

# It all starts with a customer need



Some 70 years ago professor Väisälä solved the problem of how to get information from the upper atmosphere that was so much needed for proper weather forecasts. To me, he is the ultimate role model for identifying a customer need and relentlessly pursuing the long and winding road to find an answer to it.

Today Vaisala still follows in his footsteps. Last year we redefined our strategy, which helps us to gain an even deeper understanding of our customers' world. As of the start of this year, we are working in a reshuffled organization that supports the strategy. And at the moment we are in the process of assessing our customer's satisfaction level globally across all Vaisala businesses.

This is done via a global customer satisfaction survey – my thanks to all of you who have taken the time to

participate or intend to do so. We will keep you posted on findings and will tell you what we are going to change and improve as a result of your input. For an organization that has undergone so many changes recently, it is especially valuable for us to have an opportunity to hear your thoughts.

Customer satisfaction level is the ultimate measure on how well we are doing. If we can be instrumental in our customers' endeavour to be successful, then the basic foundation is in place for us to succeed as well. Whatever we do should in the end lead to improved customer satisfaction.

This approach comprises a great navigation tool – when choosing between different alternatives, always pick the one that best serves the customers' needs. In all its simplicity, this way of thinking is also the cornerstone for the guidance offered by

the “management guru” I respect the most, Peter F. Drucker.

Simple or not, the principle easily ends up being put aside while other aspects of business are emphasized. However, sustainable shareholder value or great financial results will not materialize unless customer satisfaction is on a good level.

To quote Drucker: “An enterprise's purpose begins on the outside with the customer... it is the customer who determines what a business is, what it produces and whether it will prosper.”

A handwritten signature in blue ink, appearing to read 'Kjell Forsén'. The signature is fluid and cursive, written on a white background.

Kjell Forsén