

## Improver

Customer satisfaction measurement

## Luma Metall

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Datum: 2020-12-18



# How Luma Metall is perceived

- What comes to mind when customers think about Luma Metall?

# Luma Metall

Associations

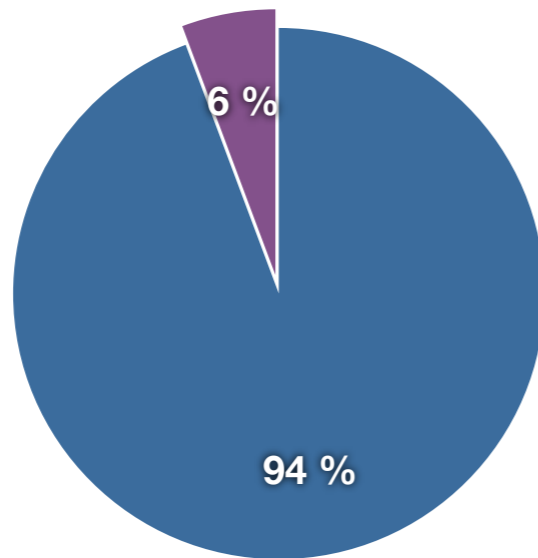


The more often a word is mentioned the bigger it gets

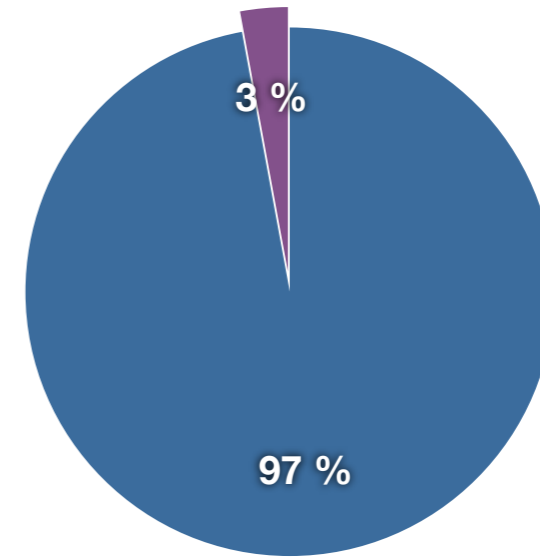
# Satisfaction

Attributes

On-time delivery



Product quality

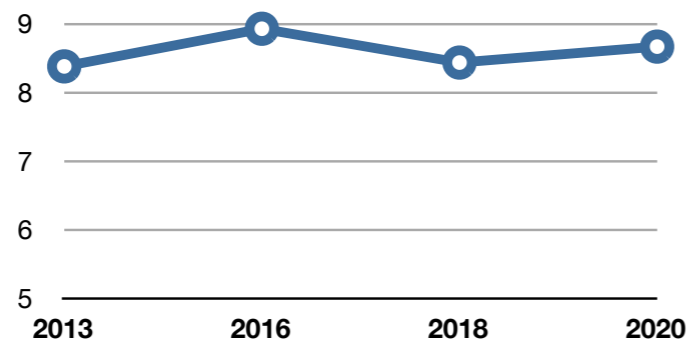


satisfied customers

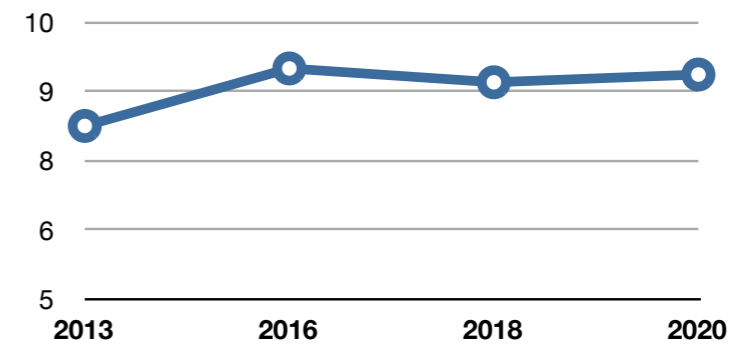
On-time delivery	2013	2016	2018	2020
Mean	8,63	9,22	8,69	8,94
Standard deviation	0,928	1,204	1,050	1,731
Range	7 till 10	5 till 10	6 till 10	1 till 10

Product quality	2013	2016	2018	2020
Mean	8,13	9,17	8,92	9,06
Standard deviation	1,795	1,129	1,383	1,211
Range	2 till 10	5 till 10	4 till 10	4 till 10

On-time delivery



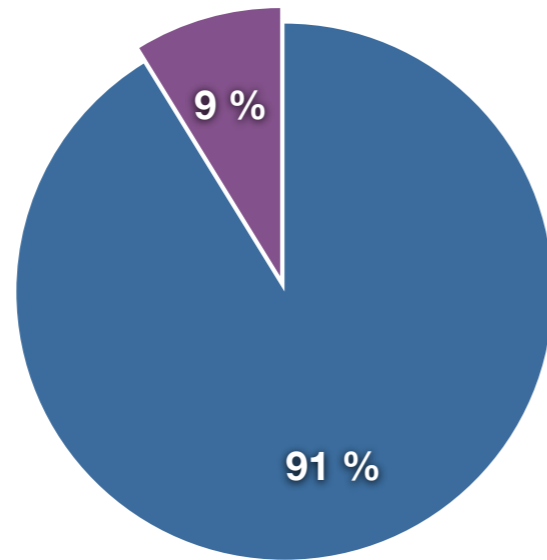
Product quality



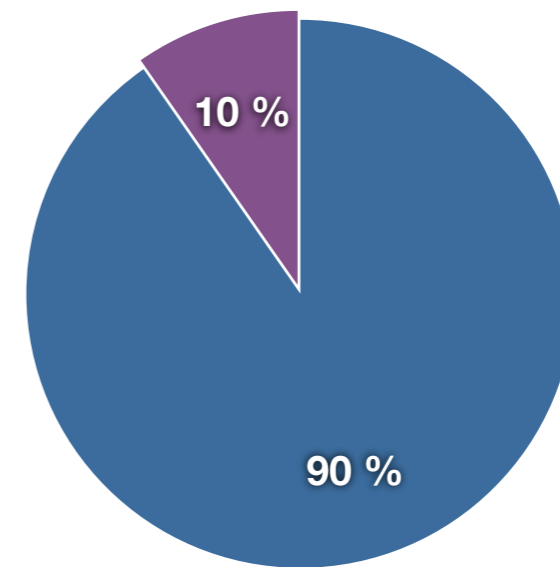
# Satisfaction

Attributes

Responsiveness



Technical support

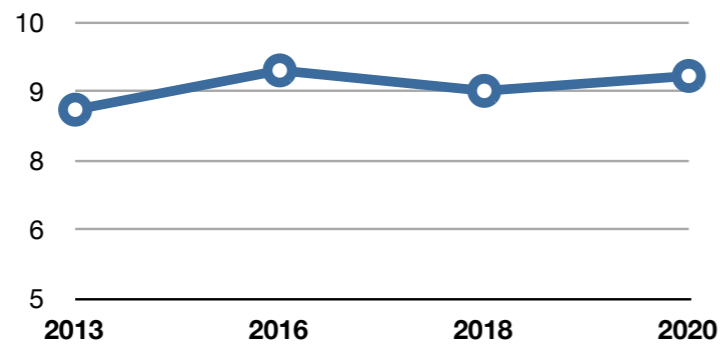


● satisfied customers

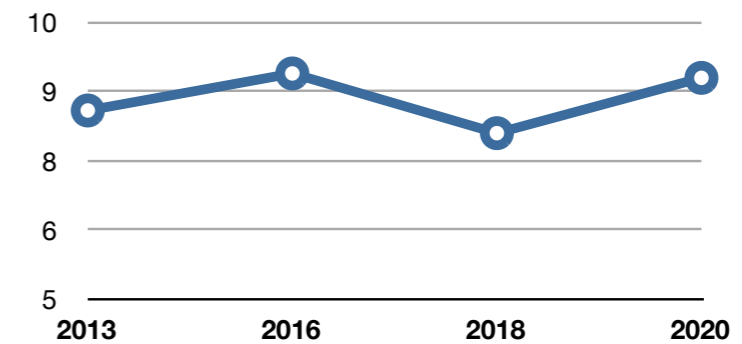
Responsiveness	2013	2016	2018	2020
Mean	8,42	9,13	8,76	9,03
Standard deviation	1,089	1,136	1,128	1,243
Range	5 till 10	5 till 10	5 till 10	5 till 10

Technical support	2013	2016	2018	2020
Mean	8,41	9,08	8,00	9,00
Standard deviation	1,181	1,248	2,258	1,438
Range	5 till 10	6 till 10	1 till 10	4 till 10

Responsiveness



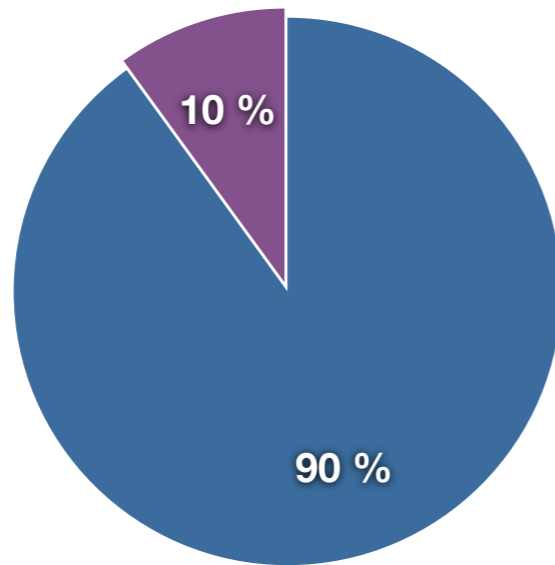
Technical service



# Satisfaction

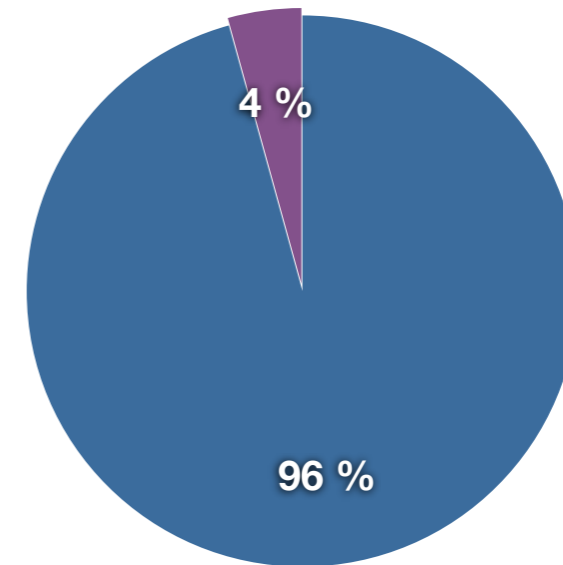
Attributes

Ability to innovate



● satisfied customers

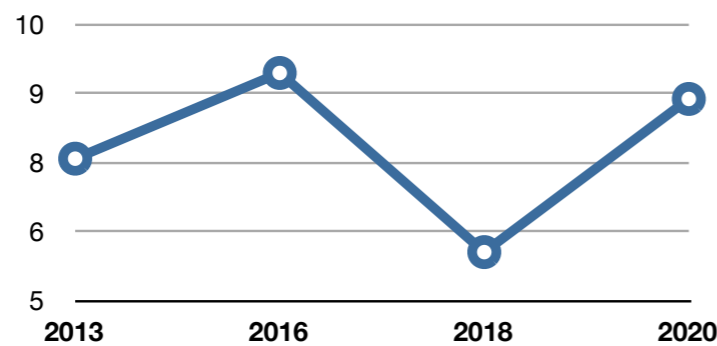
Field sales support



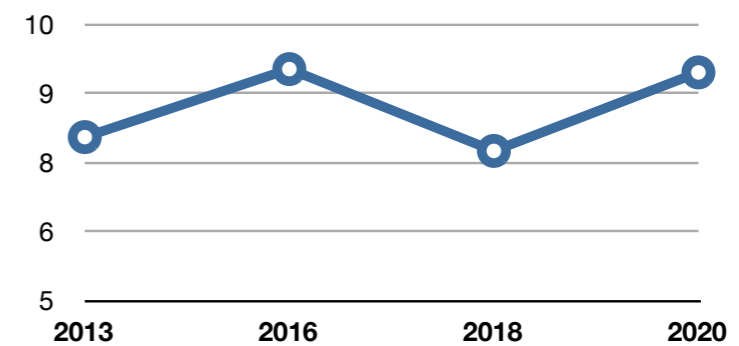
Ability to innovate	2013	2016	2018	2020
Mean	7,57	9,12	5,88	8,65
Standard deviation	1,599	0,857	1,553	1,039
Range	5 till 10	7 till 10	4 till 8	6 till 10

Field sales support	2013	2016	2018	2020
Mean	7,96	9,19	7,71	9,13
Standard deviation	1,306	1,167	2,494	1,058
Range	5 till 10	6 till 10	1 till 10	6 till 10

Ability to innovate

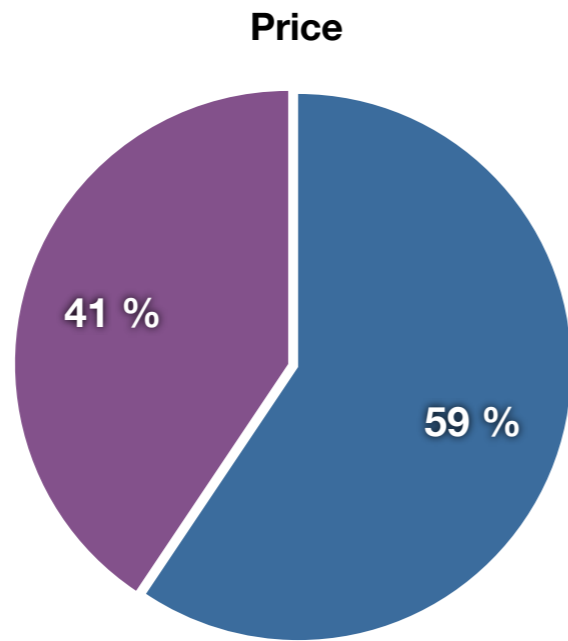


Field sales support

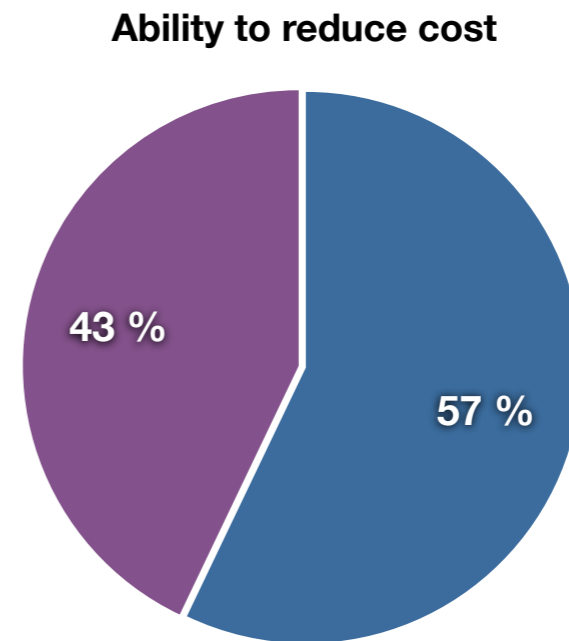


# Satisfaction

Attributes

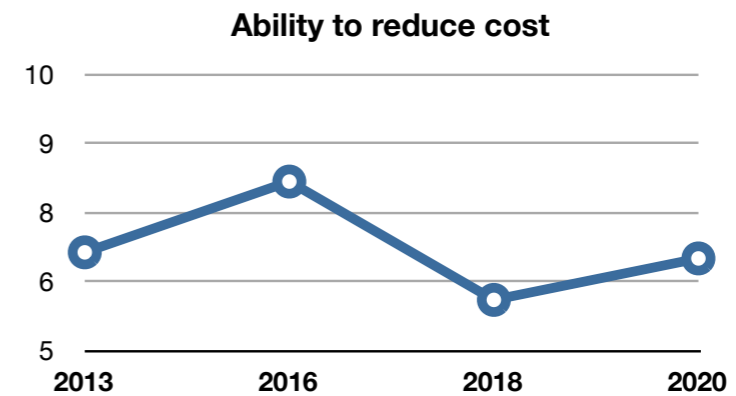
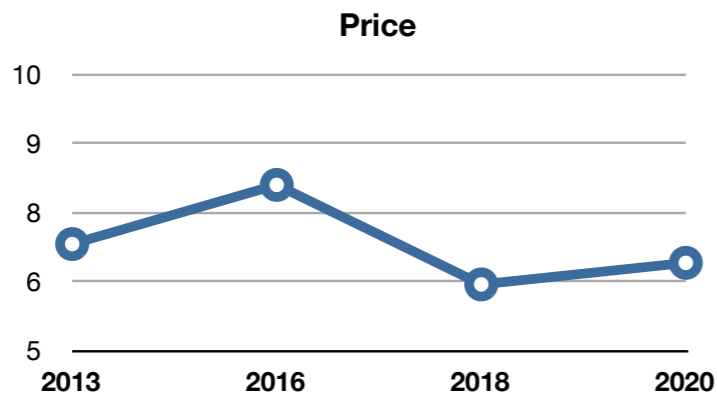


● satisfied customers



Price	2013	2016	2018	2020
Mean	6,93	8	6,20	6,59
Standard deviation	1,602	1,643	2,533	2,241
Range	2 till 10	5 till 10	1 till 10	1 till 10

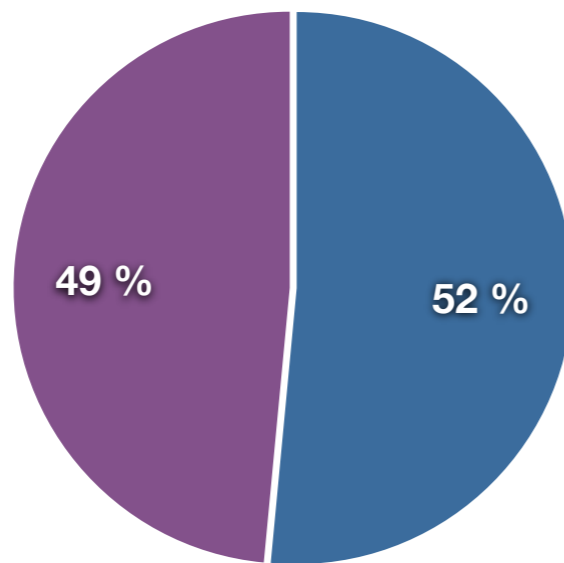
Ability to reduce cost	2013	2016	2018	2020
Mean	6,78	8,06	5,92	6,67
Standard deviation	1,833	1,784	2,178	2,415
Range	3 till 10	5 till 10	3 till 10	1 till 10



# Satisfaction

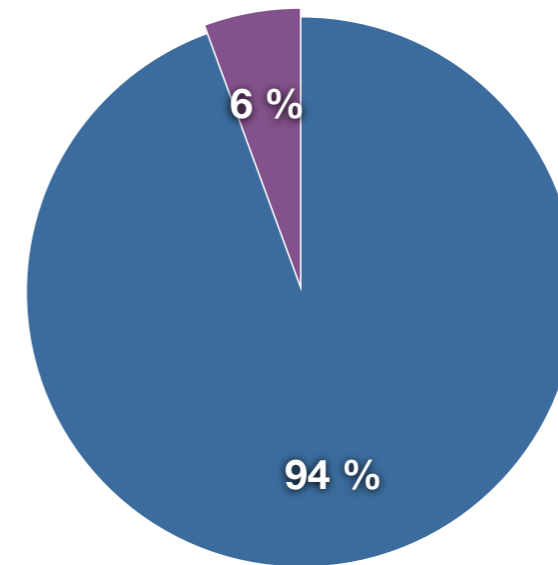
Attributes

Lead times



● satisfied customers

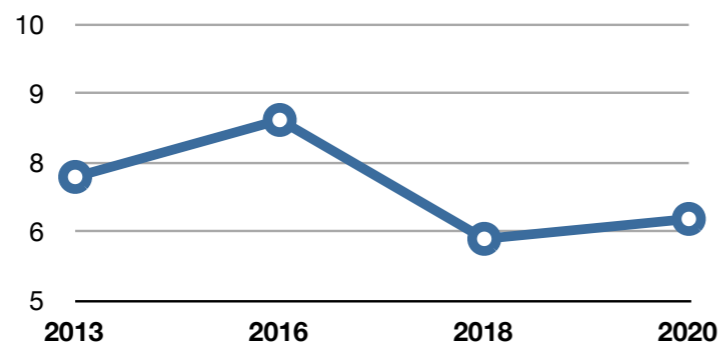
Policy for sustainability



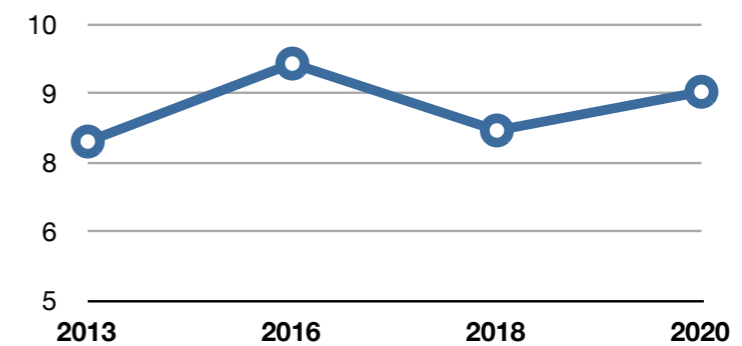
Lead times	2013	2016	2018	2020
Mean	7,24	8,27	6,12	6,48
Standard deviation	1,704	1,386	2,233	2,451
Range	3 till 10	5 till 10	2 till 10	1 till 10

Policy for sustainability	2013	2016	2018	2020
Mean	7,88	9,29	8,08	8,78
Standard deviation	2,058	1,069	2,021	1,396
Range	2 till 10	6 till 10	5 till 10	5 till 10

Lead times



Policy for sustainability

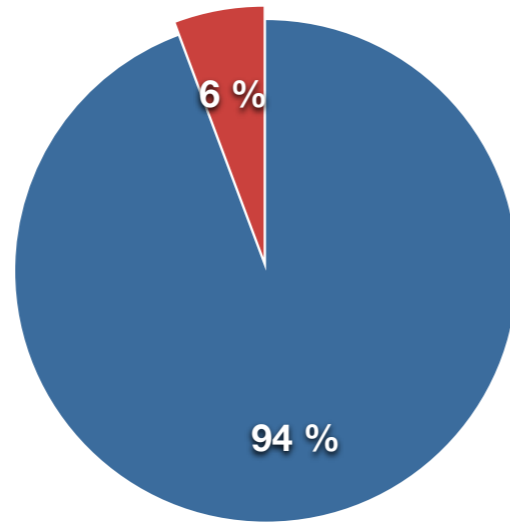




# Loyalty

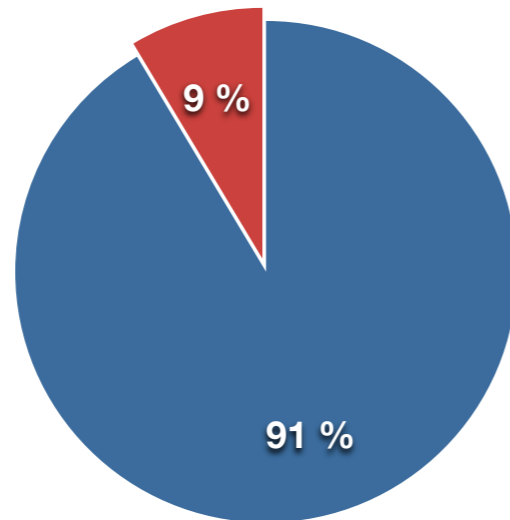
Intention

Attitude towards choice



94% (2018: 85%) indicate that they with a high probability would choose Luma Metall as a supplier again

Loyalty

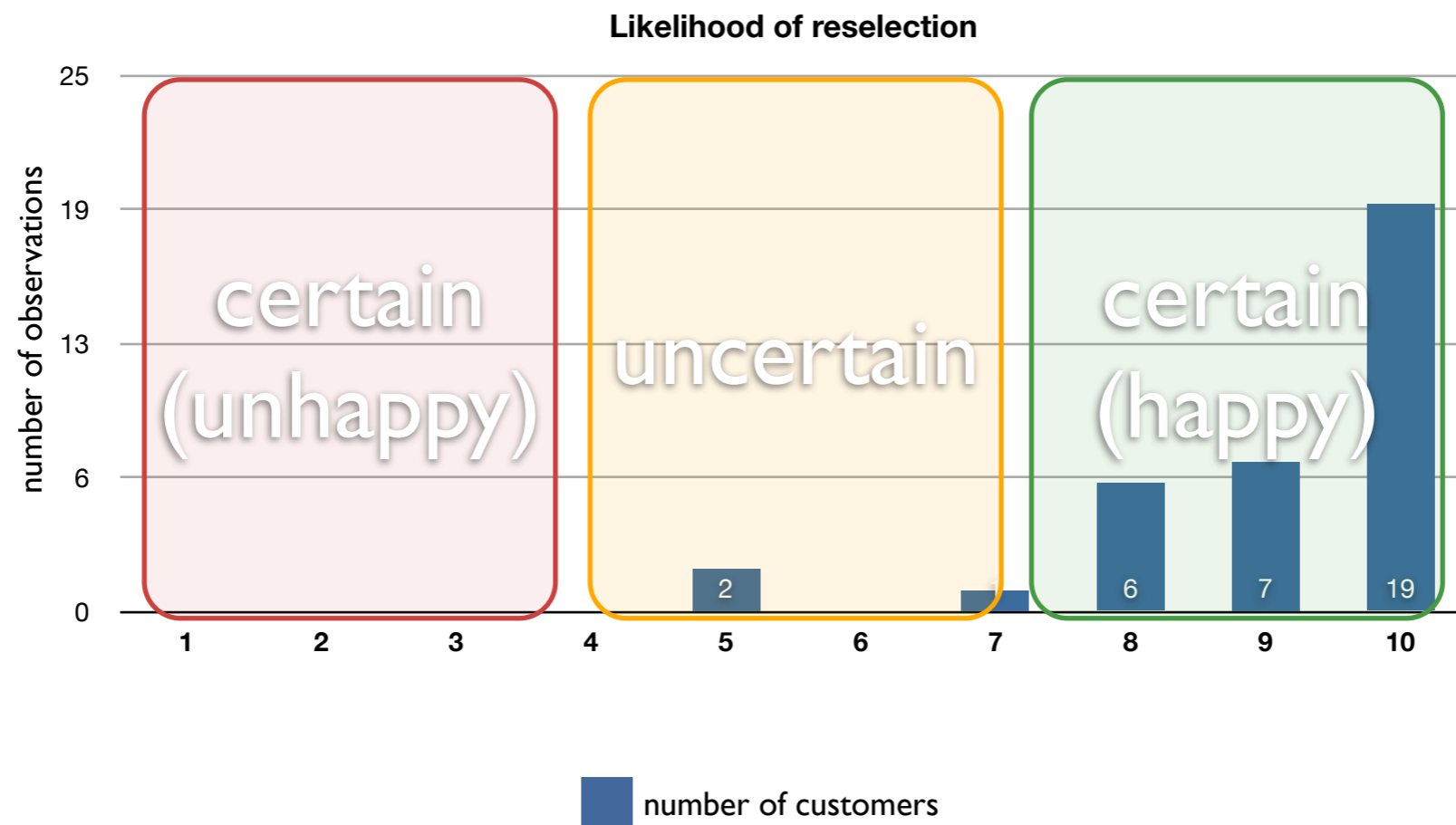


91% indicate that they with a high probability still will be customers of Luma Metall

● satisfied customers

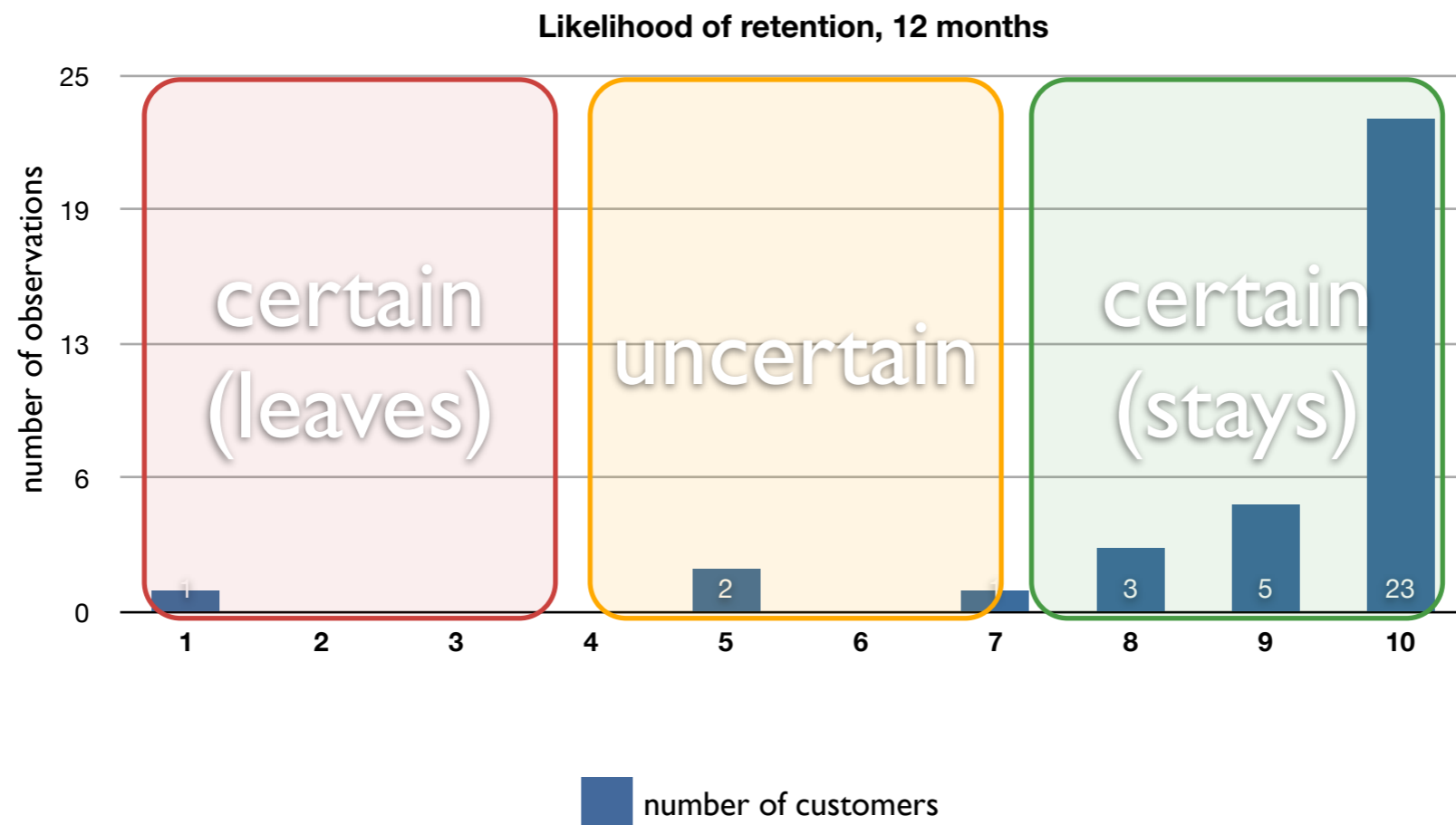
# Loyalty

Intention



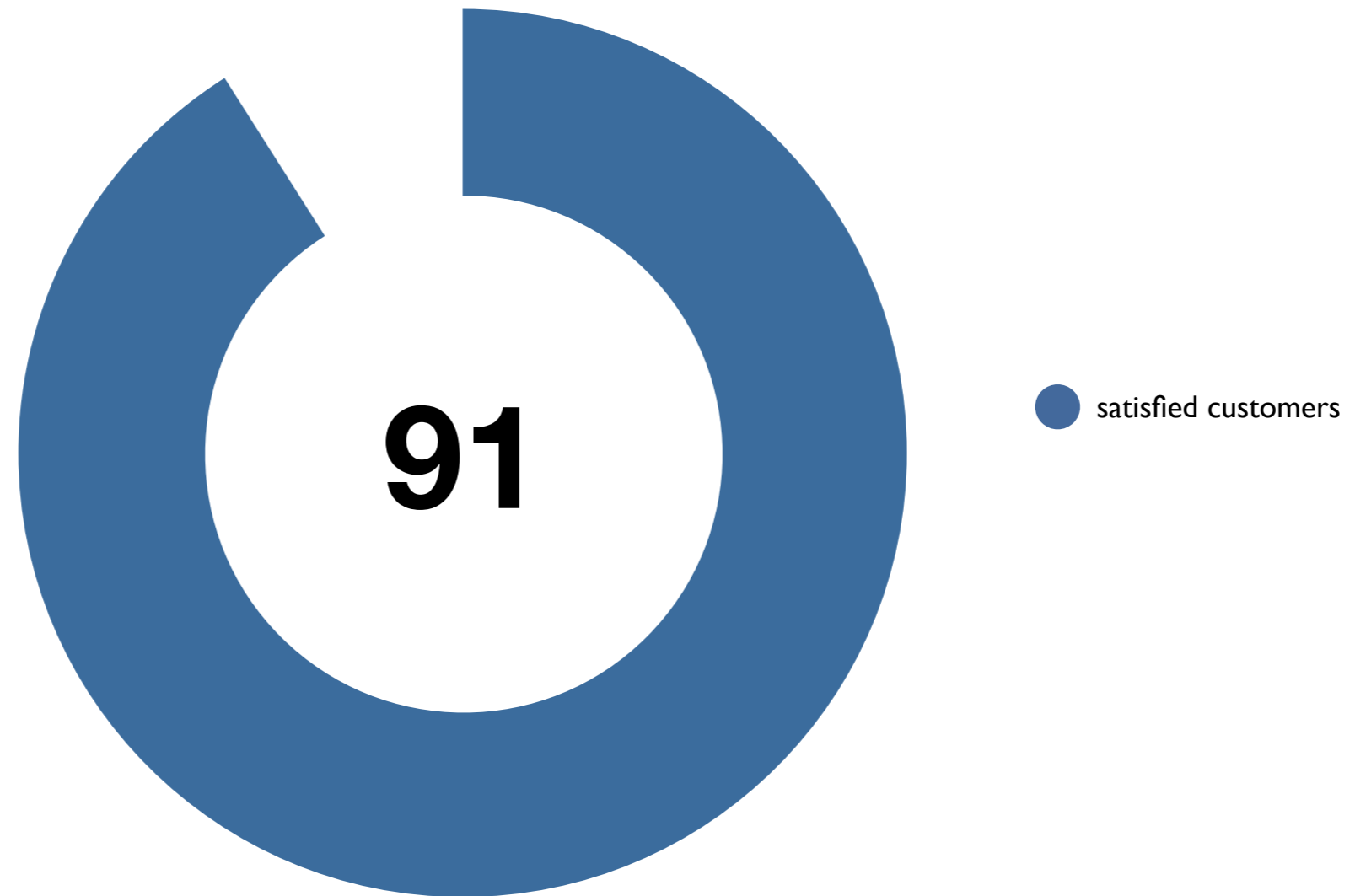
# Loyalty

Intention



# Overall satisfaction

Overall satisfaction



# Performance Index

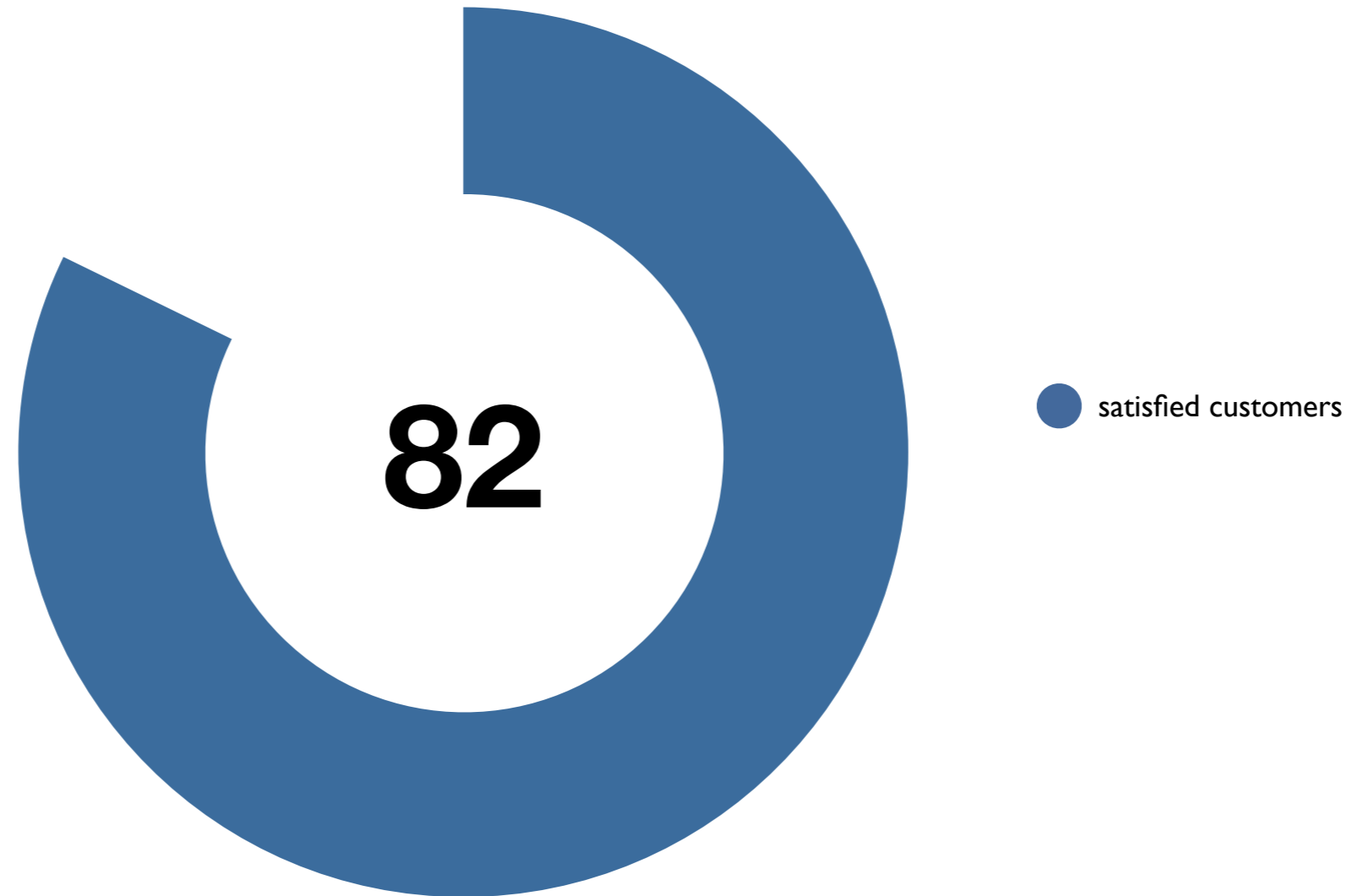
- How well does Luma Metall perform on the factors that are important to customers?

By comparing the importance and satisfaction scores the performance index is generated

# Performance Index

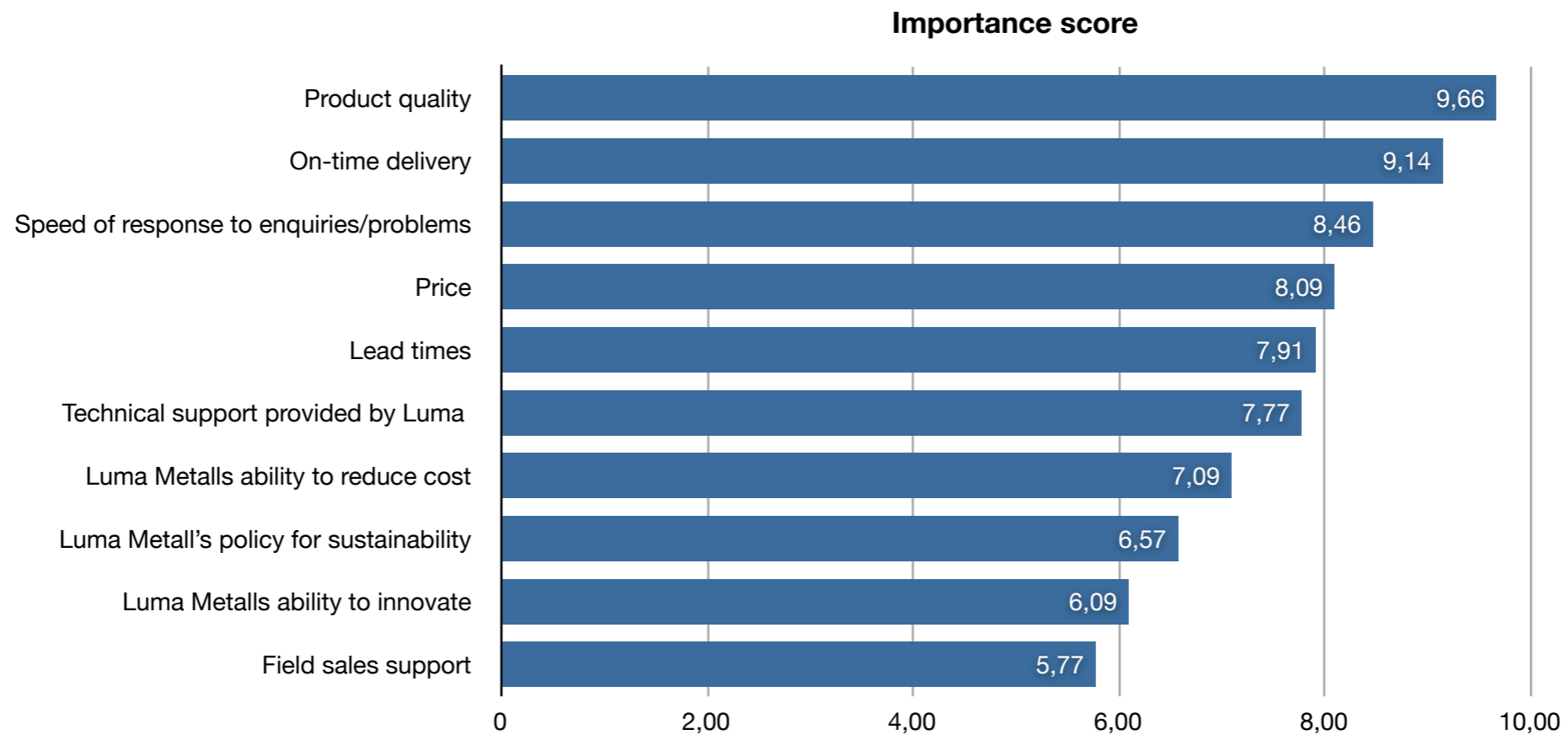
Luma Metall's performance

Performance Index



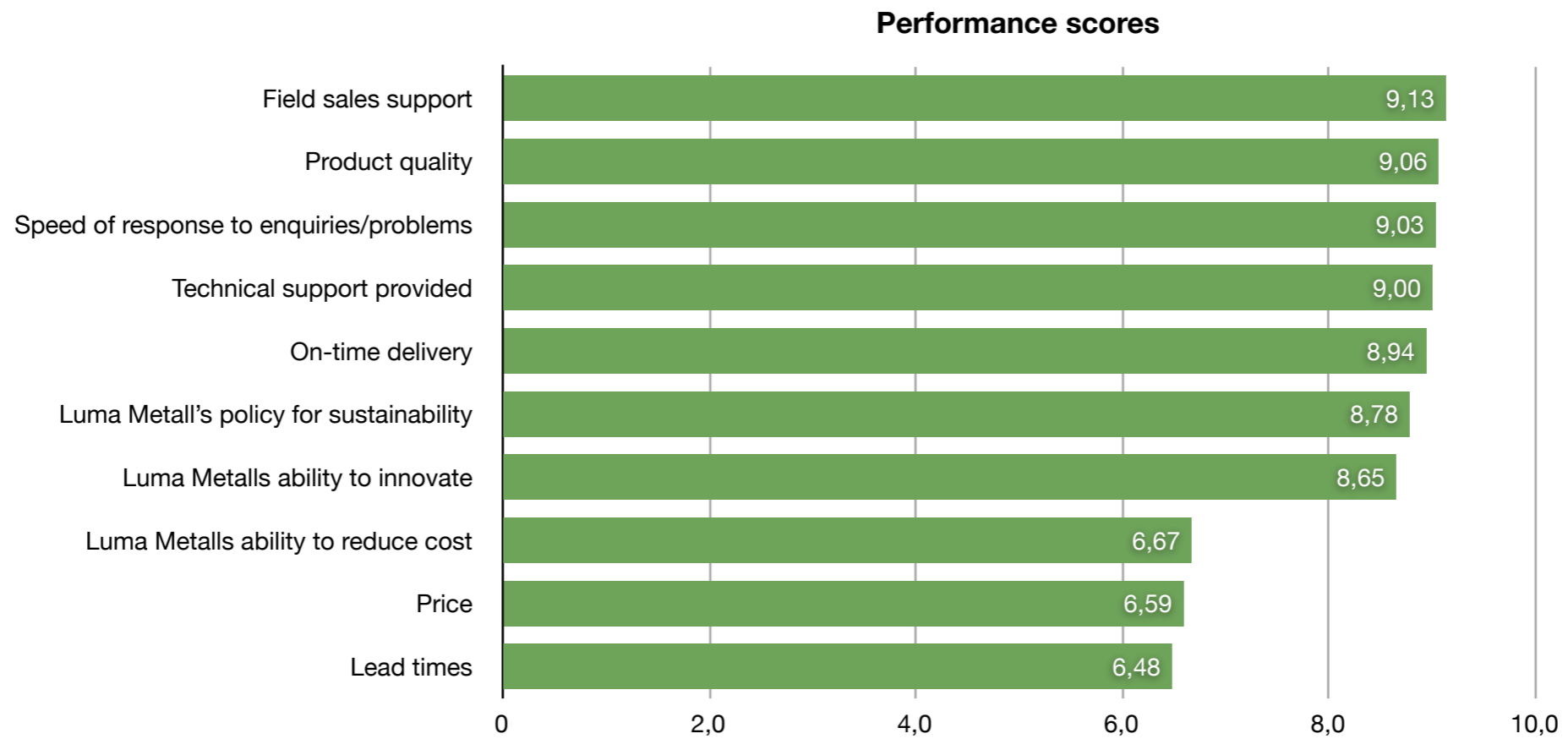
# What matters most

Importance score



# What we do best

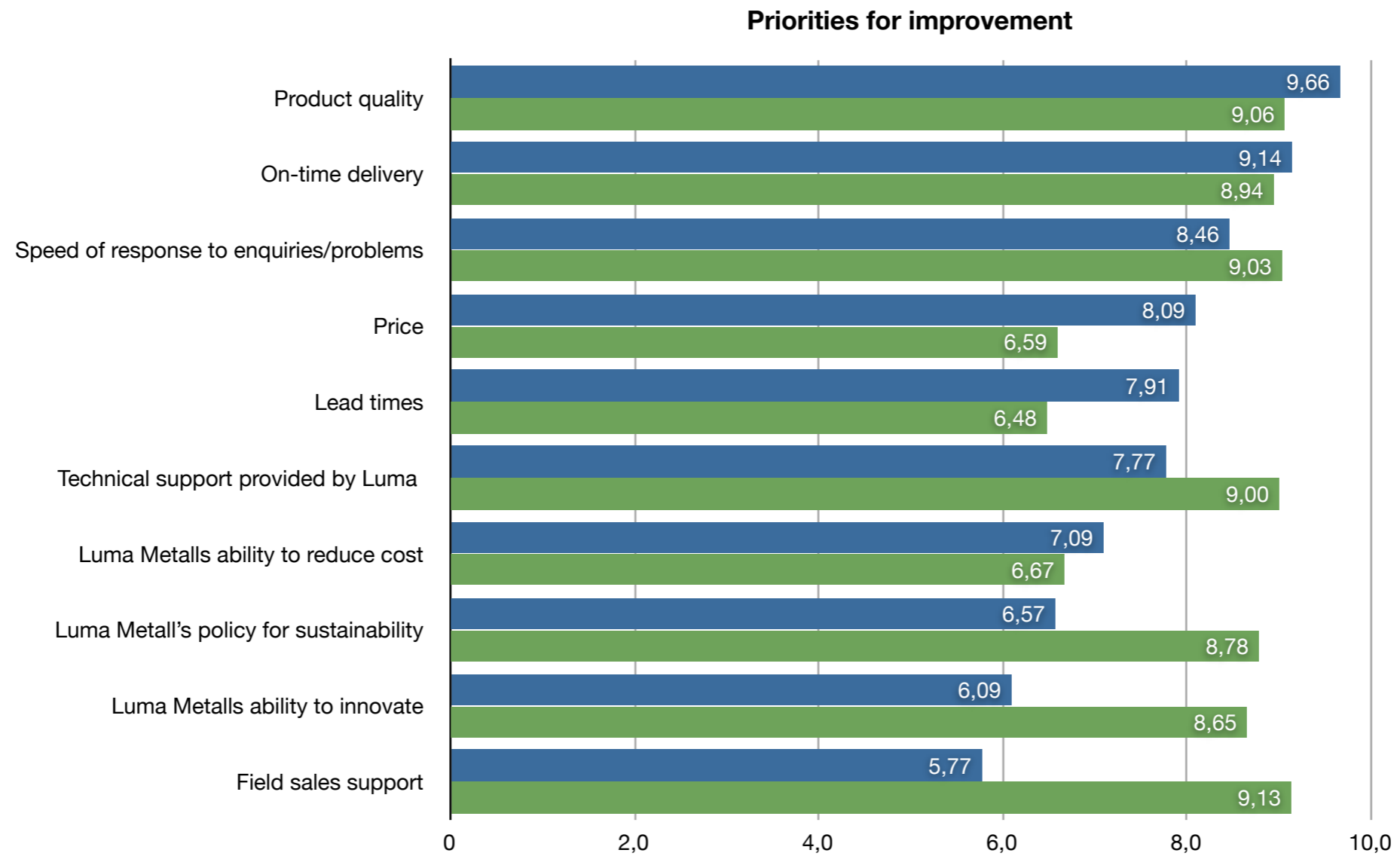
Performance score





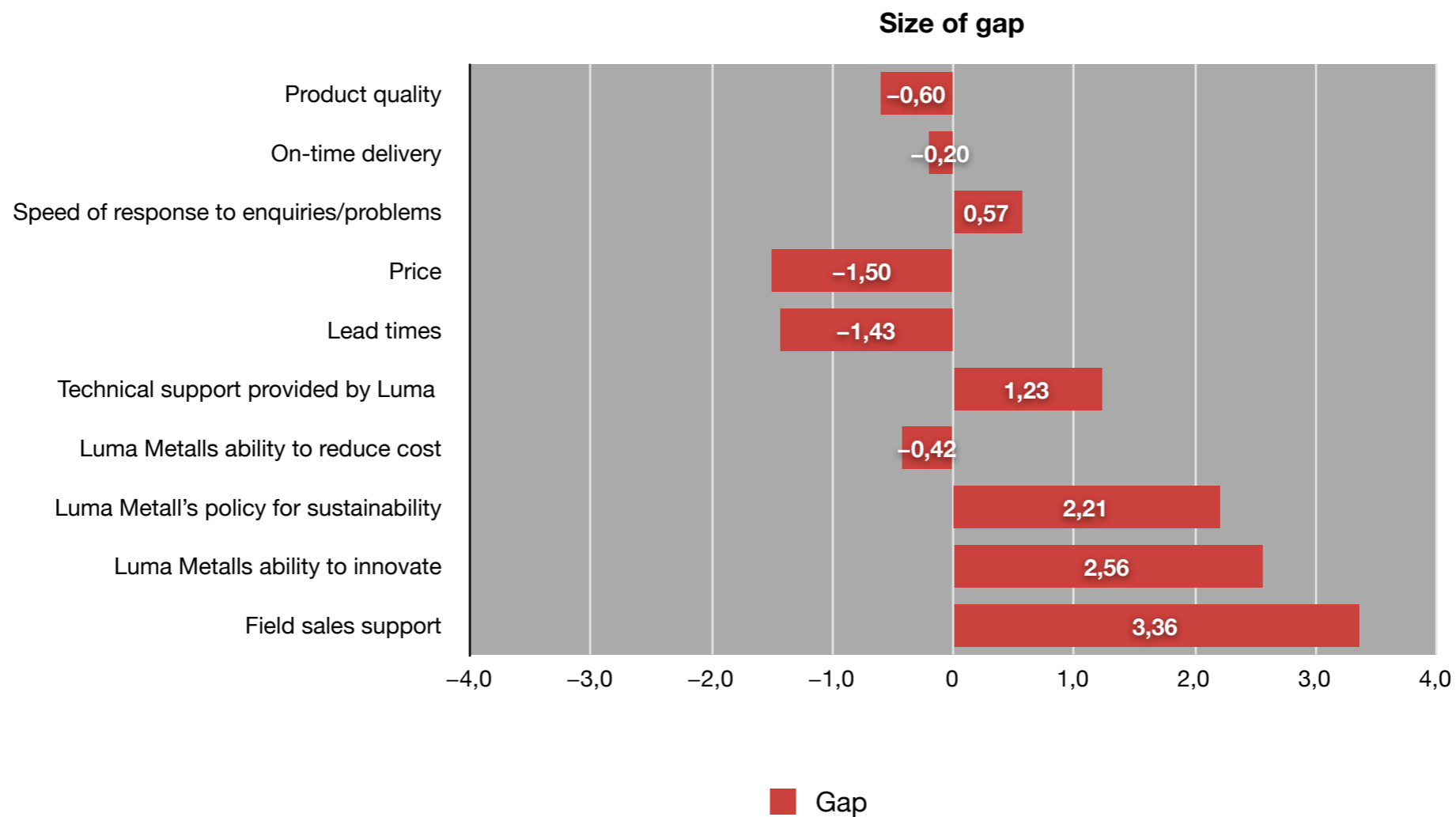
# Priorities for improvement

Importance/performance gap



# Priorities for improvement

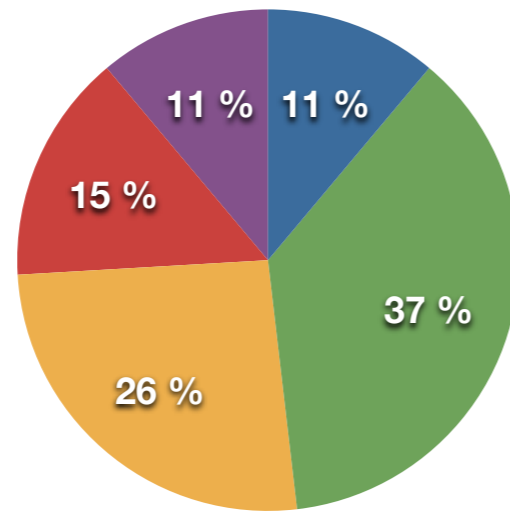
Importance/performance gap



# Impact of Covid-19

Attitude

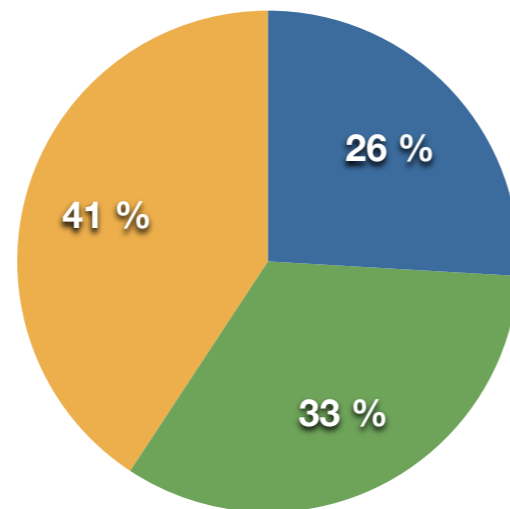
Expectations on business turnover in 2021



48% expect their business's turnover to increase, approximately 15% expect it to decrease a little.

- Increase substantially
- increase a little
- stay the same
- decrease a little
- not sure

Customer demand



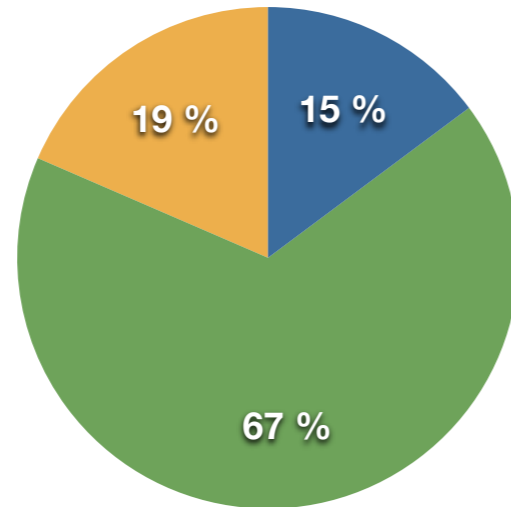
26% have seen their customers demand increase, 33% unchanged demand and 41% have seen demand decrease

- Increase
- same
- decrease

# Impact of Covid-19

Attitude

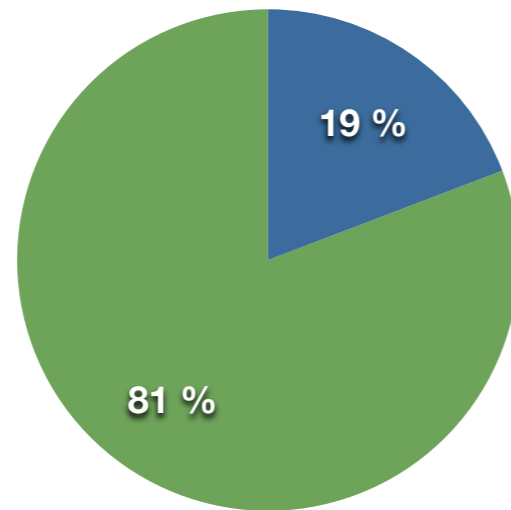
Supply chain



15% have experienced improved supply chains, 67% have seen no changes and 19% have seen disrupted supply chains

- Improved
- same
- disrupted

Routes to market

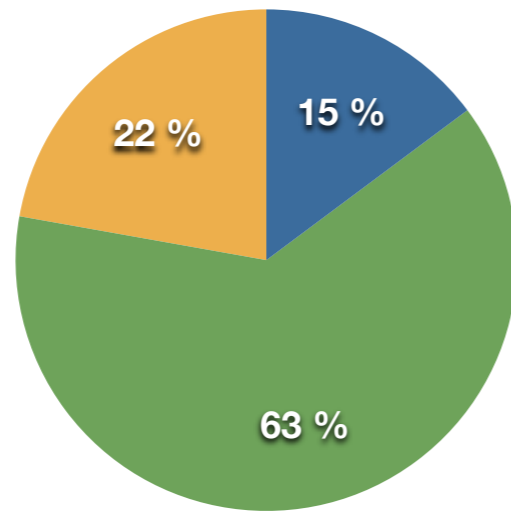


19% have improved routes to market, 81% have seen no changes, nobody has seen routes to market deteriorated

- Improved
- same
- deteriorated

# Impact of Covid-19

Impact on demand for Luma Metall's products



15% have increased their demand for Luma Metall's product and services, 63% have unchanged demand, 22% have decreased their demand due to the impact of Covid-19

- Increased
- same
- decreased

Attitude



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