to our requirements is highly accurate.
- The representatives were knowledgeable and professional in their follow up. Although we have not implemented the recommendations yet we have appreciated periodic follow up.
- TJ and Fernanda seized the opportunity to be present at the 2022 Florida Supply Chain Summit held in March 2022 in Tampa. The group of key business and international trade stakeholders were excited to hear from TJ on the opening panel and talk to him and his team throughout the Summit. In addition, Madison from the Tampa office sat on the Statewide Steering Committee and guided the group to engage key businesses and topics! Thank you!
- Trade services are top notch. Have heard from others that the investment team could be more inviting/friendly.

International Trade Client Comments

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

- Under the management of Andrea Moore we were very happy. She was responsive, professional, but most of all proactive. She reached out, made suggestions, and was a true partner in helping us setup meetings. We closed a deal with El Corte Ingles in Spain through this process. Since she left it has been the complete opposite. It takes many emails to get a response, actions are often not taken or completed, and there is zero proactiveness. We have had no calls or interaction with any opportunities in the last year, barring one (which we had to push hard to get responded from EFI). Such a pity, from a very engaging, ground breaking program to nothing. Perhaps due to one great employee, but perhaps due to other reasons we are not aware of. Dean
- Very helpful team. Roxana and miguel are great!
- Very professional
- Very professional and incredibly knowledgeable. Tremendous resource for our small business exporters.
- We are very appreciative of Enterprise Florida's ongoing support to take our products to the industry's international market. By providing us with a step grant we have a better opportunity to promote our products and services in the European and Asian regions.
- We have had a strong relationship with EFI for many years. Although the funding has changed throughout the years, we understand budget constraints and will work with what we are given.
- We have shared a professional relationship for many years in promoting international trade by conducting incoming and outgoing trade missions from/to Florida which have generated and achieved successful results. We appreciate EFI's support in accomplishing our goals. Thank you.
- We're fully satisfied to be working with EFI. Great jobs, great assistance, great staff. Due to internal issues, we couldn't continue from the beginning of 2022, but soon we will be back together with EFI, most likely, before the end of 2022. EFI is essential to our business plan.
- We've enjoyed working with Larry and Julie
- Your grant for Trade Shows allows us to exhibit in additional trade shows and has increased our company sales to Mexico. Thank you, Dennis Henderson International Sales Manager, Tri-Tronics Co.

Business Development Client Comments

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

- As a rural county, it is difficult to do all the things that we need to as funds are scarce. Over the last several years we have been awarded marketing grants, consulting grants, and site preparedness grants. The site preparedness grant actually has helped us land a manufacturing company. We (Suwannee County and Victor Leotta) had already done so much work on the property that we were able to answer questions immediately and alleviate any concerns that the company may have. The implementation of that one grant will mean millions of dollars of investment and numerous jobs for our community. In addition, the grants that have been awarded to NFEDP have helped all of our rural North Florida counties. One such example was the absolutely fantastic program that was provided to us by Chad Chancellor of The Next Move Group. Our entire community benefited from the program.
- BCDA is very grateful for the support for us as an organization and the continued support of Rural Counties Day that EFI has provided.
- EFI has assisted our county to complete projects that without their help and support would not have been a success!!
- EFI is doing a great job - only suggestion would be very helpful to know if our emailed reimbursement packets were received
- EFI staff are always willing to go the extra mile to provide support to local EDO's.
- Every time we talked and needed help, we were very well attended and had answers in a consistent time.
- I generally had to wait over a week for email replies.
- It is a pleasure to work with Jeff and Mrs. Diane. Their response is always quick and helpful.
- It is a pleasure working with EFI
- Jordan Boatright did an excellent job in arranging meetings for my company's set up in Florida
- The efforts and resources targeting our Rural Counties in Florida (our focus) over the past 3 years has been tremendous. I want to especially point out the efforts of Michelle Boyland and Destin Wells as they have strived to provide additional resources to enable Rural Florida's competitiveness, and implemented great flexibility in programs meeting the needs of our counties and communities.
- Tim Johns has gone out of his way to assist us, Fincantieri, as we evaluated and eventually selected NE Florida for a new shipyard.
- Used this funding for economic development strategic plan a couple of years ago. The team was great to work with
- We greatly appreciate the support and assistance we receive from EFI, especially the grant opportunities made available to rural, fiscally constrained counties.

Business Development Client Comments

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

- The EFI Rural Expansion Toolkit grants have been very beneficial to the 14-county North Florida Economic Development Partnership (NFEDP) region, and I commend the program manager and her new assistant for management of the tremendous workload all of these grants have brought. It might be a positive thing if Michelle had additional staff due to her travel duties for EFI Stakeholders, regional outreach and many other marketing activities. For the NFEDP region alone, conceivably 43 grants could be applied for, reviewed, approved, grant agreement preparation and coordination, and review and approval of deliverables and reimbursements, and issuance of reimbursement payments. There are 18 other rural counties that theoretically could also apply for 3 grants each with equal 54 additional grants. The NFEDP counties are distressed financially and it would be beneficial if their reimbursements were received quickly.
- The EFI staff is always diligent is responding to our questions and inquiries. They want to know how they can help and provide support to our rural economic developers in their venture to create jobs in Florida.
- The Rural Toolkit has been a phenomenal asset to smaller communities like Columbia County. These grants have allowed for me to focus my budget on other critical items that may not get funded otherwise, specifically around planning and marketing. The Project Managers and other supporting folks are always available to assist and look for ways to say yes. I appreciate Columbia County's relationship with EFI and am confident that we will continue to work together to build a sustainable future for many generations of Floridians. The area that I wish could be improved on is surrounding project status communication. Often times there are projects that we feel would be a perfect fit but never hear anything else about them once we've submitted our response. I understand that many times it is out of EFI's hands, however a tracking system that could be shared universally without unauthorized edits, would be helpful. Thank you for all of your continued support of Rural Florida!
- The team at Enterprise Florida has been an indispensable source of local information.
- These small EFI grants have permitted the opportunity for us to promote our rural County with and identify sites, and have made significant impact on our Eco Dev efforts in a County with volunteers.
- They are such a wonderful resource. They help us often. Always only a phone call away. Thanks
- They were very responsive to all questions no matter how trivial. Timelines and deadlines were well documented and reminders were also timely and well received. Information was clearly presented.

Enterprise Florida 2022 Business Development Satisfaction Survey

Thank you for participating in this survey.

Enterprise Florida's records indicate that you worked with them between July 1, 2021 and June 30, 2022. 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.

← Page Break →

Overall Satisfaction:

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	

← Page Break →

BusDevArea Satisfaction:

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:

	[Randomize]	Not at all Satisfied										Extremely Satisfied										NA	
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	
1	Incentives application and approval (if applicable)																						
2	Response to questions and inquiries																						
3	Working with your company and local partners																						

← 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	

Comment:

Please share any comments or suggestions you have for EFI:

← Page Break →

Interest Contact:

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

1	Yes	
2	No	

← Page Break →

Contact Info:

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 not be attached to your survey responses.

First Name:**Company Name:****Email Address:****Required**

←-----Page Break-----→

Complete:

Thank you for participating in this survey! We appreciate your help.

Enterprise Florida 2022 International Customer Satisfaction Survey

Thank you for participating in this survey.

Enterprise Florida's records indicate that you worked with them between July 1, 2021 and June 30, 2022. 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.

Overall Satisfaction:

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					Neutral					Extremely Satisfied
1	2	3	4	5	6	7	8	9	10	

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

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 ----->

Will To Comment:

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

1	Yes	
2	No	

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

Comment:

Please share any comments or suggestions you have for EFI:

[Empty text box for comments]

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

Interest Contact:

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

1	Yes	
2	No	

<----- 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 not be attached to your survey responses.

First Name:**Company Name:****Email Address:****Required**

←-----Page Break-----→

Complete:

Thank you for participating in this survey! We appreciate your help.