

Foodservice Consultants Society International

Member Needs Survey Results

Analysis of the results of a survey of FCSI members in November of 2010

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BACKGROUND AND INTRODUCTION

In advance of a strategic planning initiative by the Foodservice Consultants Society International (FCSI WW), Sandi L. Humphrey & Associates conducted a member needs survey to gather the views of the membership on the current products and services provided by the association, and to draw the Board a clear picture of the makeup of the membership and the challenges they are facing.

In early November of 2010, 1302 FCSI members were emailed a message and link to the electronic survey – the survey cut-off date was November 30. Over the four week period, a total of 296 responded to the survey. **246 respondents completed the survey, resulting in a response rate of 18.9%.** Based on our experience with the association sector, which average a 10-12% response rate, this level of member response is excellent.

While some respondents failed to answer every question in the survey, others took considerable time to add additional detailed comments and thoughts.

It is now up to the FCSI WW Board to respond in a considered way to the data and comments that follow. That discussion will begin at the strategic planning session in January of 2011, during which the Board will determine, based on the results of this survey and an external environmental analysis, the strategic goals that will guide the association over the coming few years.

On a final note, it is highly recommended that the Board share a synopsis of the results of this survey with the membership, and share the resulting strategic plan with the membership as soon as is practically possible following the strategic planning session. Doing so will provide the membership with solid evidence that you did indeed hear them, and let them know that their views and the challenges they are facing will be driving the FCSI agenda into the future.

EXECUTIVE SUMMARY

In late 2010, the members of FCSI are, for the most part, not having an easy time. When asked what keeps them up at night, one-third raised issues related to the economy, like difficulties maintaining cash flows and workflows, delays in receiving payments from clients, projects being put on hold, and worries about where the next contract will come from. Many are upset about “unqualified” competitors. FCSI members are finding business development in this climate a significant challenge – it is, after all, hard to plan for the future with so many questions unanswered. Members are also struggling to keep pace with changes in technology, and at the same time are finding it difficult to recruit and retain employees.

It may not be surprising then that across all demographics, i.e. by age group, membership type, or geographic location, approximately half of FCSI’s members indicated they were a little satisfied or not satisfied with the return on their membership investment.

When asked what FCSI services or products were most important, consultant members cited the following three: code of ethics and professional conduct; promotion of FCSI brand identity; and, the FCSI credential for professional members. Allied members join FCSI to network with consultant members – many made it clear that those opportunities do not come frequently enough to justify their membership.

A comparison of how important various products and services are to members, versus how satisfied members are with those services, makes it clear that FCSI is failing to deliver on member expectations almost across the board. In addition to the challenging climate in which FCSI members are attempting to operate, there may be two other factors contributing to this state of affairs. First, FCSI may be “trying to do it all” rather than prioritizing products and services based on member needs and available resources (staff and financial). Secondly, it may be that duplication of effort between FCSI WW, divisions and chapters is an issue that needs to be explored and resolved.

Those who indicated they were “unsatisfied” with FCSI’s value for membership were asked to explain that assessment – by far the biggest complaint registered was the lack of FCSI brand recognition.

The Board is to be commended for recognizing the value of this type of member research – after all, it is impossible to successfully respond to member needs if those needs aren’t clear in the minds of everyone involved. And while one’s first reaction to the content of this report might be alarm or disappointment, this is, in fact, a tremendous opportunity for the leadership of FCSI WW to send a clear message to members that you heard what they had to say and are prepared to respond to their input with great determination. I look forward to helping you commence that journey in January of 2011.

OVERALL MEMBER SATISFACTION

Please rank your overall level of satisfaction (value received for your membership fee) with the Foodservice Consultants Society International.

By membership type	CONSULTANTS ONLY	ALLIED ONLY
Extremely satisfied	4.3%	1.5%
Quite satisfied	34.8%	51.5%
A little satisfied	47.0%	42.6%
Not satisfied	14.0%	4.4%

By region	ASIA PACIFIC	EUROPE/AFRICA/MIDDLE EAST	THE AMERICAS
Extremely satisfied	6.9%	2.7%	4.7%
Quite satisfied	31.0%	55.0%	30.2%
A little satisfied	58.6%	34.2%	50.0%
Not satisfied	3.4%	8.1%	15.1%

By age	UNDER 35	36-45	46-55	56-65	Over 65
Extremely satisfied	0.0%	3.3%	1.6%	2.3%	15.4%
Quite satisfied	50.0%	36.7%	40.3%	42.5%	50.0%
A little satisfied	50.0%	48.3%	43.5%	44.8%	30.8%
Not satisfied	0.0%	11.7%	14.5%	10.3%	3.8%

FCSI PRODUCT AND SERVICE ANALYSIS

COMPARISON OF IMPORTANCE VS SATISFACTION RATING

This table compares how important members viewed a particular product or service with how satisfied they are with FCSI's delivery of that product or service, and identifies the performance gap.

FCSI PRODUCT OR SERVICE	IMPORTANCE RATING	SATISFACTION RATING	Difference (+ or -)
Building international profile of the foodservice consulting profession	2.47	1.99	-0.48
FCSI credential for professional members	3.04	2.52	-0.52
Promotion of FCSI Brand Identity	3.12	2.27	-0.85
FCSI Code of Ethics and Professional Conduct	3.33	2.79	-0.54
Consultant referral service	2.71	1.72	-0.99
On-line Resource Library (in development)	2.33	1.20	-1.13
Worldwide Conferences	2.28	2.07	-0.21
Divisional Conferences	2.82	2.54	-0.28
Local Unit/Chapter Seminars and Events	2.98	2.46	-0.52
Networking	3.19	2.50	-0.69
Programs for Emerging Consultants	2.45	1.56	-0.89
Awards Program	2.07	1.78	-0.29
Continuing Professional Growth program	2.92	2.26	-0.66
Education Provider program	2.64	1.94	-0.70
Speaker's Bureau	1.77	1.10	-0.67
Job posting area (careers classifieds)	1.72	1.10	-0.62
Website: membership search engine	2.75	2.12	-0.63
Website: calendar of events	2.76	2.38	-0.38
Website: discussion forums	2.28	1.52	-0.76
Website: member profiles	2.89	2.28	-0.61
White Papers	2.35	1.64	-0.71
FCSI Educational Foundation	2.41	1.79	-0.62
Electronic membership directory	2.78	2.15	-0.63
The Consultant magazine	2.77	2.80	+0.03
Division newsletters	2.62	2.35	-0.27
Broadcast emails	2.40	2.19	-0.21
Public relations	2.69	1.90	-0.79
Liaising with related client stakeholder groups	2.59	1.56	-1.03
FCSI WW support to divisions, local units and chapters	2.40	1.65	-0.75

TOP 5 PERFORMANCE GAPS (IMPORTANCE VS SATISFACTION RATINGS)

PRODUCT OR SERVICE	PERFORMANCE GAP
Online resource library (in development)	-1.13
Liaising with related client stakeholder groups	-1.03
Consultant referral service	-.99
Programs for emerging consultants	-.89
Promotion of FCSI brand identity	-.85

5 MOST IMPORTANT FCSI PRODUCTS/SERVICES

ALL RESPONDENTS	CONSULTANTS ONLY	ALLIED ONLY
Code of ethics and professional conduct	Code of ethics and professional conduct	Networking
Networking	Promotion of FCSI brand identity	Code of ethics and professional conduct
Promotion of FCSI brand identity	FCSI credential for professional members	Local unit/chapter seminars and events
FCSI credential for professional members	Networking	Electronic membership directory
Local unit/chapter seminars and events	Continuing professional growth program	Divisional conferences

5 LEAST IMPORTANT FCSI PRODUCTS/SERVICES

ALL RESPONDENTS	CONSULTANTS ONLY	ALLIED ONLY
Job posting area (career classifieds)	Job posting area (career classifieds)	Speaker's bureau
Speaker's bureau	Speaker's bureau	Job posting area (career classifieds)
Awards program	Awards program	Online resource library (in development)
Worldwide conferences	Worldwide conferences	Website discussion forums
Website discussion forums	Website discussion forums, White papers (tied for 5 th position)	Programs for emerging consultants

FULL MEMBER NEEDS SURVEY RESULTS

DEMOGRAPHICS

1. Which FCSI division are you a member of?

	answered question	296
	skipped question	0
	Response Percent	Response Count
Asia Pacific	11.5%	34
Europe/Africa/Middle East	46.3%	137
The Americas	42.2%	125

2. What type of membership do you hold in FCSI?

	answered question	295
	skipped question	1
	Response Percent	Response Count
CONSULTANT (Associate, Sr. Associate, Professional)	62.4%	184
ALLIED (Corporation or individual involved in the manufacture or supply of products or services to the industry)	30.8%	91
AFFILIATE (involved in the operation, management or provision of professional services to, or education relating to the management of, foodservice and hospitality facilities)	2.4%	7
EMERITUS (retired)	4.1%	12
STUDENT	0.0%	0
HONOURARY	0.3%	1

3. What is your age?

	answered question	295
	skipped question	1
	Response Percent	Response Count
Under 35	5.1%	15
36-45	23.4%	69
46-55	26.4%	78
56-65	33.9%	100
Over 65	11.2%	33

THE FUTURE

What is, in your opinion, the problem or the most urgent challenge that your company will face over the next 3-5 years? In other words, what keeps you awake at night?

THE ECONOMY/FINDING WORK (88 similar responses – examples follow)

New projects..... as the economy crashes, new projects and opportunities are scarce.

The economy has held up several of our projects.

Operator profitability in lousy economy.

Where the next project is coming from in the current economic climate.

Low levels of projected construction.

The economy. Where is the business going to come from? Consultants overall do not enjoy large backlogs. Those projects that get bid, end up on the shelf waiting for financing.

The largest challenge at this time is surviving the difficult economic times the market is experiencing. Business has not reached half the volume we were seeing in 2007 & 2008.

Cashflow problems.

Problems collecting payments.

Lack of financing.

UNFAIR COMPETITION (31 similar responses – samples follow)

I want foodservice designers to be certified and licensed, so we don't get unqualified dealer designers taking our jobs!

Keeping unqualified competitors and catering equipment dealers honest. We are finding it difficult to compete with average designers, and where design is subsidised by the margins from catering equipment sales. Sometimes this is easy to sell against, however with some the cheaper offer is too good to pass up.

Dealers taking more and more of our work as design-build.

Trying to remain competitive to those who take short cuts.

The consultant versus the contractor. More and more kitchen contractors attempting design work, intruding into the consultant's expertise.

The fact that most of the equipment suppliers aka the kitchen equipment contractors offer what they say is a professional planning and specification service which they are not qualified to offer. This type of sales hype is dangerous because it is the reason why most projects handled this way end up losing money or closing down. Just a brief explanation of this complaint.

The existence of unqualified food service consultants that we compete with on a daily basis. They have no credentials or designation yet they are viewed as equals. The FCSI Professional designation MUST have weight at the various levels of government and be recognized.

BUSINESS DEVELOPMENT/PLANNING (27 related responses – samples follow)

Maintain business volume and fee levels.

What other services of value can we offer to our clients?

Succession planning.

Managing development of the company.

Anticipating evolution of the foodservice profession and planning accordingly.

The fluctuation of work/no work prevents sensible expansion and training of new people.

Bringing in and maintaining a steady stream of business.

ENVIRONMENT/ENERGY/SUSTAINABILITY (16 related responses – samples follow)

Energy efficiency of products produced and finding a way to compare all manufactured products on an even playing field – this way everyone can be measured equally.

Are we meeting the expectations of our customers and stakeholders when it comes to social responsibility? If not, then how?

Environmental sustainability.

Designing a less energy dependent foodservice operation.

The biggest challenge is educating consultants on the environmental benefits of your products. Here in Australia, it is mostly about relationships between consultants and suppliers, not what is the best product for the application including the environmental criteria of such products. It is easier to educate Joe Public than it is to educate some consultants. *(Allied member contribution)*

TECHNOLOGICAL CHALLENGES (13 similar responses – samples follow)

Poor thinking in Win3.

A functional web based controlling system for the guidance and continued support of my main clients.

Continued expense related to the purchase of new hardware and software.

Revit and LEED.

The ability to produce Foodservice Equipment drawings in Revit. Architects are demanding that our work be done in Revit, but there are no standard families that exist in our industry for this. It's a HUGE time commitment to draw this ourselves. For manufacturers to provide this for us, we need to have industry standards for the files to work properly.

LABOR (13 similar responses – samples follow)

Sourcing staff with the required skills set or young people with an interest in the foodservice industry.

Finding qualified personnel.

Training for motivation and up-skilling due to labor and skills shortage.

The lack of experienced foodservice professionals coming into the industry, restricting our ability to grow. Our profession is heavily reliant on an increasingly old generation that in ten years could well be retired - where is the new talent coming from?

MARKETING (11 similar responses – samples follow)

How to market my business in the current economy.

Marketing our services and qualifying targets.

How to market and introduce FCSI and its professional values to a new country/territory.

How to market your own firm as Foodservice consultancy cannot be felt and seen.

REGULATIONS/LEGISLATION (8 related comments – samples follow)

Red tape/legislation.

Trying to determine the future actions of governments that impact our company directly or indirectly such as healthcare requirements as well as other issues impacting business in general.

Regulations or prescriptions initiated by laypersons or the industry lobby with no informed opposition.

Regulatory compliance documentation required for government projects and associated project cost.

Changes in government rules worldwide. It keeps us sharp, but creates problems for consultants as what is a rule in one country can be different in another country.

Regulations based on poor logic, science and data.

MISCELLANEOUS

Why is the consultant/designer perceived as bogeyman and not as partner, who we are?

Meeting market expectations in terms of costs and the ability to have customers change their way of operating their businesses.

Clients accepting short term (and inferior) fixes and not investing in the longer term and employing the right support because of cheaper alternatives.

The move away from quality equipment; depressed selling prices for quality equipment (therefore depressed profits); much reduced interest in paying for staff training; manufacturers 'value engineering' at the expense of suppliers warranty support.

The channels of distribution - are they still relevant? The economy and the internet are both huge influences on our daily bread and have NOTHING to do with how the channels originally were set in place.

I do not see a major obstacle for the future development of foodservice consultancy but rather opportunities, especially in developing countries. If I do have to mention one obstacle, that would be the culture barrier with local investors who have not yet been educated or exposed to good management practices. Consequently the value of foodservice consultancy is not yet well perceived in developing countries. Infrastructure improvement and increasing competition should ultimately set a better environment more receptive for consultancy practices.

FCSI members must define their member status not simply as food service consultants as this is confusing to clients and misrepresents truly their area of expertise - they should be clearly defined as operational / business consultants or design consultants.

Helping the AE community to understand how important it is to follow the guidelines and specifications of the consultants, we know best about our equipment and designs. When do they read the documentation? When something goes wrong and they are looking for someone to point a finger at.

BENEFITS OF MEMBERSHIP IN FCSI

5. Please indicate the extent to which you agree or disagree with the following statements. Start each statement with the following: **BEING A MEMBER OF FCSI.....**

					answered question	272
					skipped question	24
	Strongly Disagree	Somewhat Disagree	Somewhat Agree	Strongly Agree	Rating Average	Response Count
enhances my professional credibility.	3.3% (9)	7.4% (20)	51.5% (140)	37.9% (103)	3.24	272
provides valuable networking opportunities.	4.8% (13)	11.4% (31)	45.6% (124)	38.2% (104)	3.17	272
is expected by my clients.	26.2% (71)	40.2% (109)	29.2% (79)	4.4% (12)	2.12	271
gives me access to information and resources that help me run my business more effectively.	12.5% (34)	23.6% (64)	52.0% (141)	11.8% (32)	2.63	271
helps me be more profitable.	27.8% (75)	36.7% (99)	31.5% (85)	4.1% (11)	2.12	270

FCSI PRODUCT & SERVICE EVALUATION

6. How IMPORTANT to you are the following products and services provided by the Foodservice Consultants Society International?

						answered question	247
						skipped question	49
	Unfamiliar with this product/service	Extremely unimportant to me	Unimportant to me	Important to me	Extremely important to me	Rating Average	Response Count
Building international profile of the foodservice consulting profession	10.5% (26)	6.5% (16)	24.7% (61)	41.7% (103)	16.6% (41)	2.47	247
FCSI credential for professional members	2.9% (7)	1.6% (4)	12.3% (30)	54.9% (134)	28.3% (69)	3.04	244
Promotion of FCSI Brand Identity	1.6% (4)	1.6% (4)	13.4% (33)	50.0% (123)	33.3% (82)	3.12	246
FCSI Code of Ethics and Professional Conduct	2.8% (7)	1.2% (3)	7.3% (18)	37.0% (91)	51.6% (127)	3.33	246
Consultant referral service	10.7% (26)	3.7% (9)	15.6% (38)	43.9% (107)	26.2% (64)	2.71	244
On-line Resource Library (in development)	18.6% (45)	4.1% (10)	21.5% (52)	37.6% (91)	18.2% (44)	2.33	242
Worldwide Conferences	3.3% (8)	11.9% (29)	45.7% (111)	32.1% (78)	7.0% (17)	2.28	243
Divisional Conferences	2.9% (7)	4.5% (11)	19.2% (47)	55.1% (135)	18.4% (45)	2.82	245
Local Unit/Chapter Seminars and Events	2.9% (7)	3.3% (8)	17.6% (43)	45.5% (111)	30.7% (75)	2.98	244
Networking	2.5% (6)	3.3% (8)	9.0% (22)	43.4% (106)	41.8% (102)	3.19	244
Programs for Emerging Consultants	13.5% (33)	5.3% (13)	19.2% (47)	46.9% (115)	15.1% (37)	2.45	245
Awards Program	10.2% (25)	10.2% (25)	48.2% (118)	24.9% (61)	6.5% (16)	2.07	245
Continuing Professional Growth program	4.6% (11)	3.7% (9)	13.3% (32)	52.3% (126)	26.1% (63)	2.92	241
Education Provider program	10.2% (25)	6.6% (16)	16.8% (41)	42.2% (103)	24.2% (59)	2.64	244
Speaker's Bureau	27.7% (67)	5.4% (13)	35.5% (86)	25.2% (61)	6.2% (15)	1.77	242
Job posting area (careers classifieds)	21.2% (51)	10.8% (26)	45.2% (109)	20.3% (49)	2.5% (6)	1.72	241
Website: membership search engine	7.4% (18)	3.7% (9)	18.4% (45)	47.5% (116)	23.0% (56)	2.75	244

6. How IMPORTANT to you are the following products and services provided by the Foodservice Consultants Society International?

Website: calendar of events	4.1% (10)	3.7% (9)	18.7% (46)	59.3% (146)	14.2% (35)	2.76	246
Website: discussion forums	11.4% (28)	6.5% (16)	33.1% (81)	40.8% (100)	8.2% (20)	2.28	245
Website: member profiles	3.3% (8)	4.5% (11)	13.8% (34)	56.9% (140)	21.5% (53)	2.89	246
White Papers	16.3% (39)	3.8% (9)	21.7% (52)	45.4% (109)	12.9% (31)	2.35	240
FCSI Educational Foundation	11.5% (28)	7.4% (18)	23.8% (58)	43.9% (107)	13.5% (33)	2.41	244
Electronic membership directory	5.7% (14)	4.5% (11)	17.2% (42)	50.8% (124)	21.7% (53)	2.78	244
The Consultant magazine	2.0% (5)	5.3% (13)	24.5% (60)	50.2% (123)	18.0% (44)	2.77	245
Division newsletters	6.2% (15)	3.7% (9)	25.1% (61)	51.9% (126)	13.2% (32)	2.62	243
Broadcast emails	8.6% (21)	8.2% (20)	27.5% (67)	45.9% (112)	9.8% (24)	2.40	244
Public relations	6.9% (17)	3.7% (9)	23.3% (57)	46.1% (113)	20.0% (49)	2.69	245
Liaising with related client stakeholder groups	11.1% (27)	4.1% (10)	20.1% (49)	44.7% (109)	20.1% (49)	2.59	244
FCSI WW support to divisions, local units and chapters	11.9% (29)	8.2% (20)	24.2% (59)	39.8% (97)	16.0% (39)	2.40	244

7. How SATISFIED are you with the following products and services provided by the Foodservice Consultants Society International?

							answered question	238
							skipped question	58
	Unfamiliar with product/service	Very dissatisfied	Somewhat dissatisfied	Somewhat satisfied	Extremely satisfied	Rating Average	Response Count	
Building international profile of the foodservice consulting profession	19.6% (46)	9.8% (23)	27.2% (64)	39.1% (92)	4.3% (10)	1.99	235	
FCSI credential for professional members	7.3% (17)	6.8% (16)	23.1% (54)	52.6% (123)	10.3% (24)	2.52	234	
Promotion of FCSI Brand Identity	3.0% (7)	16.9% (40)	34.6% (82)	40.9% (97)	4.6% (11)	2.27	237	
FCSI Code of Ethics and Professional Conduct	3.8% (9)	5.1% (12)	20.3% (48)	49.8% (118)	21.1% (50)	2.79	237	
Consultant referral service	23.3% (55)	15.3% (36)	28.8% (68)	31.4% (74)	1.3% (3)	1.72	236	
On-line Resource Library (in development)	48.3% (111)	8.3% (19)	21.7% (50)	19.1% (44)	2.6% (6)	1.20	230	
Worldwide Conferences	20.6% (48)	9.0% (21)	20.2% (47)	42.9% (100)	7.3% (17)	2.07	233	
Divisional Conferences	9.4% (22)	7.7% (18)	16.2% (38)	53.2% (125)	13.6% (32)	2.54	235	
Local Unit/Chapter Seminars and Events	9.8% (23)	8.9% (21)	20.0% (47)	48.1% (113)	13.2% (31)	2.46	235	
Networking	8.1% (19)	8.1% (19)	23.5% (55)	46.2% (108)	14.1% (33)	2.50	234	
Programs for Emerging Consultants	36.6% (85)	8.2% (19)	22.4% (52)	27.6% (64)	5.2% (12)	1.56	232	
Awards Program	28.1% (65)	7.4% (17)	26.0% (60)	35.1% (81)	3.5% (8)	1.78	231	
Continuing Professional Growth program	14.8% (34)	9.1% (21)	20.4% (47)	46.5% (107)	9.1% (21)	2.26	230	
Education Provider program	25.2% (58)	7.0% (16)	23.5% (54)	37.0% (85)	7.4% (17)	1.94	230	

7. How SATISFIED are you with the following products and services provided by the Foodservice Consultants Society International?

Speaker's Bureau	50.9% (117)	8.7% (20)	20.4% (47)	19.1% (44)	0.9% (2)	1.10	230
Job posting area (careers classifieds)	51.5% (118)	8.3% (19)	20.1% (46)	18.3% (42)	1.7% (4)	1.10	229
Website: membership search engine	14.7% (34)	13.4% (31)	22.8% (53)	44.0% (102)	5.2% (12)	2.12	232
Website: calendar of events	11.7% (27)	7.4% (17)	21.2% (49)	51.1% (118)	8.7% (20)	2.38	231
Website: discussion forums	36.6% (83)	9.3% (21)	23.8% (54)	26.9% (61)	3.5% (8)	1.52	227
Website: member profiles	12.5% (29)	8.2% (19)	22.8% (53)	51.3% (119)	5.2% (12)	2.28	232
White Papers	32.8% (75)	7.4% (17)	25.8% (59)	31.4% (72)	2.6% (6)	1.64	229
FCSI Educational Foundation	27.8% (64)	8.3% (19)	24.3% (56)	36.1% (83)	3.5% (8)	1.79	230
Electronic membership directory	15.9% (37)	8.6% (20)	24.5% (57)	47.2% (110)	3.9% (9)	2.15	233
The Consultant magazine	2.6% (6)	7.7% (18)	15.9% (37)	54.9% (128)	18.9% (44)	2.80	233
Division newsletters	10.4% (24)	8.2% (19)	25.1% (58)	48.1% (111)	8.2% (19)	2.35	231
Broadcast emails	15.0% (34)	8.4% (19)	22.5% (51)	51.5% (117)	2.6% (6)	2.19	227
Public relations	15.5% (36)	16.8% (39)	31.0% (72)	35.8% (83)	0.9% (2)	1.90	232
Liaising with related client stakeholder groups	29.1% (68)	15.4% (36)	29.5% (69)	22.6% (53)	3.4% (8)	1.56	234
FCSI WW support to divisions, local units and chapters	26.9% (63)	13.7% (32)	29.1% (68)	27.8% (65)	2.6% (6)	1.65	234

OVERALL SATISFACTION

8. Please rank your overall level of satisfaction (value received for your membership fee) with the Foodservice Consultants Society International.

	answered question	246
	skipped question	50
	Response Percent	Response Count
Extremely satisfied	4.1%	10
Quite satisfied	41.5%	102
A little satisfied	43.9%	108
Not satisfied	10.6%	26

9. If you answered "NOT SATISFIED" please indicate why you are not satisfied and/or indicate what the Foodservice Consultants Society International could do to increase your satisfaction level.

THE BRAND (16 related comments)

I think the group focuses on things that are not important to what we do every day - I don't think there is brand recognition, and without that, what is the purpose of FCSI?

Higher profile of the organization - more credibility.

The brand does not promote its value to the industry enough and clients do not appreciate the difference.

There is a need for further steps in the segments of marketing and further education as well as a higher profile.

For the FCSI to have full credibility we would need to see it have status similar to RIBA, RICS etc where clients would not even consider employing a consultant not registered. FCSI seems to act more like a gentlemen's club for like minded individuals who run small owner manager lifestyle business's and use the FCSI to network with friends and colleagues and use the FCSI branding to infer they are actually

larger business's than in reality they are. Until Foodservice Consultancy is truly recognised as a profession not a job then its professional body has no purpose other than a social club.

This Membership is just a name with no back up to it. You want FCSI to be a leader in Consultation, but restrict the placement of your logo. Oxymoron. This Society should be just what it is wanting to mean, all parties should have the wear of all to brand the logo to put forth the reason we are here which is represent. Also there is no interaction with anyone from this membership, no hands on grass marketing, just "pay your Dues", and get a paper that says renewed. Life goes on. I have not benefited from this membership at any moment. How do you expect us to recruit, when the top question asked is what does the FCSI do for you, and how does it help sales? I answer with shame, as it does none of the above. Hopefully someday the direction, the involvement will change and the sleeping giant will awake.

Joined to give my business professional credibility and to gain a business advantage. I am not certain that any of my clients has any recognition of the FCSI. However I have gained in networking and organisational terms.

Work towards obtaining credentials that are recognized by the architectural community. Most have not even heard of us.

Brand is still not recognized despite all the hype and money spent.

My clients in MAS don't know FCSI even exists... There is no identity and promotion of FCSI to potential hotel and independent restaurant clients.

FCSI brand recognition with AIA architects.

An ongoing effort to obtain professional licensing of foodservice consultants should be our goal and until we reach that goal our efforts at being recognized as a professional member of the design team will continue to be hit or miss.

I would like to see FCSI public relations and the name all over the world and not only concentrated in US, Canada, and Europe

The architects I work with do not know FCSI brand. I do not get hired based on FCSI, never have in over 10 yrs - advertise FCSI to AIA better.

I am located on Long Island in the metro New York area and NONE of my clients know what the FCSI is. I am also a member of the AIA and everyone knows that. Also I have been in the FCSI for about 1 year and I wanted to attend the 2010 conference this year but I was not able to attend the full time and I had such a difficult time getting answers to questions about it I didn't go. You need more local contact with members and you need to get the word out to restaurateurs and owners why it is valuable to use someone with FCSI credentials. You need to also develop a program to target architects on why they should use an FCSI consultants.

We need to strengthen our brand - period.

LACK OF BENEFITS/LACK OF VALUE FOR FEES (11 related comments)

Ghost association.

Since we took out our membership our company didn't get any economic profit out of it.

The FCSI is actually an industry platform for dialogue, no more. The most part of the members is in the majority acting in the German speaking area, therefore the international intent "work here- learn from the world" has to be pushed more in front. Only this way we may obtain more members.

I joined to raise my profile and see if business leads, particularly international, would be forthcoming. I can't attribute even one inquiry to the FCSI - lots of journalists, students and an Armada of people trying to sell you things, but no new business!

As a designer my interests are really not supported.

I would like to know everything my level of membership affords me.

Networking is not enough value to warrant membership.

Referrals are non-existent.

I don't believe I have ever gained a new piece of business due to being a member.

The value received for my membership fee from FCSI is \$0.00. I need to see where our money is spent. FCSI needs to provide a clear vision to its membership on objectives and what has been achieved.

Question the value of membership and what it is doing to advance my company.

FCSI ROLE AND LEADERSHIP (8 related comments)

Same old same old - leadership is stagnant.

WW got us off track of what and who we are..... growth instead of visibility!!!!

I acknowledge to operate ANY Society or Association has its challenges - the FCSI I feel focuses on quantity as opposed to quality.

FCSI WW does not appear to have any idea what its role and function should be as opposed to getting out of the direct member contact business and place all of its energies in supporting the Divisions. Right now, it is a classical example of how to waste members' money.

FCSI is unknown by principals. FCSI doesn't work for me. It's a club for Board members - busy with being busy, but..... What's in for me? I'm a professional member for 14 years.

Too much money spent flying people around the world with nothing to show for it.

Rumor is that the foundation squandered too much money on some book project.

Nothing has been done about the bylaws since the Minneapolis conference.

MEMBER PRODUCTS AND SERVICES (7 related comments)

More support and discussion regarding emerging software such as Revit and other BIM software.

More web based educational sessions.

Would like more "access" to member database for marketing.

Website is an embarrassment - directory does not include Allies and is not user friendly.

What is there to be satisfied with other than the programs around education and the best conference ever last March despite the economy and the terrible location.

Web site is a pain.

FSCI needs to focus on the majority of members that are small businesses (less than 10 employees) and offer programs for health insurance and other benefits like AIA. The return on investment for FSCI members is extremely low.

ALLIED MEMBER CONCERNS (6 related comments)

More recognition needed of the Allied members input as regards time and financial contribution.

Ensure a higher level of Professional member attendance at events and Forum. Review numbers of Allied members against Professional members.

Far too few consultants at international or national or local meetings - we pay a lot and expect professional members to participate and also support allied members more.

Attendance of professional members (design) to meetings is very poor and on the decline. As an Allied member I believe we get poor value for money. The majority of the networking opportunities are with other Allied members which we can do at CESA/CEDA events.

No interaction with local associates, professional and otherwise.

Professional members not visible. No participation. Meetings are more mini NAFEM meetings.

MISCELLANEOUS COMMENTS

I believe that I should be considered for a "fellowship" considering my long and satisfactory FCSI representation for many, many years.