



HM Online Activities

Customer Satisfaction Survey

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Customer Satisfaction

First survey 2010:	Diploma thesis Ms S. Schäbel Landshut Technical University
Biennial HM audits:	Overall score required
Invitations sent to:	Distributors & direct customers
Pattern:	Foreign countries 2013 Germany 2015 Foreign countries 2017 Germany 2019 ...
Objectives:	Learning customers' POVs Meeting expectations Keeping high levels Identifying weak spots → Improving overall performance

Customer Satisfaction

Questions with weights and grades

Index	Subject	Category
5.1	Price-performance ratio	Price - Value
5.2	Delivery times	Shipping Performance
5.3	Material specifications	Documents - Shipping
5.3.2	Safety data sheets	Documents - Shipping
5.3.3	Technical data sheets	Documents - Shipping
5.3.4	Technical reports / Presentations	Documents - Technical
5.3.5	Suggested formulations	Documents - Technical
5.4	Order processing	Workflow Distribution - Production
17.1	Design of brochures and notifications	Quality - Literature
17.2	Packaging of products	Quality - Packaging
18.1	Keeping promises	Interaction Customer - Hoffmann Mineral
18.2	Serious interest in solving customer problems	Interaction Customer - Hoffmann Mineral
18.3	Availability of the responsible staff	Interaction Customer - Hoffmann Mineral
18.4	Flexibility in scheduling	Interaction Customer - Hoffmann Mineral
18.5	Keeping appointments	Interaction Customer - Hoffmann Mineral
18.6	Fast quotations and processing	Interaction Customer - Hoffmann Mineral
18.7	Invoicing without errors and easy to understand	Interaction Customer - Hoffmann Mineral
19.1	Exact information on when services will be provided	Interaction Customer - Hoffmann Mineral
19.2	Short waiting times	Interaction Customer - Hoffmann Mineral
19.3	Employees helpful and cooperative	Support
19.4	Processing of complaints / problems	Support
20.1	Staff inspiring confidence	Perception
20.2	Atmosphere in dealing with staff	Perception
20.3	Politeness of staff	Perception
21.2	Attentiveness of staff	Perception
21.3	Interest in customer problems	Perception
21.4	Knowing the needs of customers	Perception
21.5	Staff's personal commitment to customers	Perception

Customer Satisfaction

Raw data exported from our website:

	5.1	5.1	5.2	5.2	5.3	5.3	5.3.2	5.3.2	5.3.3	5.3.3	5.3.4	5.3.4	5.3.5	5.3.5	5.4	5.4	17.1	17.1
	5.1.1	5.1.2	5.2.1	5.2.2	5.3.1	5.3.2	5.3.2.1	5.3.2.2	5.3.3.1	5.3.3.2	5.3.4.1	5.3.4.2	5.3.5.1	5.3.5.2	5.4.1	5.4.2	17.1.1	17.1.2
	6,0	6,0	6,0	6,0	6,0	6,0	6,0	6,0	6,0	6,0	6,0	6,0	6,0	6,0	6,0	6,0	6,0	6,0
	Price-perf ratio		Delivery times		Material specs		MSDS		TDS		Tech Reps/Pres		Guide formulas		Order processing		Brochures	
Distributor	Imp.	Sat.	Imp.	Sat.	Imp.	Sat.	Imp.	Sat.	Imp.	Sat.	Imp.	Sat.	Imp.	Sat.	Imp.	Sat.	Imp.	Sat.
A	1	3	1	2	2	1	1	1	1	1	1	1	1	1	1	1	2	1
B	1	3	2	1	2	1	2	1	2	1	2	1	2	1	2	1	2	1
C	2	2	2	2	1	1	1	1	1	2	1	2	1	2	1	2	1	1
D	1	4	2	2	1	1	1	1	1	1	2	2	6	2	3	1	2	2
E	1	3	4	1	3	1	1	1	1	1	1	1	1	1	1	1	2	2
F	2	2	2	2	2	2	2	2	2	2	1	1	1	1	2	2	2	2
G	2	5	3	1	2	1	1	1	1	1	2	2	4	2	2	2	3	2
H	1	2	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
I	1	2	1	1	1	2	1	1	1	2	2	2	1	3	1	1	2	2
J	1	3	1	3	1	1	1	1	1	1	1	1	1	1	2	2	1	2
K	1	4	1	1	1	1	1	1	1	1	1	1	1	1	1	1		
L	3	2	1	1	1	1	1	1	1	1	1	1	1	1	1	1	2	2
M	1	2	1	1	1	1	1	1	1	1	2	2	4	3	1	1	1	1
N	1	4	1	2	1	2	2	1	1	1	1	1	1	2	2	1	1	2
O	1	4	2	1	2	1	2	1	2	1	1	5	1	5	2	1	2	3
P	1	4	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Q	2	3	1	1	1	1	1	1	1	1	1	1	2	2	1	1	2	2
R	3	2	1	1	1	1	1	1	1	1	1	1	1	3	1	1	1	1
S	1	4	2	1	2	1	2	1	2	1	2	1	2	1	2	1	2	1
T	2	5	2	2	1	1	1	1	1	1	1	1	2	2	2	2	2	1

Imp: Importance („weight“)

Sat: Satisfaction

Customer Satisfaction

Distribution of weights:

Distributor	5.1	5.2	5.3	5.3.2	5.3.3	5.3.4	5.3.5	5.4	17.1	17.2	18.1	18.2	18.3	18.4	18.5	18.6	18.7	19.1	19.2	19.3	19.4	20.1	20.2	20.3	21.1	21.2	21.3	21.4	21.5
A	1	1	2	1	1	1	1	1	2	3	1	1	1	2	1	1	2	2	1	1	1	2	1	2	2	3	1	1	2
B	1	2	2	2	2	2	2	2	2	2	1	1	2	2	2	2	2	2	2	1	1	1	2	2	2	2	2	1	1
C	2	2	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	2	2	1	1	1	1	1	1	1	1	1	2
D	1	2	1	1	1	2	6	3	2	1	1	1	1	2	2	2	1	2	2	1	1	2	2	2	1	1	2	2	2
E	1	4	3	1	1	1	1	1	2	3	1	1	2	1	3	2	3	1	1	2	2	5	5	5	5	5	3	5	5
F	2	2	2	2	2	1	1	2	2	2	2	1	2	2		2	2	2	2	1	2	2	2	2	1	2	2	2	2
G	2	3	2	1	1	2	4	2	3	1	2	1	1	3	1	2	2	2	2	2	2	2	2	2	2	2	2	3	2
H	1	1	1	1	1	1	1	1	1	3	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
I	1	1	1	1	1	2	1	1	2	1	1	1	1	1	2	1	1	2	1	1	2	2	2	2	1	2	2	1	2
J	1	1	1	1	1	1	1	2	1	1	1	1	1		1		1	1	1	1	1	1	1	1	1	1	1	1	1
K	1	1	1	1	1	1	1	1																					
L	3	1	1	1	1	1	1	1	2	1	1	1	1	2	1	1	1	2	2	1	1	1	1	1	1	1	1	1	1
M	1	1	1	1	1	2	4	1	1	1	1	1	1	2	1	2	1	1	3	1	1	1	1	1	1	1	1	2	2
N	1	1	1	2	1	1	1	2	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
O	1	2	2	2	2	1	1	2	2	1	1	1	1	2	2	1	2	2	2	2	1	2	2	2	1	2	1	1	1
P	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Q	2	1	1	1	1	1	2	1	2	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
R	3	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
S	1	2	2	2	2	2	2	2	2	2	2	2	2	2	3	2	2	2	2	2		2	2	2	1	2	2	2	2
T	2	2	1	1	1	1	2	2	2	1	1	1	1	1	2	1	1	3	1	1	1	1	1	1	2	1	1	1	1

Customer Satisfaction

Distribution of grades (non-weighted)

Distributor	5.1	5.2	5.3	5.3.2	5.3.3	5.3.4	5.3.5	5.4	17.1	17.2	18.1	18.2	18.3	18.4	18.5	18.6	18.7	19.1	19.2	19.3	19.4	20.1	20.2	20.3	21.1	21.2	21.3	21.4	21.5
A	3	2	1	1	1	1	1	1	1	1	1	1	1	3	1	2	1	1	2	1	1	1	1	1	1	1	1	1	1
B	3	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
C	2	2	1	1	2	2	2	2	1	2	1	1	1	1	1	1	2	2	2	1	1	2	2	1	2	2	2	2	2
D	4	2	1	1	1	2	2	1	2	2	2	2	1	2	2	2	1	2	2	1	2	2	2	2	1	1	2	2	2
E	3	1	1	1	1	1	1	1	2	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
F	2	2	2	2	2	1	1	2	2	2	2	1	2	2		2	2	2	2	1	2	2	1	1	1	2	1	1	1
G	5	1	1	1	1	2	2	2	2	3	2	2	3	2	1	2	2	2	2	2	2	2	2	1	2	2	2	2	1
H	2	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	2	1	1	1	1	1	1	1	1	1	1
I	2	1	2	1	2	2	3	1	2	2	2	2	1	1	2	2	1	2	2	1	2	2	2	1	2	2	2	2	2
J	3	3	1	1	1	1	1	2	2	3	1	1	1		1		1	1	1	1	2	1	1	1	1	1	1	1	1
K	4	1	1	1	1	1	1	1																					
L	2	1	1	1	1	1	1	1	2	1	1	1	1	2	1	1	1	1	2	1	1	1	1	1	1	1	1	1	1
M	2	1	1	1	1	2	3	1	1	1	1	1	2	1	1	2	1	1	1	1	1	1	1	1	1	1	1	2	2
N	4	2	2	1	1	1	2	1	2	5	1	2	1	2	1	2	1	3	2	1	2	2	1	1	2	1	1	2	1
O	4	1	1	1	1	5	5	1	3	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
P	4	1	1	1	1	1	1	1	1	5	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Q	3	1	1	1	1	1	2	1	2	1	1	1	1	1	1	1	1	1	1	1	2	1	1	1	1	1	1	1	1
R	2	1	1	1	1	1	3	1	1	4	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
S	4	1	1	1	1	1	1	1	1	1	2	2	2	3	2	2	2	2	2	1		2	2	2	3	2	2	2	2
T	5	2	1	1	1	1	2	2	1	2	1	1	1	2	2	1	1	3	2	1	1	1	1	1	2	1	1	1	1



Customer Satisfaction

Grades with Weight = 6 (lowest)																													
Distributor	5.1	5.2	5.3	5.3.2	5.3.3	5.3.4	5.3.5	5.4	17.1	17.2	18.1	18.2	18.3	18.4	18.5	18.6	18.7	19.1	19.2	19.3	19.4	20.1	20.2	20.3	21.1	21.2	21.3	21.4	21.5
A																													
B																													
C																													
D							2																						
E																													
F																													
G																													
H																													
I																													
J																													
K																													
L																													
M																													
N																													
O																													
P																													
Q																													
R																													
S																													
T																													



Customer Satisfaction

Grades with Weight = 5																													
Distributor	5.1	5.2	5.3	5.3.2	5.3.3	5.3.4	5.3.5	5.4	17.1	17.2	18.1	18.2	18.3	18.4	18.5	18.6	18.7	19.1	19.2	19.3	19.4	20.1	20.2	20.3	21.1	21.2	21.3	21.4	21.5
A																													
B																													
C																													
D																													
E																						1	1	1	1	1		1	1
F																													
G																													
H																													
I																													
J																													
K																													
L																													
M																													
N																													
O																													
P																													
Q																													
R																													
S																													
T																													



Customer Satisfaction

Grades with Weight = 4																													
Distributor	5.1	5.2	5.3	5.3.2	5.3.3	5.3.4	5.3.5	5.4	17.1	17.2	18.1	18.2	18.3	18.4	18.5	18.6	18.7	19.1	19.2	19.3	19.4	20.1	20.2	20.3	21.1	21.2	21.3	21.4	21.5
A																													
B																													
C																													
D																													
E		1																											
F																													
G							2																						
H																													
I																													
J																													
K																													
L																													
M							3																						
N																													
O																													
P																													
Q																													
R																													
S																													
T																													

Customer Satisfaction

Grades with Weight = 3																													
Distributor	5.1	5.2	5.3	5.3.2	5.3.3	5.3.4	5.3.5	5.4	17.1	17.2	18.1	18.2	18.3	18.4	18.5	18.6	18.7	19.1	19.2	19.3	19.4	20.1	20.2	20.3	21.1	21.2	21.3	21.4	21.5
A										1																1			
B																													
C																													
D								1																					
E			1							1					1		1										1		
F																													
G		1							2					2														2	
H										1																			
I																													
J																													
K																													
L	2																												
M																			1										
N																													
O																													
P																													
Q																													
R	2																												
S															2														
T																			3										

Customer Satisfaction

Grades with Weight = 2																													
Distributor	5.1	5.2	5.3	5.3.2	5.3.3	5.3.4	5.3.5	5.4	17.1	17.2	18.1	18.2	18.3	18.4	18.5	18.6	18.7	19.1	19.2	19.3	19.4	20.1	20.2	20.3	21.1	21.2	21.3	21.4	21.5
A			1						1					3			1	1				1		1	1				1
B		1	1	1	1	1	1	1	1	1			1	1	1	1	1	1	1				1	1	1	1	1		
C	2	2																2	2									2	
D		2				2			2					2	2	2		2	2			2	2	2			2	2	2
E								2					1			1				1	1								
F	2	2	2	2	2			2	2	2	2		2	2		2	2	2	2		2	2	1	1		2	1	1	1
G	5		1			2		2			2					2	2	2	2	2	2	2	2	1	2	2	2		1
H																													
I					2				2						2			2			2	2	2	1		2	2		2
J								2																					
K																													
L									2					2				1	2										
M						2								1		2												2	2
N				1				1																					
O		1	1	1	1			1	3					1	1		1	1	1	1		1	1	1		1			
P																													
Q	3						2		2																				
R																													
S		1	1	1	1	1	1	1	1	1	2	2	2	3		2	2	2	2	1		2	2	2		2	2	2	2
T	5	2					2	2	1						2										2				

Customer Satisfaction

Grades with Weight = 1 (highest)																													
Distributor	5.1	5.2	5.3	5.3.2	5.3.3	5.3.4	5.3.5	5.4	17.1	17.2	18.1	18.2	18.3	18.4	18.5	18.6	18.7	19.1	19.2	19.3	19.4	20.1	20.2	20.3	21.1	21.2	21.3	21.4	21.5
A	3	2		1	1	1	1	1			1	1	1		1	2			2	1	1		1				1	1	
B	3										1	1								1	1	1						1	1
C			1	1	2	2	2	2	1	2	1	1	1	1	1	1	2			1	1	2	2	1	2	2	2	2	
D	4		1	1	1					2	2	2	1				1			1	2				1	1			
E	3			1	1	1	1	1			1	1		1				1	1										
F						1	1					1								1					1				
G				1	1					3		2	3		1														
H	2	1	1	1	1	1	1	1	1		1	1	1	1	1	1	1	1	2	1	1	1	1	1	1	1	1	1	1
I	2	1	2	1	2		3	1		2	2	2	1	1		2	1		2	1					2			2	
J	3	3	1	1	1	1	1		2	3	1	1	1		1		1	1	1	1	2	1	1	1	1	1	1	1	1
K	4	1	1	1	1	1	1	1																					
L		1	1	1	1	1	1	1		1	1	1	1		1	1	1			1	1	1	1	1	1	1	1	1	1
M	2	1	1	1	1			1	1	1	1	1	2		1		1	1		1	1	1	1	1	1	1	1	1	
N	4	2	2		1	1	2		2	5	1	2	1	2	1	2	1	3	2	1	2	2	1	1	2	1	1	2	1
O	4					5	5			1	1	1	1			1					1				1		1	1	1
P	4	1	1	1	1	1	1	1	1	5	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Q		1	1	1	1	1		1		1	1	1	1	1	1	1	1	1	1	1	2	1	1	1	1	1	1	1	1
R		1	1	1	1	1	3	1	1	4	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
S	4																								3				
T			1	1	1	1				2	1	1	1	2		1	1		2	1	1	1	1	1		1	1	1	1

Customer Satisfaction

Distribution of grades (non-weighted)

Distributor	5.1	5.2	5.3	5.3.2	5.3.3	5.3.4	5.3.5	5.4	17.1	17.2	18.1	18.2	18.3	18.4	18.5	18.6	18.7	19.1	19.2	19.3	19.4	20.1	20.2	20.3	21.1	21.2	21.3	21.4	21.5
A	3	2	1	1	1	1	1	1	1	1	1	1	1	3	1	2	1	1	2	1	1	1	1	1	1	1	1	1	1
B	3	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
C	2	2	1	1	2	2	2	2	1	2	1	1	1	1	1	1	2	2	2	1	1	2	2	1	2	2	2	2	2
D	4	2	1	1	1	2	2	1	2	2	2	2	1	2	2	2	1	2	2	1	2	2	2	2	1	1	2	2	2
E	3	1	1	1	1	1	1	1	2	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
F	2	2	2	2	2	1	1	2	2	2	2	1	2	2		2	2	2	2	1	2	2	1	1	1	2	1	1	1
G	5	1	1	1	1	2	2	2	2	3	2	2	3	2	1	2	2	2	2	2	2	2	2	1	2	2	2	2	1
H	2	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	2	1	1	1	1	1	1	1	1	1	1
I	2	1	2	1	2	2	3	1	2	2	2	2	1	1	2	2	1	2	2	1	2	2	2	1	2	2	2	2	2
J	3	3	1	1	1	1	1	2	2	3	1	1	1		1		1	1	1	1	2	1	1	1	1	1	1	1	1
K	4	1	1	1	1	1	1	1																					
L	2	1	1	1	1	1	1	1	2	1	1	1	1	2	1	1	1	1	2	1	1	1	1	1	1	1	1	1	1
M	2	1	1	1	1	2	3	1	1	1	1	1	2	1	1	2	1	1	1	1	1	1	1	1	1	1	1	2	2
N	4	2	2	1	1	1	2	1	2	5	1	2	1	2	1	2	1	3	2	1	2	2	1	1	2	1	1	2	1
O	4	1	1	1	1	5	5	1	3	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
P	4	1	1	1	1	1	1	1	1	5	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Q	3	1	1	1	1	1	2	1	2	1	1	1	1	1	1	1	1	1	1	1	2	1	1	1	1	1	1	1	1
R	2	1	1	1	1	1	3	1	1	4	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
S	4	1	1	1	1	1	1	1	1	1	2	2	2	3	2	2	2	2	2	1		2	2	2	3	2	2	2	2
T	5	2	1	1	1	1	2	2	1	2	1	1	1	2	2	1	1	3	2	1	1	1	1	1	2	1	1	1	1

Customer Satisfaction

Overview:

		Weight							
		1	2	3	4	5	6		
Grade	1	282	72	11	1	7	0	373	67%
	2	52	91	6	1	0	1	151	27%
	3	12	4	1	1	0	0	18	3%
	4	7	0	0	0	0	0	7	1%
	5	4	2	0	0	0	0	6	1%
	6	0	0	0	0	0	0	0	0%
		357	169	18	3	7	1	555	
		64%	30%	3%	1%	1%	0%		

Customer Satisfaction

Average grade per question

Index	Category	Type	#	Values	Avrg.
5.1.1	Price-performance ratio	Importance	20	111	3,18
5.1.2		Satisfaction	20	353	
5.2.1	Delivery times	Importance	20	108	1,41
5.2.2		Satisfaction	20	152	
5.3.1	Material specifications	Importance	20	112	1,15
5.3.2		Satisfaction	20	129	
5.3.2.1	Safety data sheets	Importance	20	115	1,04
5.3.2.2		Satisfaction	20	120	
5.3.3.1	Technical data sheets	Importance	20	116	1,15
5.3.3.2		Satisfaction	20	133	
5.3.4.1	Technical reports / Presentations	Importance	20	114	1,44
5.3.4.2		Satisfaction	20	164	
5.3.5.1	Suggested formulations	Importance	20	105	1,76
5.3.5.2		Satisfaction	20	185	
5.4.1	Order processing	Importance	20	110	1,24
5.4.2		Satisfaction	20	136	
17.1.1	Design of brochures and notifications	Importance	19	101	1,55
17.1.2		Satisfaction	19	157	
17.2.1	Packaging of products	Importance	19	105	2,13
17.2.2		Satisfaction	19	224	
18.1.1	Keeping promises	Importance	19	111	1,24
18.1.2		Satisfaction	19	138	

Customer Satisfaction

Questions with grades only (no weighting)

Index	Subject
2	How would you rate the quality of our products?
8	Overall, how satisfied are you with the products purchased from Hoffmann Mineral?
10	Were problems solved in a satisfying manner?
12	How would you rate our marketing efforts?
14	How important is the protection of the environment to you?
15	What do you think about our commitment to protect the environment?
16	Does the fact that our products are natural influence your decision to buy?
22	In general, how satisfied are you with the overall service provided by Hoffmann Mineral?
23	Compared to our competitors, would you say our service is ...

Customer Satisfaction

Rating by customer:

Distributor	Σ	Σ	No. of Pairs	Mean			Avrg. Remain. Grades
	Weight	Grades (weighted)		Weights	Grades (weighted)	Grades (w/o weight)	
A	161	201	29	1,45	1,25	1,24	1,56
B	153	165	29	1,72	1,08	1,07	1,44
C	169	266	29	1,17	1,57	1,59	1,00
D	153	266	29	1,72	1,74	1,76	1,89
E	128	145	29	2,59	1,13	1,10	1,44
F	145	235	28	1,82	1,62	1,64	1,67
G	145	280	29	2,00	1,93	1,93	1,44
H	172	184	29	1,07	1,07	1,07	1,11
I	163	285	29	1,38	1,75	1,76	2,33
J	161	214	27	1,04	1,33	1,33	1,67
K	48	66	8	1,00	1,38	1,38	1,00
L	168	187	29	1,21	1,11	1,14	1,33
M	164	202	29	1,34	1,23	1,28	1,44
N	172	298	29	1,07	1,73	1,72	1,44
O	158	234	29	1,55	1,48	1,45	1,89
P	174	216	29	1,00	1,24	1,24	1,44
Q	171	197	29	1,10	1,15	1,17	1,22
R	172	206	29	1,07	1,20	1,21	1,22
S	141	255	28	1,96	1,81	1,79	1,88
T	165	236	29	1,31	1,43	1,48	1,89
Total	3.083	4.338		1,45	1,41	1,42	1,53

Customer Satisfaction

Statistics

Total number of invitations: 114

Agencies

Number of invitations: 42

Number of responses: 20 48%

Complete: 16

Incomplete: 4

Direct customers

Number of invitations: 72

Number of responses: 6 8%

Next:

Agency Reporting