

What can BP Marine do for you?

We've listened, carefully.





Customer **feedback matters** to BP.

That's why, every year, we conduct a Global Customer Satisfaction Survey. It measures our performance and tells us how well we're meeting the expectations of our customers and identifies those areas of our business that we need to improve.

We've listened carefully.

- 60 telephone interviews across 14 countries
- Conducted for BP Marine by independent research specialists
- Attitudes measured on a 1-10 satisfaction scale, with 10 being the highest level of satisfaction

Our research focused on:

- Willingness to recommend
- Intent to repurchase
- Value





We asked our **customers** to **rate us** across every important measure of the quality of our offer, including:

- Services
- Reputation
- Transactions
- Product Availability
- Product Quality



“Continuity of supply, as if we don’t have the supply our ships can’t run.”

75%

of respondents rated BP at least 8 out of 10 on their overall quality



Our Reputation ratings were high in all measures, especially in terms of being a company that delivers what they promise.

We scored highly on Services overall, especially with regard to communicating in ways that suit the requirements of your company. Our Account Representatives maintained a good level of contact communication.

78%

of respondents rated BP at least 8 out of 10 on Reputation - a company with a good overall reputation



On Transaction measures, our ability to acknowledge orders promptly was particularly good.



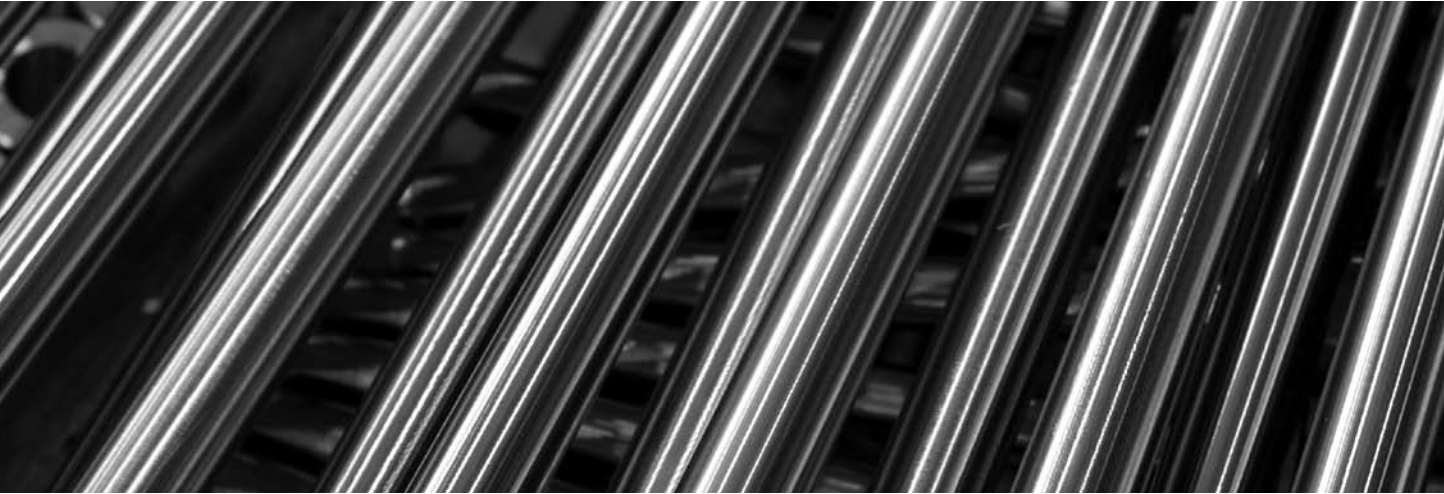
We scored highly on our ability to deliver emergency orders.

We recognise that we still need to improve on some aspects of our transactions, such as clarity of delivery documents, invoicing and responsiveness of the credit department. We are working to make our processes industry-leading in these areas.

“Come a long way in the past year. Timeliness of invoicing which was a problem, we are on top of that now.”

71%

of respondents rated BP at least 8 out of 10 on the company representative's availability to respond to requests



Our offer of a wide range of product grades and/or specifications scored highly and our overall product availability scores were also very good.

91%

of respondents rated BP at least 8 out of 10 on offering a wide range of product grades



In many important ways,
our survey shows that **we have
made real improvements** and
will continue to do so in 2009.



“I thank them for
all their support, they
are a **very professional
and technologically
advanced company,**
very trustworthy
and reliable.”

In conclusion, we are pleased that BP's Quality score (the fundamental indicator of total performance and satisfaction) is extremely high. Product quality and availability, confirmation and flexibility of orders and communication skills of staff are BP strengths.

You tell us we are **'a company that keeps its promises.'**

We are pleased that you believe we are continuing to improve. And you can rest assured that **we are a company that will continue to listen.**

Thank you for participating in our customer survey. We will make your feedback count.

Results quoted are from a survey conducted by TNS in February 2009 amongst a sample of 60 BP Marine customers

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