



 **SCIENTIA**
Translated into reality

**Customer perception and
satisfaction study Optima B.V.**

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Background

- Young and fast growing company
- One specific competitor
- Aware of apparent loyalty from existing customers
- Curious about perception existing customers and recommendations for improvement

Philosophy

Customer Satisfaction Index (CSI) is a robust methodology to measure customer satisfaction. This model measures several indicators, including:

1. Customer expectation (anticipated quality)
2. Perceived quality (experienced quality)
3. Perceived value (quality for price)
4. Customer satisfaction
5. Customer loyalty
6. Customer complaints

For the study performed the CSI questionnaire was used.

Results



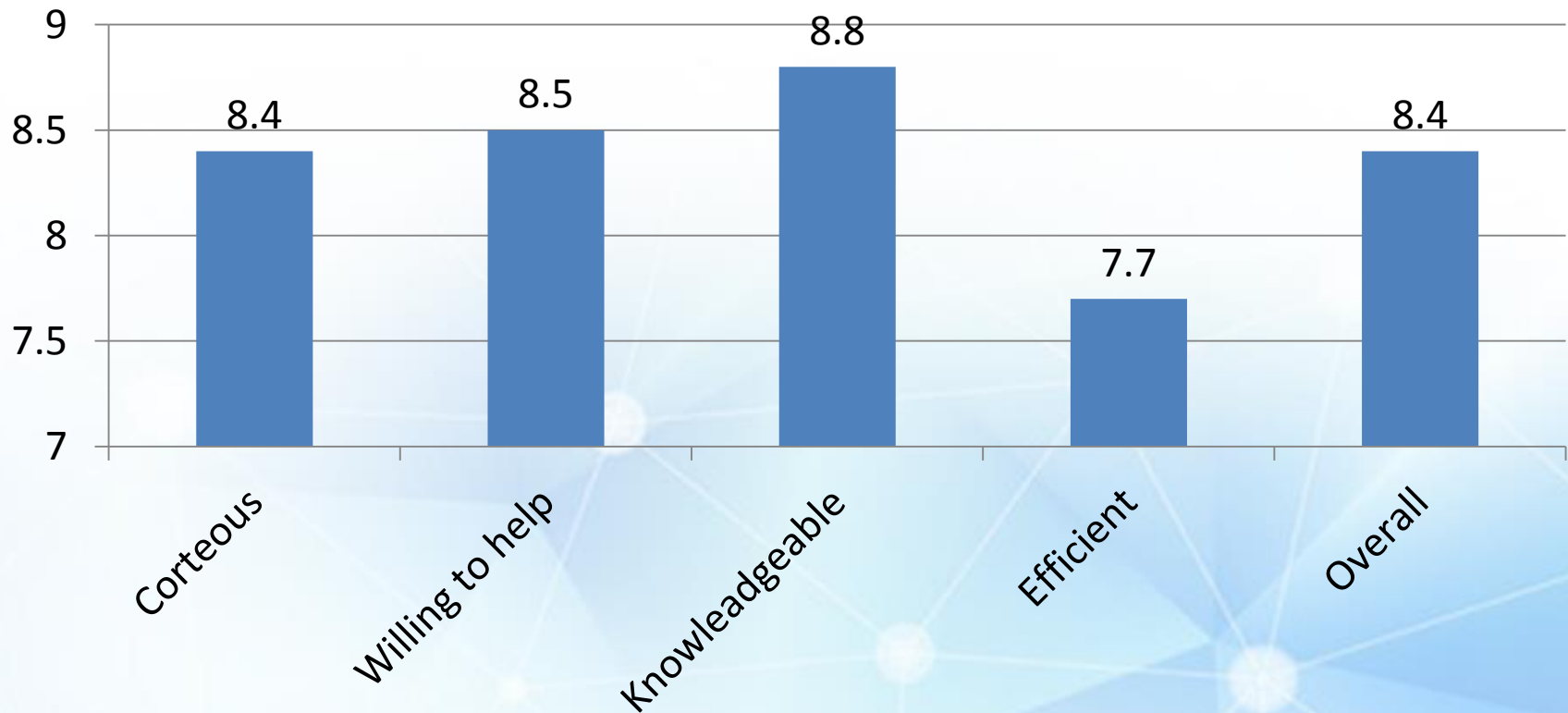
Expectations versus satisfaction

Expectation	7.4
Satisfaction	8.4

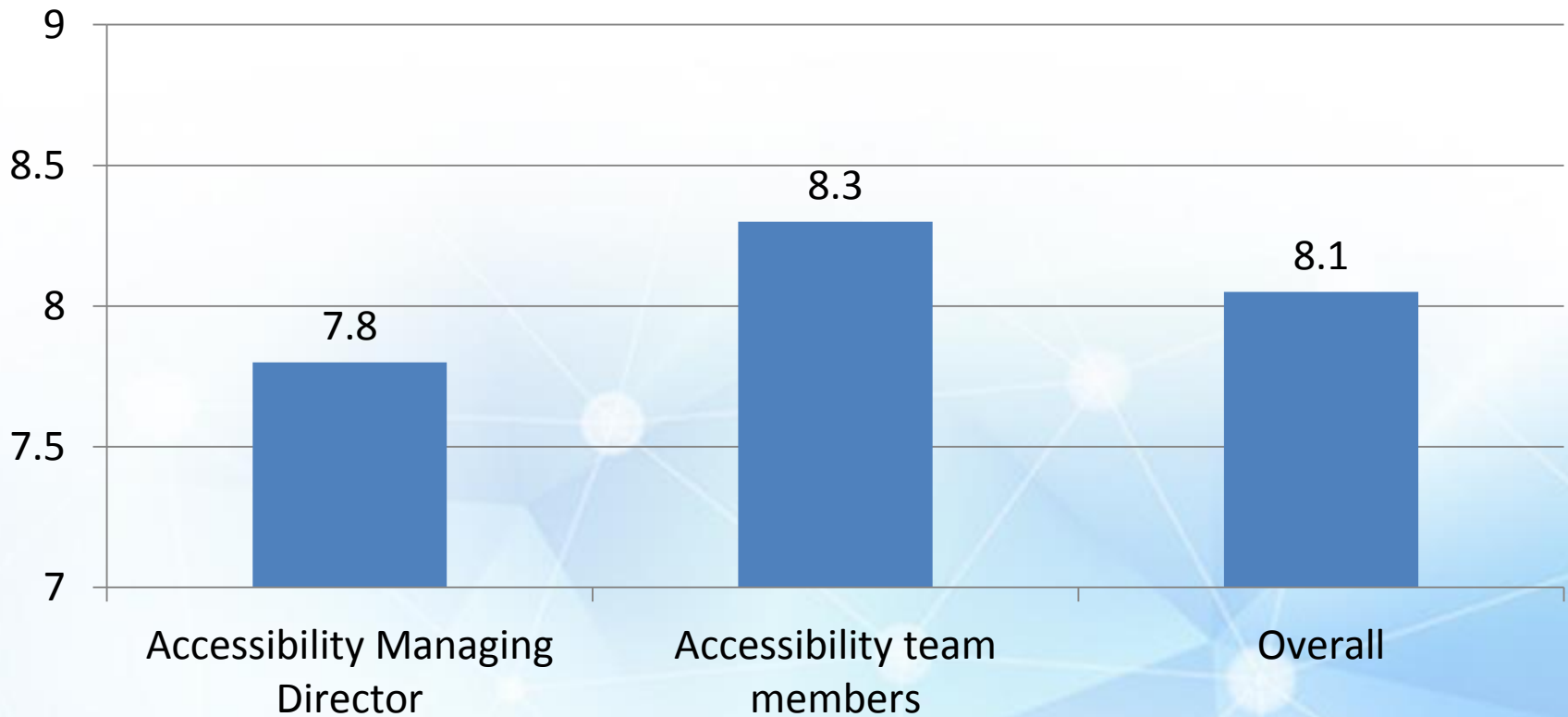
Conclusion

Optima exceeds the expectations of its customers. This conclusion is cross checked with a specific question in the questionnaire. The overall score on this question is 7.6, which is a confirmation that Optima exceeds its customers' expectations. On a scale from 1 to 10, Optima's comparison score with an ideal occupational safety and health company is 7.7

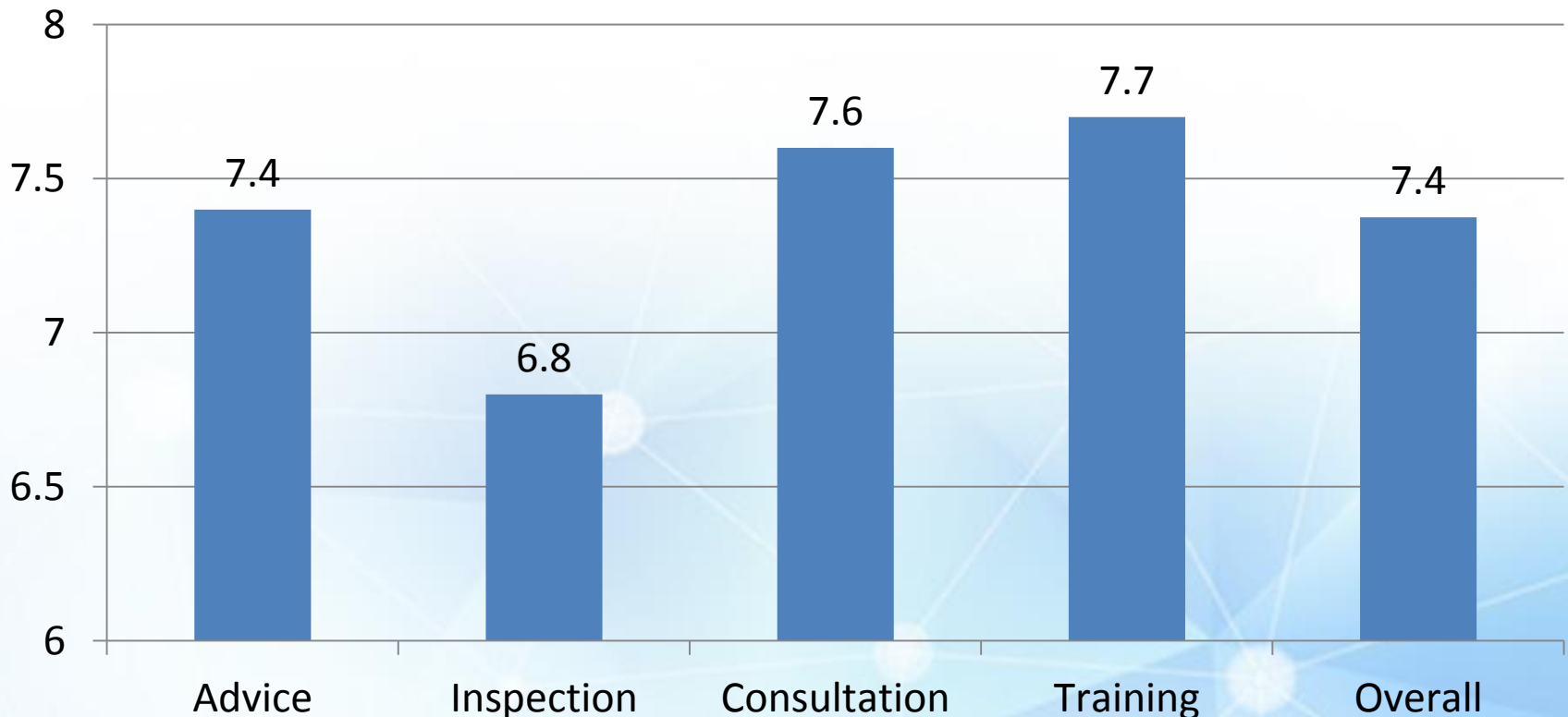
Staff interface



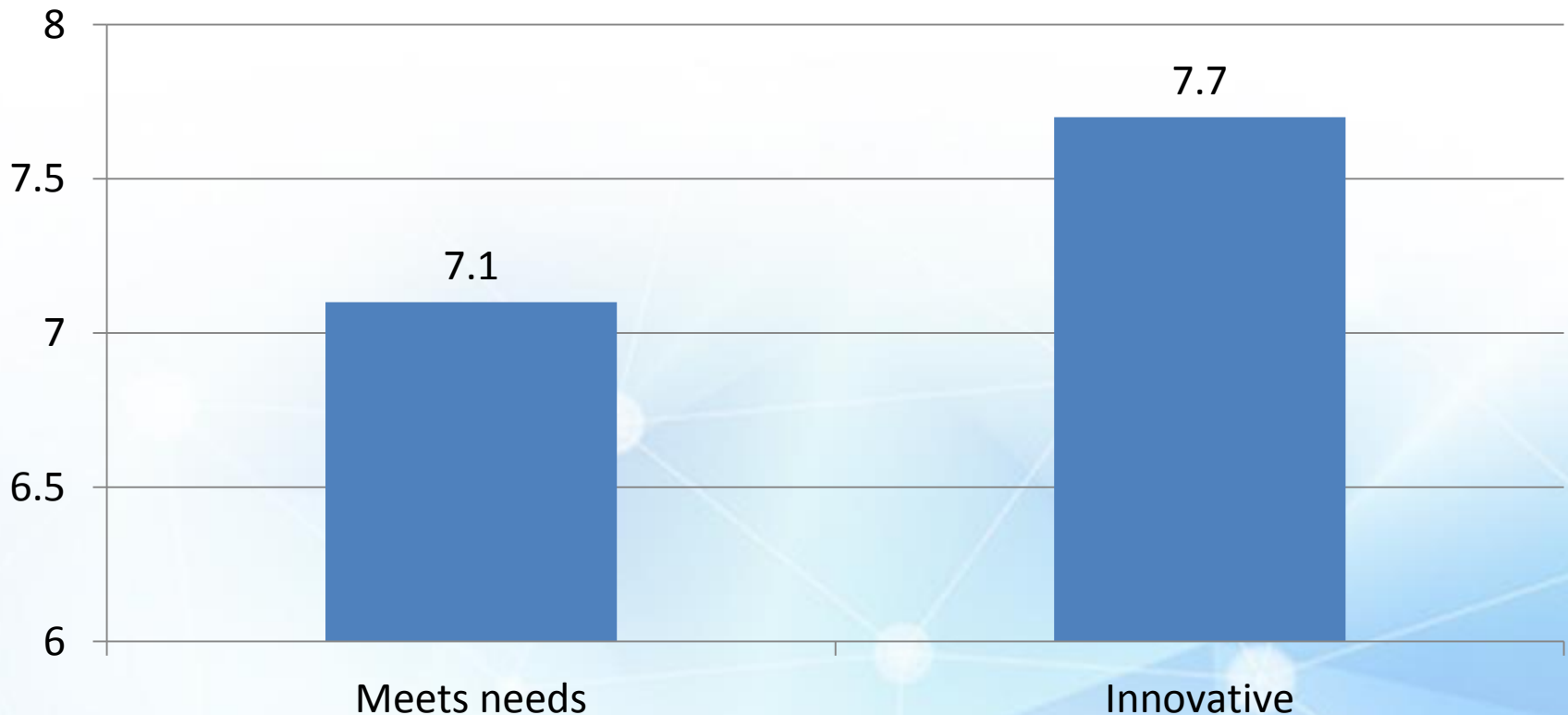
Accessibility



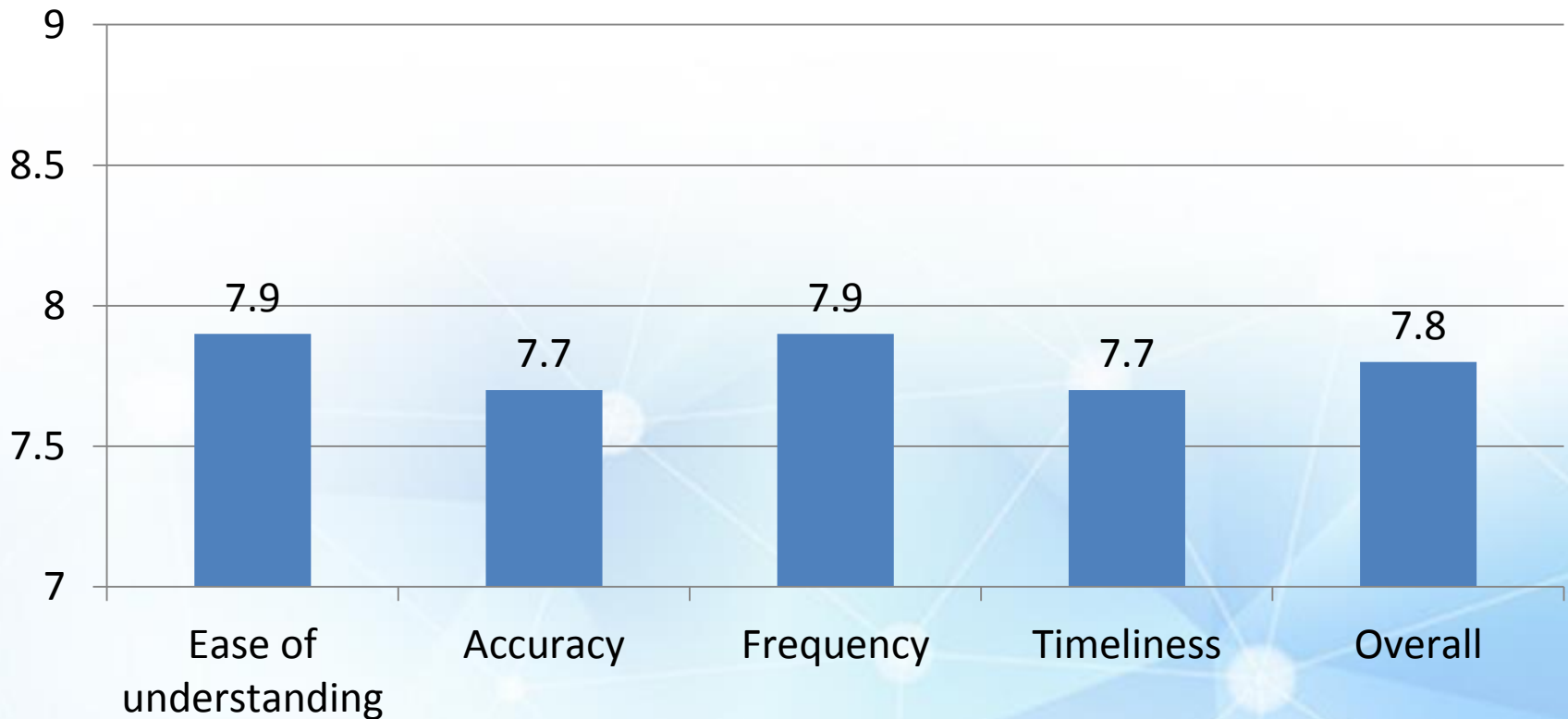
Product/Service offering - turnaround time



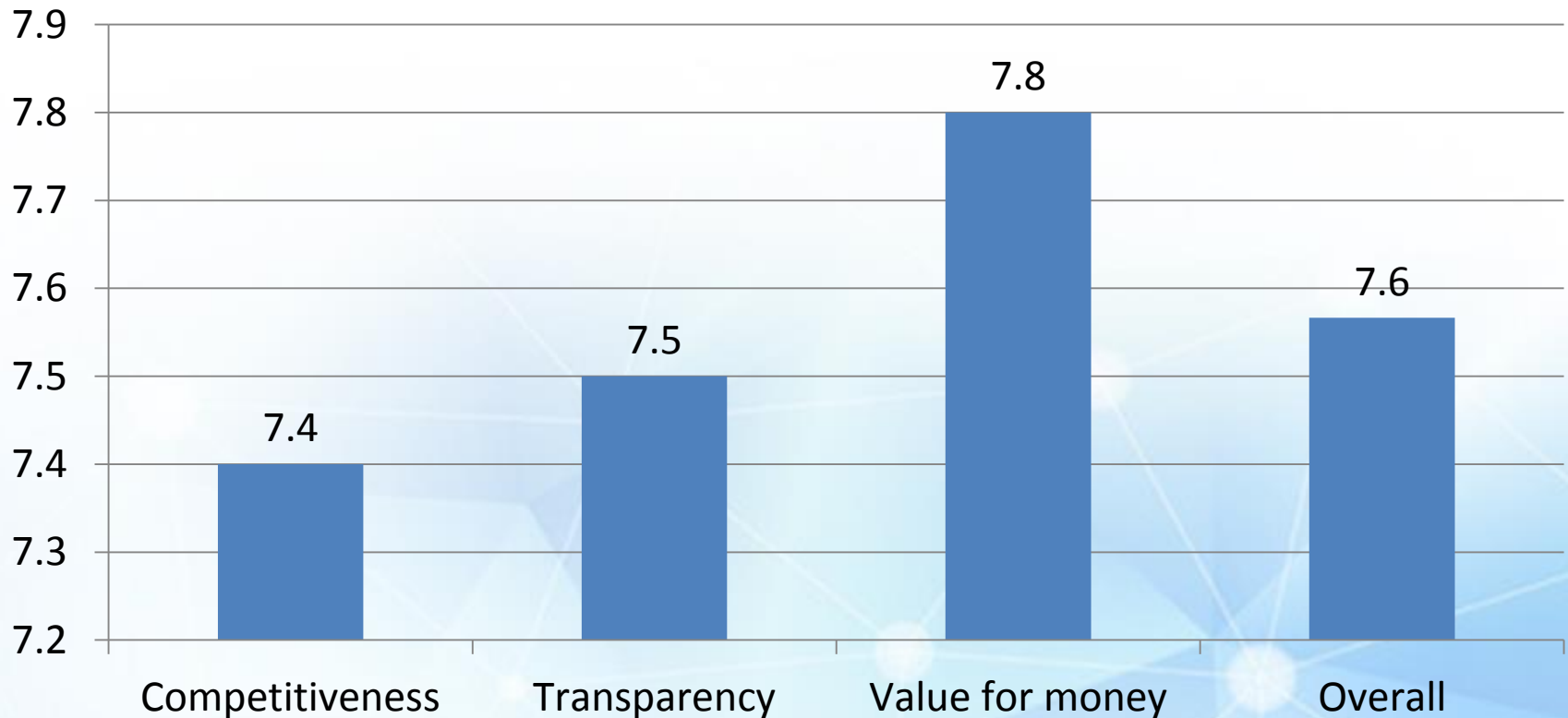
Product/Service offering – needs and innovation



Information and communication



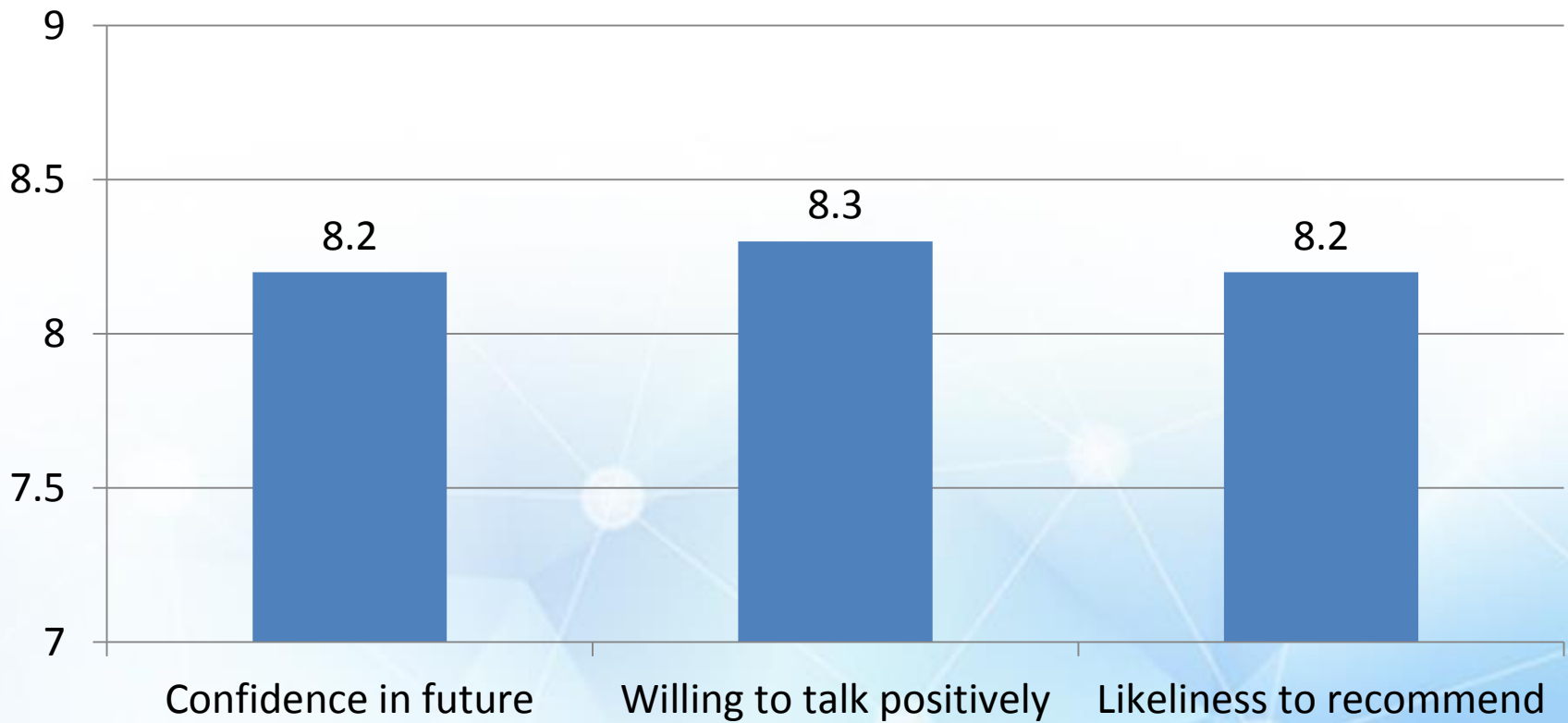
Value for money



Complaints

Complaints	Nature of complaint	Reported	How well handled?	Accessibility of Managing Director
Complaint 1	Inspection report not up to standard	No	5	6
Complaint 2	Execution of erroneous assignment	Yes	8	10

Loyalty



Likelihood to switch business 2.7

Perception

1. Professionalism
2. Knowledge
3. Quality service

Preferences

Communication medium

E-mail, website Optima, social media, webinar

Preferred language

1. English
2. Dutch
3. Papiamentu

Information needed

1. Ergonomics
2. Electromagnetic field of PC's
3. Safety

Conclusions

1. Overall positive results
2. Optima succeeds expectations of its customers
3. Customers are happy with Optima's staff but indicate that the efficiency is lower than courteousness and knowledge. Efficiency relates to turnaround time (prompt reaction to queries)
4. Optima is accessible to customers. This is indicated as a positive element of Optima's service
5. Optima's products meet customer's needs and are innovative, but might need customization or additional explanation to clarify expectation of customers on specific products/services
6. Information and communication score positive
7. Even though Optima's prices may not be highly competitive, customers are willing to pay for the service they receive
8. Optima scores very high on loyalty. This is the highest overall score
9. The perception that Optima's customers have, matches the core values of the company

Recommendations

1. Invest in efficiency through standardization and automation
2. Clarify customers expectations better
3. Invest in more education of and interaction with customers and target group
4. Invest in client retention and organic growth through customer relationship management and referrals

Thank You!

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