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## Launching the New Speedboard Brochure

We are very proud to launch our new eight page company brochure, detailing the full range of services offered by Speedboard. Andy Thwaites, Speedboard's Sales & Business Development Director comments:

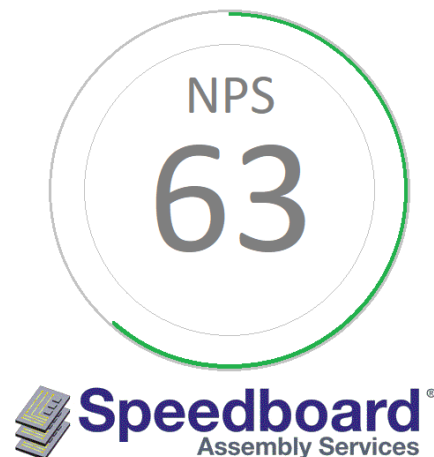
"We felt that it was important to produce a brochure which clearly sets out Speedboard's purpose as a business and highlight the many ways that we can help our customers. For us it is simple – we aim to build long lasting relationships with our customers based on providing a combination of excellent service, on time delivery and customer focused attitudes."

For a copy of the brochure, please give us a call.



## Speedboard Post Net Promoter Score of 63%

We are delighted to report a Net Promoter Score (NPS) of 63% following our very first NPS survey conducted in March 2018.



We engaged an independent consultant to call at least three key customer contacts at each of our customers. These included the CEO, Head of R&D and our daily point of contact.

- We had a 90% response rate by contact
- We had a 100% response rate by customer (i.e. at least 1 person responded from every customer)
- We had 0 detractors (scores from 0 – 6)
- We had 16 passives (scores from 7 – 8)
- We had 27 promoters (scores from 9 – 10)

**This gives a NPS score of 63%**

Neil Owen, Speedboard's Managing Director comments: "There is always room to improve and Speedboard has a great history of continuous improvement. However, we are absolutely delighted with these scores and the positive feedback from our customers. We will now use the data to help identify further opportunities to "wow" our customers over the coming years."

### The Net Promoter Score & Net Promoter System

The Net Promoter Score is a customer satisfaction, customer experience and loyalty indicator that measures the likelihood of customers recommending a company, product or service to a friend or colleague. The Net Promoter Score asks one question which rates responses based on a 0 to 10 scale.

## Speedboard Post Net Promoter Score of 63%

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For more information and industry scores please visit: <https://npsbenchmarks.com>

The Net Promoter Score® is a customer loyalty metric originally formulated by Fred Reichheld, Bain & Company and Satmetrix in 2003.

It segments customers into three types based on a 0 to 10 scale: passives, detractors and promoters.

With the Net Promoter Score companies can gauge the health of their customer experience programme, and in turn work to improve their customer experience with the Net Promoter System®.

Source of information: [npsbenchmarks.com](https://npsbenchmarks.com)

## Speedboard continues to support Old Apostolic Church (England) & Trussell Trust

The Old Apostolic Church (England) once again thanked Speedboard for their generosity in support of the Trussell Trust's Stop UK Hunger food drive campaign for a second time following the success of the 2016 campaign.

The Trussell Trust was set up in 1997 to bring communities together, regardless of faith, to end hunger and poverty in the UK.



Speedboard's Purchasing Manager, (Priest) Brendon Jones is an officer of the church and was delighted when Speedboard's employees responded generously to the request for donations, this time not only filling the boot of his car, but also the back seats, with tinned food, cereals, pasta and more. In addition to the support of Speedboard's employees, one of Speedboard's suppliers, Avnet, also made a large contribution to the appeal.

The donations were delivered to the regional Trussell Trust Food Bank distribution centre in Aldershot and gratefully received by managers Colin and Daphne Williams.

## Top supplier award presented to NCAB Group UK Ltd



Left to right: Howard Goff, Managing Director, NCAB Group UK; Ryan Pellow, Sales Director – New Business Development, NCAB Group; Karen Heath, Supply Chain Director, Speedboard Assembly Services; Neil Owen, Managing Director, Speedboard Assembly Services

Speedboard recently presented a top supplier award to NCAB, in recognition of NCAB's professionalism, their outstanding relationship management, and the extraordinary service they provide to Speedboard.

The NCAB Group is a leading global distributor of printed circuits boards and has been Speedboard's preferred supplier for over six years. NCAB offer strong purchasing power across the world and have world class expertise in PCB supply. NCAB's strapline is that they believe they "can offer PCBs on time with zero defects and at the lowest total cost". These factors are important to Speedboard, along with having a close partnership with NCAB.

Neil Owen, Speedboard's Managing Director comments: "The strategic importance of supplier relationships cannot be underestimated. Strong supplier relationships, enhanced by mutual understanding of each other's business and operating models, can deliver competitive advantages to both parties. I'd like to thank NCAB for their unwavering professionalism. Their commitment to excellence, innovation and collaboration are crucial to our mutual success."

Howard Goff, NCAB Group UK Ltd's Managing Director says: "NCAB is a value-based company, we believe that it is crucial to build strong relationships with the customers we work and interact with. We take a transparent and honest approach which in turn builds honesty, loyalty and trust. We are delighted to receive this award from Speedboard in recognition of our strong partnership."



## Speedboard celebrates 35 years in business



Speedboard are proud to be celebrating 35 years in business this year and would like to thank our customers and employees for their support and loyalty in helping us reach this significant milestone.

To celebrate our 30th anniversary in 2013, we had a Royal visitor; His Royal Highness The Duke of Edinburgh, toured the factory viewing off line set up, SMD lines, TH assembly, X Ray, AOI, final inspection, Test, and final assembly. This year we have the Royal wedding in Windsor although it may just be a coincidence and not to celebrate our 35th anniversary!

Neil Owen, Speedboard's Managing Director says: "35 years in business is a significant milestone for any business but especially so for a company assembling electronic goods in the UK.

We pride ourselves on forming long-term relationships and becoming embedded in our customers' business. 'Welcome to your shop floor' is not just a strapline, it is at the heart of what we do and who we are."

What else happened in 1983:

- Margaret Thatcher won her second general election
- Michael Jackson's Thriller album reached number 1 in the charts and stayed there for 37 weeks
- Seatbelt use for drivers and front seat passengers became mandatory
- The Austin Metro was Britain's bestselling car
- The £1 coin was introduced in England and Wales

### Riddle

*One to groan at ...*

What is the longest word in the dictionary?

Answer on back page

## Lead Times Continue to Increase

Following on from the article in our Autumn 2017 newsletter, the market has seen further increases in manufacturers lead times as well as more product lines going on allocation. In particular, the passive component manufacturers are posting very long lead times with basic capacitors now having 72 weeks lead time.

It is anticipated that the current shortfall will continue until at least early 2019, with prices rising as stocks continue to become a valued commodity in short supply. The most common type of capacitor, MLCC, is likely to continue with long lead times beyond early 2019.

This shortfall is in part due to the new Apple iPhone, the manufacturing of UHD TVs and electric cars, bringing a very steep curve in demand for electronic components. Another major driver is the IOT (Internet of Things), with automated homes, factories, schools pushing the level of electronic component requirements to a new high and in turn pushing out lead times.

We have noticed that some companies are responding to this by looking to revert back to TANT capacitors and are designing out the MLCC's. As a result, small size TANT capacitor lead times are now steadily increasing.

Speedboard encourage our customers and OEMs to review their requirements to accommodate these increasing lead times. If you have orders to place, please place them early, enabling us to secure components for your build.

If you are in design stages for a project, then please include us in your discussions so that we can look at purchasing long lead time items in preparation for the final release of your product data.



## Strengthening our team

We are pleased to announce that Brendon Jones has recently been promoted from Buyer to Purchasing Manager. Brendon joined the Speedboard team as a contractor in 2014 and permanently in 2015. We caught up with Brendon to find out a bit more about his interests and what motivates him to succeed...

### What do you foresee as the biggest challenge in your new role?

In a fast-changing electronics market currently experiencing very long lead-times, continuity of supply is core to our task in purchasing. My challenge will be to ensure that we are at the forefront of fact-based availability so that we are armed with the latest information to provide our customers with the best solutions.

### What's the best thing about your job?

Leading a team of focused, enthusiastic and supportive buyers in our most challenging market conditions.

### What's one thing you couldn't live without?

As a Priest I would not be able to live without my faith.

### What's your greatest personal achievement?

Starting to live as an Apostolic helped me appreciate people's differences and see the value in what others have to offer in life.

### What would you most like to tell yourself at age 13?

I'd tell him to stop smoking and read just a little more.

### Name one person you'd like to have dinner with?

I'd like to have a meal with the Apostle Paul (formerly Saul) and talk with him about his conversion from persecutor to evangelist.

### Tell us something that might surprise us about you.

I enjoy high adrenalin rushes, but rollercoasters are a bit tame; I would like to be a passenger in a World Rally Champion's car driving through the Welsh forests at full race pace.



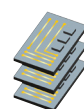
## Enza 'Walks the Walk' Cowgirl style

On the night of Saturday 12th May, Enza Atreya, a member of Speedboard's Account Management team, pounded the pavements of London, participating in the 21st MoonWalk.

The theme for this year's Moonwalk was the 'Wild West', and 15,000 women and men transformed into cowboys and cowgirls as they 'saddled up' with their friends and family, to stride past some of London's most iconic landmarks. Enza walked the 26.2 miles with Sharron, Helen, Carrie and Maria, in the team name of 'Madge's Angels', all wearing specially created cowboy hats and decorated bras. They raised £2303 for Walk the Walk, with over £400 generously donated by Speedboard colleagues – thank you very much!

If you would like to make a donation to Walk the Walk in support of Enza, please visit her fundraising page: <https://moonwalklondon2018.everydayhero.com/uk/maria-4>

Congratulations to Madge's Angels from all the team at Speedboard on this great achievement and an amazing amount raised for a very worthy cause. Yeehaa cowgirls!



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