

**For more information contact:**

Judi Martin, jm group  
713-299-5619  
jmartin@jmghouston.com

**NEW ENERGYPOINT REPORT SUGGESTS BUNDLING OILFIELD SERVICES  
AND PRODUCTS HURTING CUSTOMER SATISFACTION**

***Downhole Cementing Equipment and Directional Drilling Most Frequently Bundled;  
ROVs and Contract Drilling the Least Frequently***

HOUSTON (March 22, 2011) – The current movement by oilfield suppliers to bundle the delivery of products and services to its customers may be having a negative impact on customer satisfaction, suggests a new report from EnergyPoint Research published in the first quarter of 2011.

An analysis of data collected as part of EnergyPoint Research’s ongoing independent customer satisfaction surveys suggests that the greater the number of a supplier’s offerings a customer uses, the lower the overall satisfaction rating the supplier receives from the customer on average. The drop-off is especially apparent when three or more offerings are utilized by a respondent.

“While leveraging existing relationships to sell more goods and services to customers seems an attractive strategy for many of the industry’s larger suppliers, our analysis casts doubt on the contention that customers are more satisfied with the arrangement,” said Doug Sheridan, managing director of EnergyPoint Research. “Dealing with a single supplier for multiple products and services is one thing; having a better overall experience with those offerings is entirely another.”

The analysis shows that of the 50-plus offerings measured in EnergyPoint’s independent customer satisfaction surveys, downhole cementing equipment was the product most often sold in conjunction with other products, and ROVs (remotely operated vehicles) was the least frequently bundled. On the services side, directional drilling was the most likely to be rated in conjunction with other services from a supplier, while contract drilling was the least.

Equipment providers Aker Solutions, Cameron International and National Oilwell Varco all saw meaningfully lower levels of customer satisfaction when three or more products were used. Baker Hughes

and Halliburton showed only modest differences, while Schlumberger's gap was quite large. Weatherford was the only supplier examined that saw its satisfaction score actually rise with broader usage of its offerings.

“Although correlation does not prove causation, if the practice of bundling was in fact a universally effective way for suppliers to add value for customers, it's our opinion results from the analysis would look much different,” noted Sheridan. “Given the nature of the data, we question whether the industry's efforts at bundling may actually be hurting overall customer satisfaction.”

A copy of EnergyPoint Research's 1st Quarter *MarketPartners*® Report is available online at [www.energypointresearch.com](http://www.energypointresearch.com). The report is based on more than 6,000+ customer evaluations of suppliers of oilfield products and services collected via EnergyPoint's independent surveys since June 2008.

***About EnergyPoint Research, Inc.***

EnergyPoint Research provides independent research regarding the oil and gas industry's satisfaction with the products and services it purchases and utilizes. Founded in 2003, the firm offers industry professionals and their employers opportunities to provide and gather comprehensive and confidential evaluations of suppliers through independent and objective evaluation processes. For more information regarding EnergyPoint Research and its surveys and data, visit its website at [www.energypointresearch.com](http://www.energypointresearch.com) or contact the company at [info@epresearch.com](mailto:info@epresearch.com).

###