



Kundenmonitor Österreich 2009

Overview

19 November 2009



Study Design 2009



Subject

Main research subject is customer orientation of companies and service organisations in Austria.

This is measured mainly by the customer satisfaction of private consumers (between 16 and 69 years) and its effect on future customer relations.

Universe and Sampling

Quota sampling was used according to age, gender and federal state for the Austrian population, aged between 16 and 69, resident in private households. The sample was based on the current Online-Panel (thus highest degree of independence of the sample could be guaranteed, for addresses were not provided by companies).

Research Method

Online-Interviews (CAWI: Computer Assisted Web Interview), conducted by ServiceBarometer AG according to the longstanding refined Kundenmonitor standard (since 1992)

Socio-demographic data

At the beginning of the interview, respondents are asked the following socio-demographic questions:
Gender, Age, Household size, Education, Profession, Employment status and Household income

Survey Extent Austria 2009

Industries examined: 11

Number of interviews conducted: 4.805

Interviews conducted between October 20th 2009 and November 9th 2009

Industries examined 2009



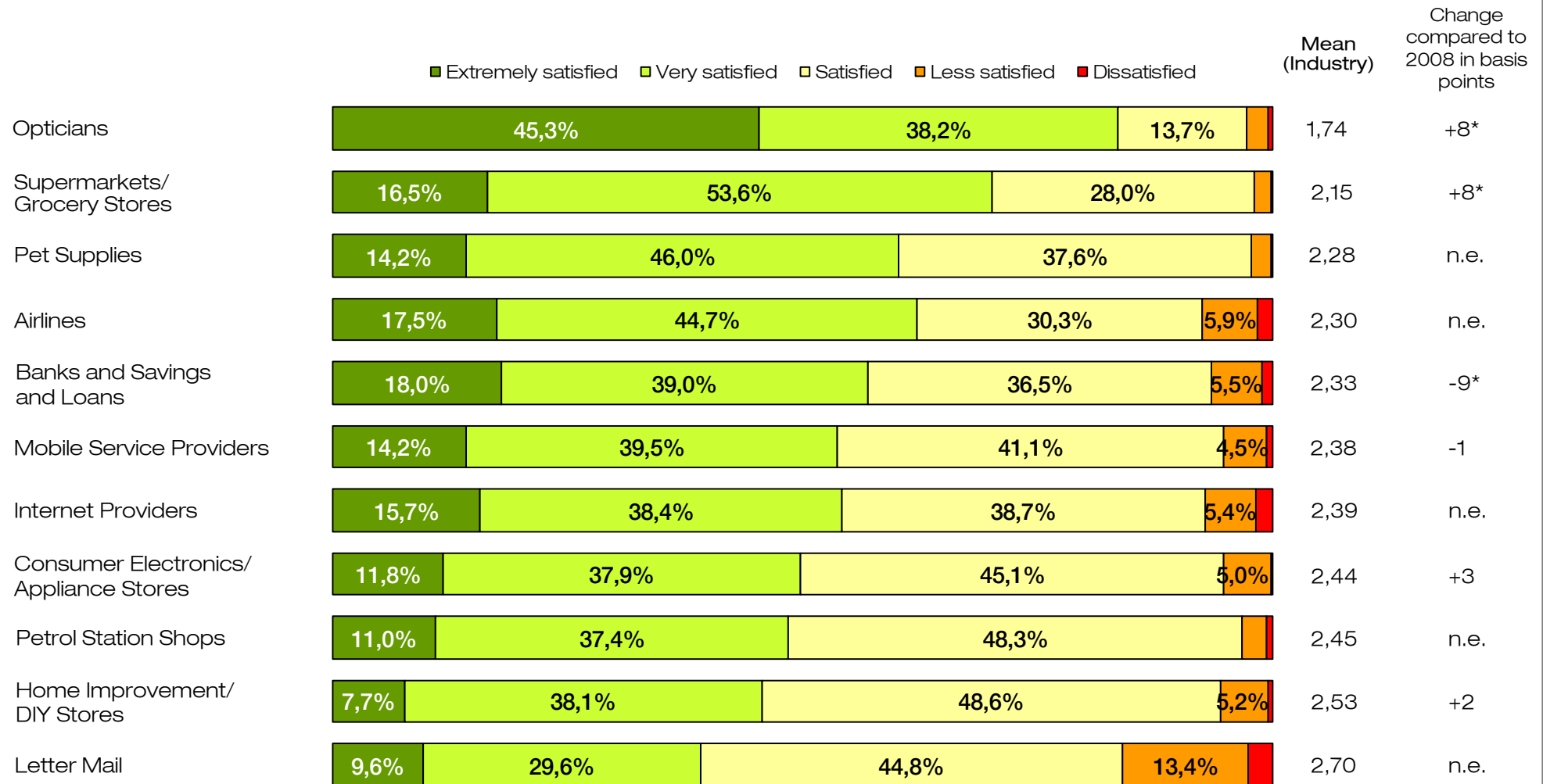
Kundenmonitor Österreich 2009

Airlines (1.331 interviews)*
Banks and Savings and Loans (2.131)
Consumer Electronics and Appliance Stores (1.603)
Home Improvement and DIY Stores(1.822)
Internet Providers (1.492)*
Letter Mail (572)*
Mobile Service Providers (1.374)
Opticians (757)
Petrol Station Shops(1.091)*
Pet Supplies (1.179)
Supermarkets and Grocery Stores (2.702)

Sample (total): 4.805

* Short-questionnaires on the basis of seven main features

Customer Satisfaction in Austria 2009

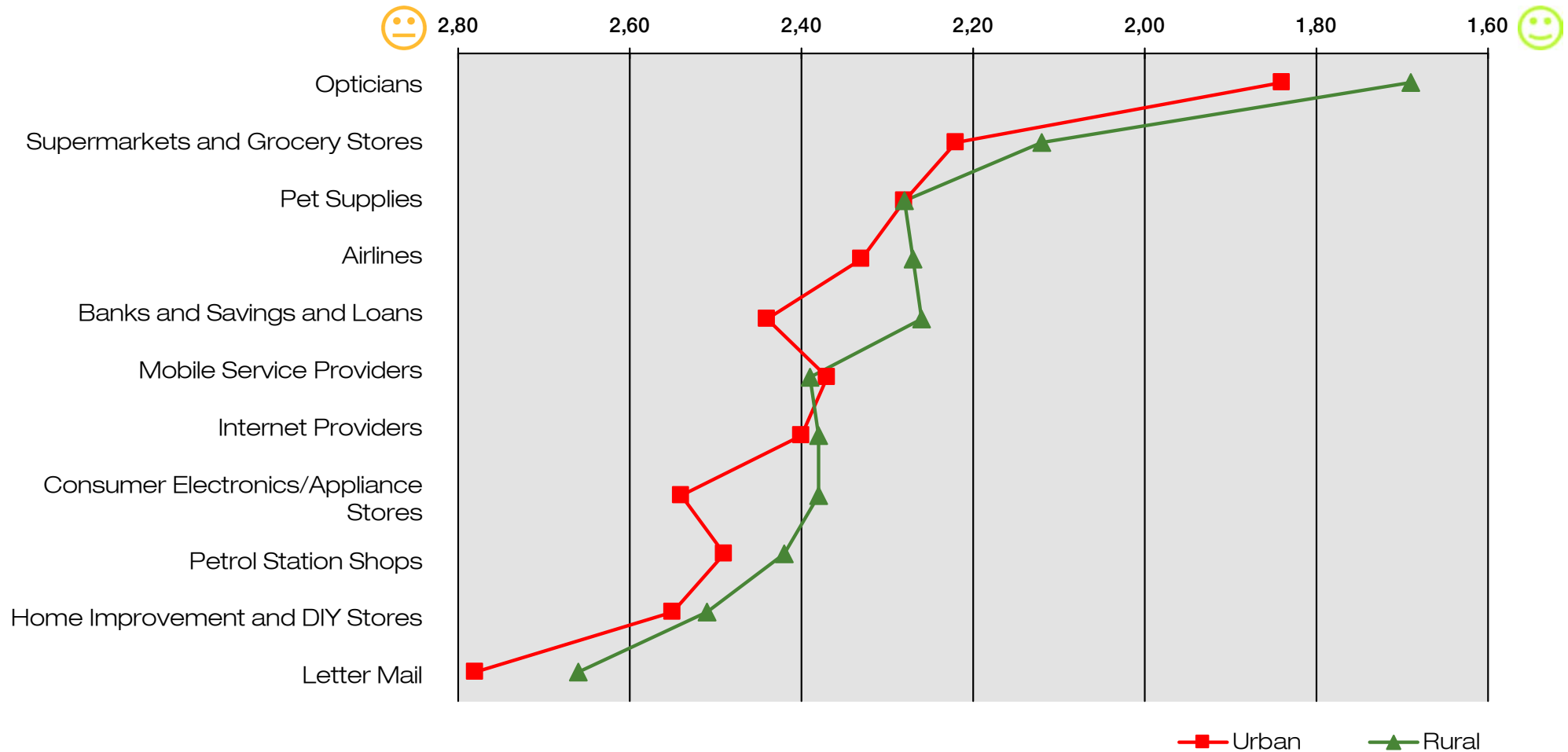


Question: „How satisfied are you with the service of your most used supplier in general?“
 © : Kundenmonitor Österreich 2009, 4.805 respondents (16-69 years, online)

n.e.: Industry not examined in 2008
 * Significant change compared to 2008 (90% level of significance)

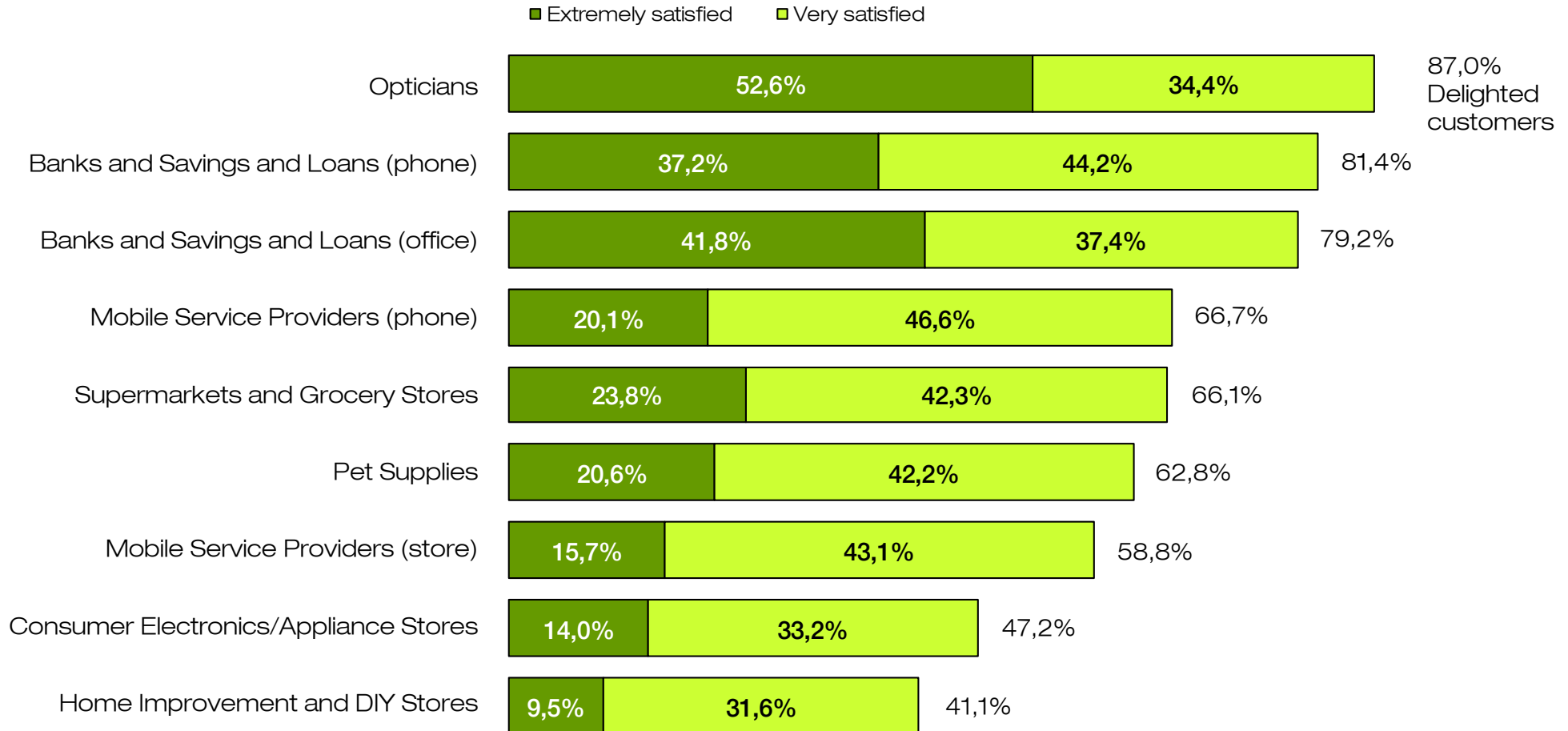
Overall satisfaction

– industry comparison (urban/rural)



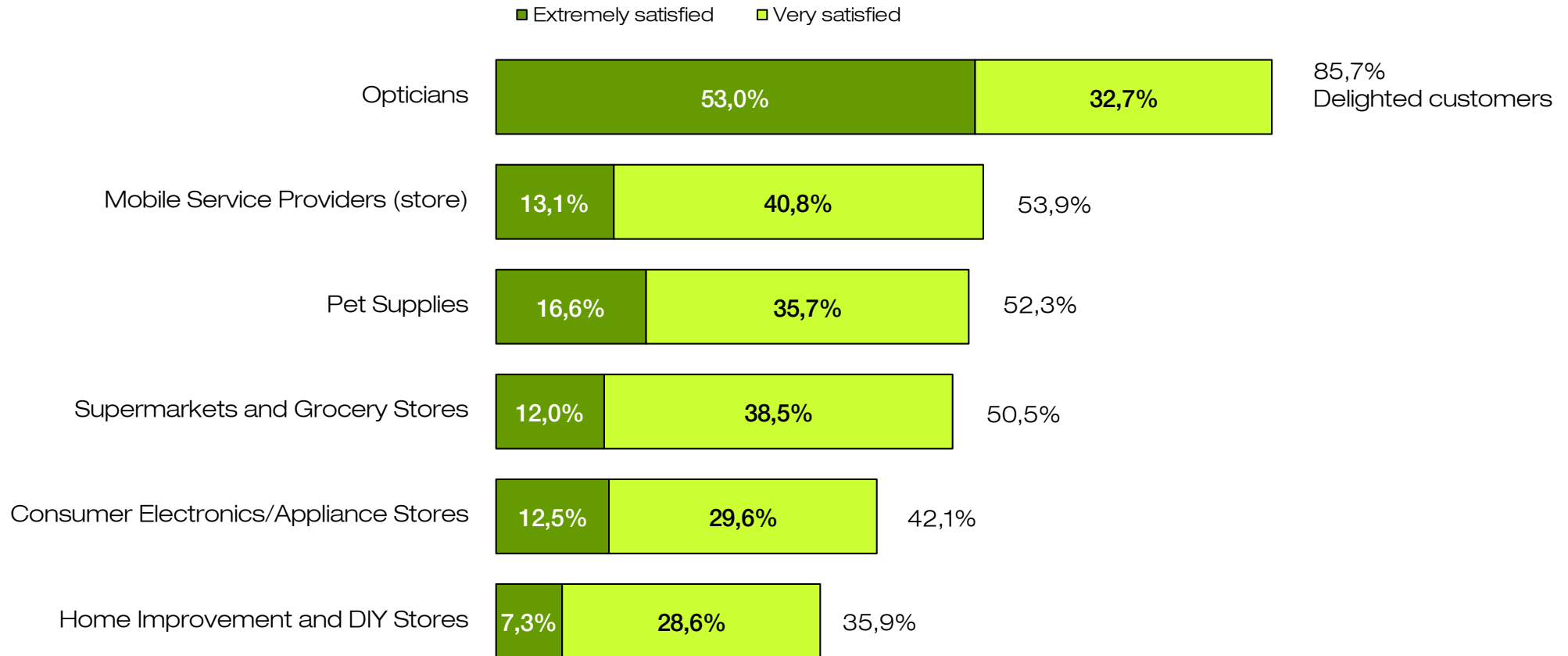
Question: „How satisfied are you with the service of your most used supplier in general?“ (Mean values - measured on a 5 point scale where “1” means “extremely satisfied” and “5” means “dissatisfied”)
 © : Kundenmonitor Österreich 2009, 4.805 respondents (16-69 years, online)

Satisfaction with friendliness of staff 2009



Question: How satisfied are you with the friendliness of the staff? Are you extremely satisfied, very satisfied, satisfied, less satisfied or dissatisfied?"
 © : Kundenmonitor Österreich 2009, 4.805 respondents (16-69 years, online)

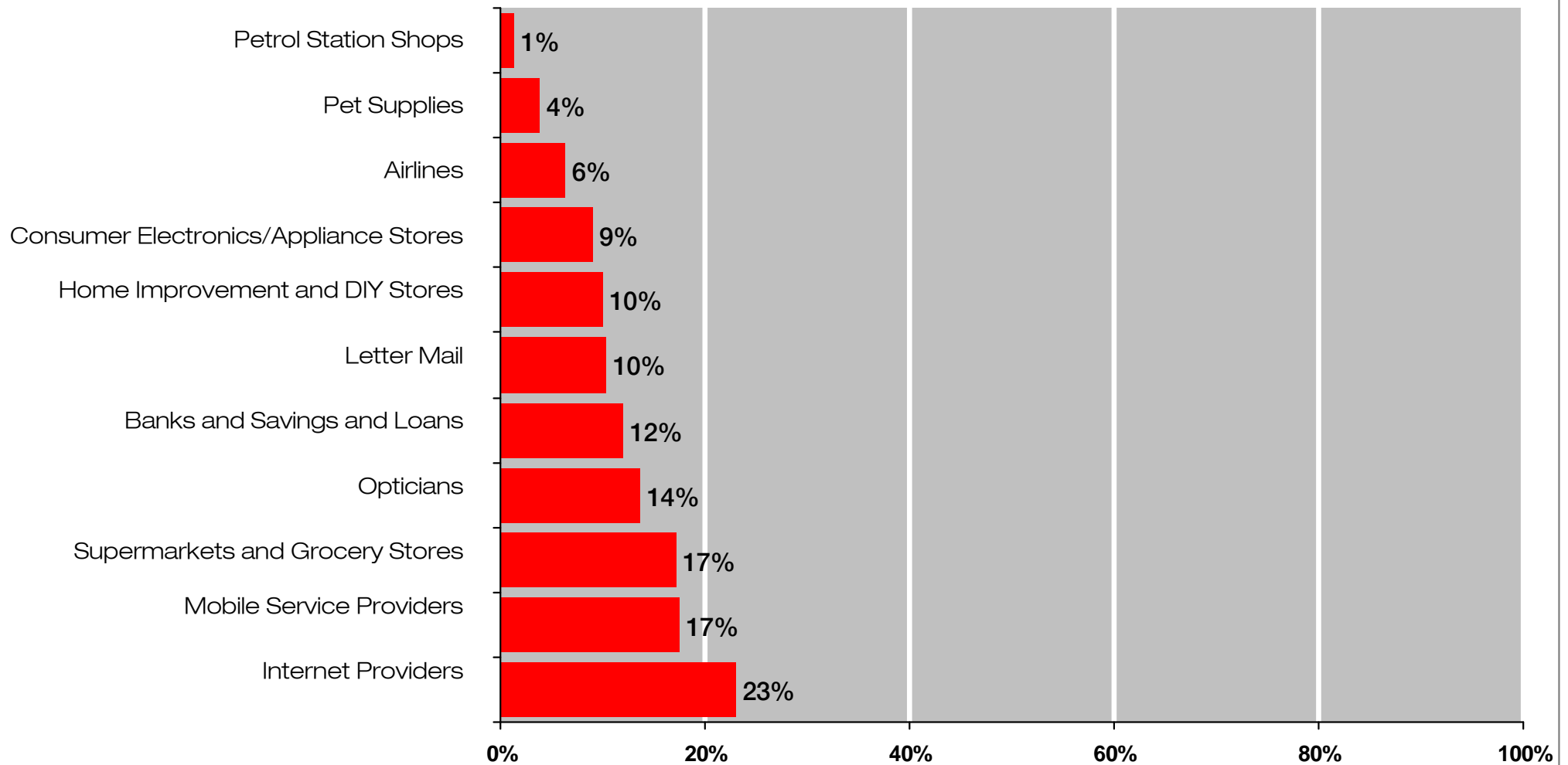
Satisfaction with the staffs' consultation 2009



Question: How satisfied are you with the consultation by the staff? Are you extremely satisfied, very satisfied, satisfied, less satisfied or dissatisfied?"

© : Kundenmonitor Österreich 2009, 4.805 respondents (16-69 years, online)

Complaint Rates in Austria 2009



Question: „Within the last 12 months, did you file a complaint with this supplier? (Shares in chart: „yes“)
© : Kundenmonitor Österreich 2009, 4.805 respondents (16-69 years, online)