

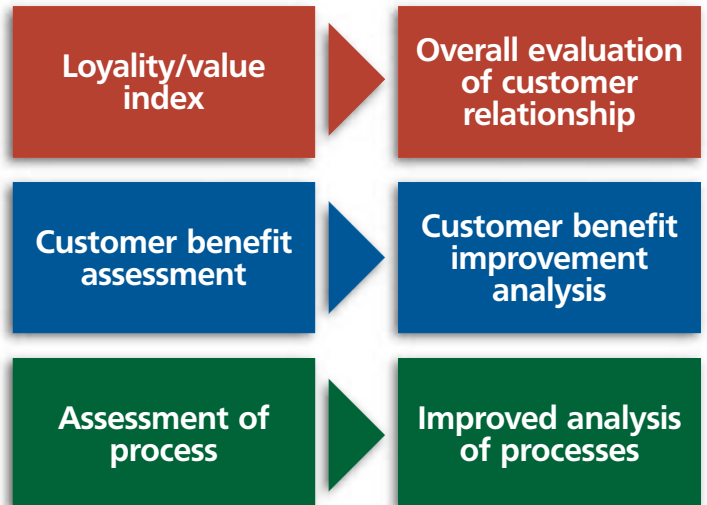
Customer satisfaction
survey for WOBS customers

Valuable Customer Feedback



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The Vaisala Weather Observations (WOBS) Sales Channel conducted a customer satisfaction survey among its global customer groups in summer 2000. The results are being used in Vaisala's continuing search to develop new solutions to meet customer needs.



Vaisala regards customer feedback as extremely valuable. In recent years, it has become common for companies everywhere to measure various aspects of their operations. The measurement of customer satisfaction is one of the most important indicators to use when developing the company's operations, services and business. Growing customer satisfaction also points to future success for the company.

Respondents encouraged to express their opinions

Vaisala Weather Observations (WOBS) Sales Channel conducted a customer satisfaction survey among its global customers. After careful preparations, the survey was carried out during June-August 2000. The survey routines, including mailing of questionnaires and analysis of the customer responses, were outsourced to Gallup Insight in Helsinki, a specialist in customer surveys.

The aim of the survey was to identify areas for improvement which will hopefully result in increased customer loyalty, and to predict customers' future buying behavior. The survey

consisted of customer interviews and a questionnaire in which respondents were encouraged to express their opinions. We asked customers to answer questions related to Vaisala core processes and strategy concerning customer benefits and added value features.

The survey questionnaire was targeted at customers representing the synoptical, military, research, oceanic, airport and road weather segments of each sales area. In all, 464 WOBS customers were contacted and a 39 per cent response rate was achieved.

Results indicated a high level of satisfaction

According to the survey, Vaisala products generally have a strong position on the market and their performance is highly appreciated. The majority of customers are satisfied with and loyal to Vaisala and will continue to do business with us in the future. Vaisala has a strong position in comparison with competitors, especially among synoptic and defense customers.

Priority areas for improvement are on the after sales side of our operations. Customer-

perceived value can also be added by creating system solutions for individual customer needs. A summary of the survey results and consequent improvement actions have been sent to respondents in autumn 2000.

The next customer satisfaction survey is planned for the year 2002. By then, we hope to see progress in the areas that are currently considered as priority areas for improvement.

We would like to thank all the respondents for supporting Vaisala's ongoing effort to continuously achieve higher levels of customer satisfaction. ■

Figure 1. Overview of results: The measurement of loyalty and value indexes are used to evaluate the overall customer relationship. The customer benefit assessment leads to benefit improvement analysis and the assessment of processes is used for an improvement analysis of Vaisala's fundamental operations.



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