



HMS Customer Satisfaction Survey 2019

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2019-03-15

- ✓ Monitor customer satisfaction levels
- ✓ Point out areas to improve
- ✓ The customer seeks change and action

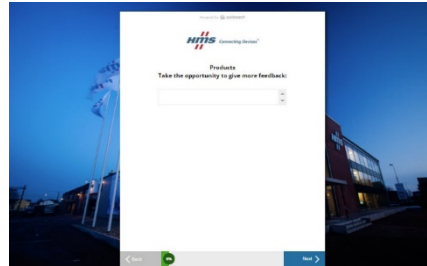
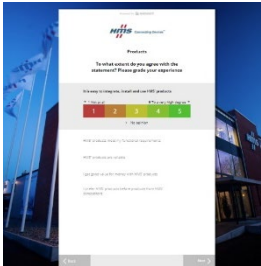


HMS About the survey

The survey was conducted between 19 February – 8 March, 2019. It was sent by email in 4 different language set-ups (English, German, Japanese and Chinese).

The survey was conducted via a web survey interface from Quicksearch

The survey contains HMS' unique questions and NPS[®].



Period: 2019-02-19 - 2019-03-08

Total number of survey sent: 957 (518)

Total number of answers (respondents): 231 (81)

Response Rate English: 26% (146/572)

Response Rate German: 18% (59/330)

Response Rate Japanese: 36% (13/36)

Response Rate Chinese: 68% (13/19)

HMS will donate 2 310 EUR this year to those in need through The Red Cross



Rating scale

Not at all likely

Neutral

Extremely likely



Detractor

Passive

Promoter

% PROMOTERS - % DETRACTORS = NPS (NET PROMOTER SCORE)



1 Not happy

2 Less satisfied

3 Neutral

4 Satisfied

5 Very Satisfied





HMS' Customer relationship overall trend

Overall key performance index

NPS is a measure of how many of our customers like our brand enough to recommend (or promote) it to others.



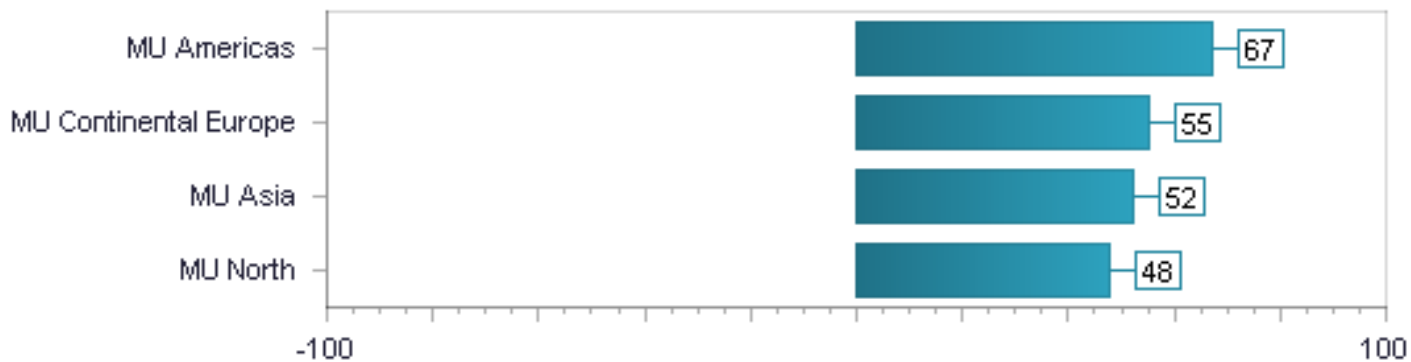
	2018	2019	Trend	Difference
Buying products	4,35	4,41	▲	0,06
Quality and Delivery	4,2	4,21	▲	0,01
Products	4,15	4,16	▲	0,01
Technical Support and Services	4,08	4,15	▲	0,07
Marketing	4	4,06	▲	0,06
Future Products and Solutions	3,94	4	▲	0,06





How likely are customers to recommend HMS to a friend or colleague?

Per market unit



Customers feedback - Products



Trend

	2018	2019	Trend	Difference
Products are reliable	4,47	4,47		0
Meet functional requirements	4,25	4,27	▲	0,02
Prefer HMS products	4,11	4,18	▲	0,07
Easy to integrate, install and use products	4,1	3,99	▼	-0,11
Good value for money	3,83	3,9	▲	0,07

The entire question text

Products - To what extent do you agree with the statement? Please grade your experience

Products are reliable

HMS' products are reliable

Meet functional requirements

HMS' products meet my functional requirement

Prefer HMS products

I prefer HMS' products before products from HMS' competitors

Easy to integrate, install and use products

It is easy to integrate, install and use HMS' products

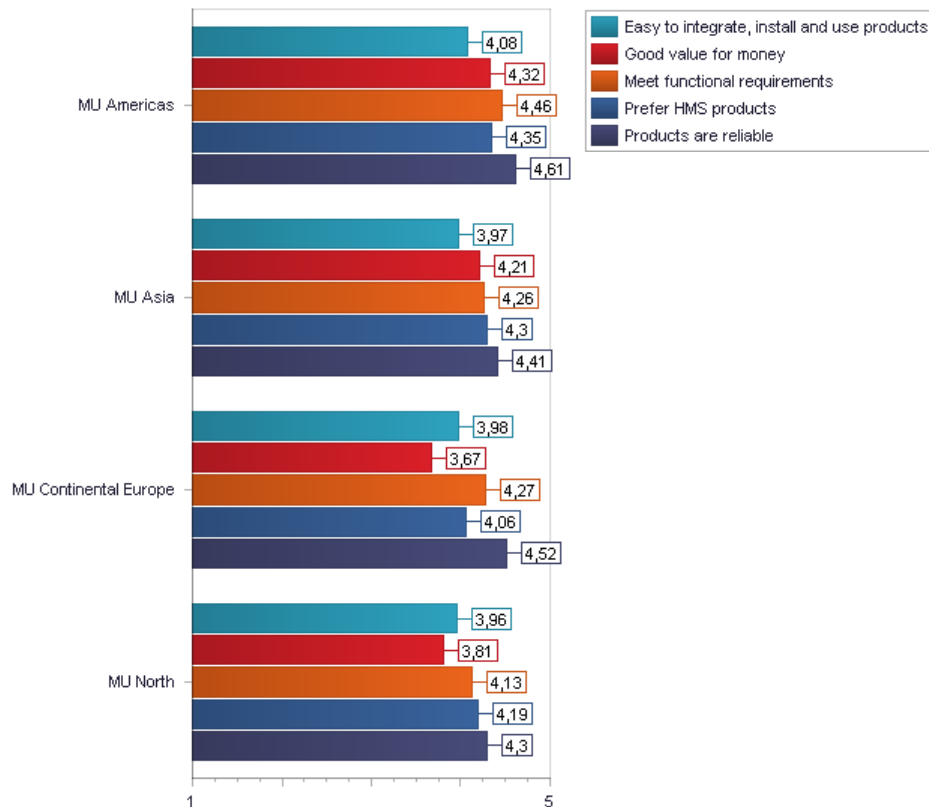
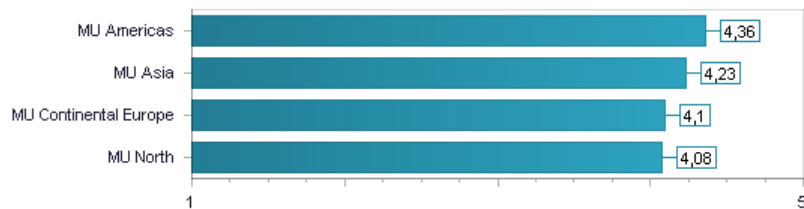
Good value for money

I get good value for money with HMS' products



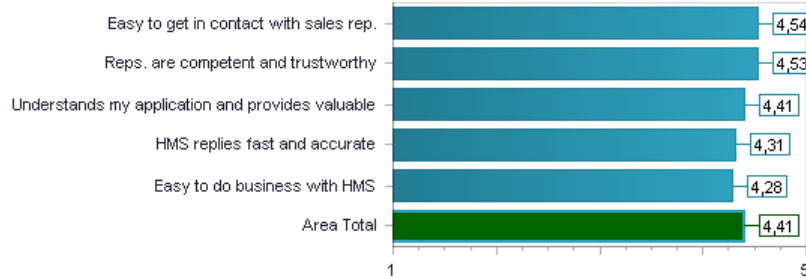
Each question area broken down per market unit - Products

Per market unit





Customers feedback - Buying products



Trend

	2018	2019	Trend	Difference
Reps. are competent and trustworthy	4,47	4,53	▲	0,06
Easy to get in contact with sales rep.	4,39	4,54	▲	0,15
Understands my application and provides valuable	4,32	4,41	▲	0,09
HMS replies fast and accurate	4,3	4,31	▲	0,01
Easy to do business with HMS	4,26	4,28	▲	0,02

The entire question text

Buying products - To what extent do you agree with the statement? Please grade your experience

Easy to get in contact with sales rep.

It is easy to get in contact with HMS sales representatives

Reps. are competent and trustworthy

I find HMS representatives competent and trustworthy

Understands my application and provides valuable

HMS understands my application and provides valuable information

HMS replies fast and accurate

HMS replies in a fast and accurate way

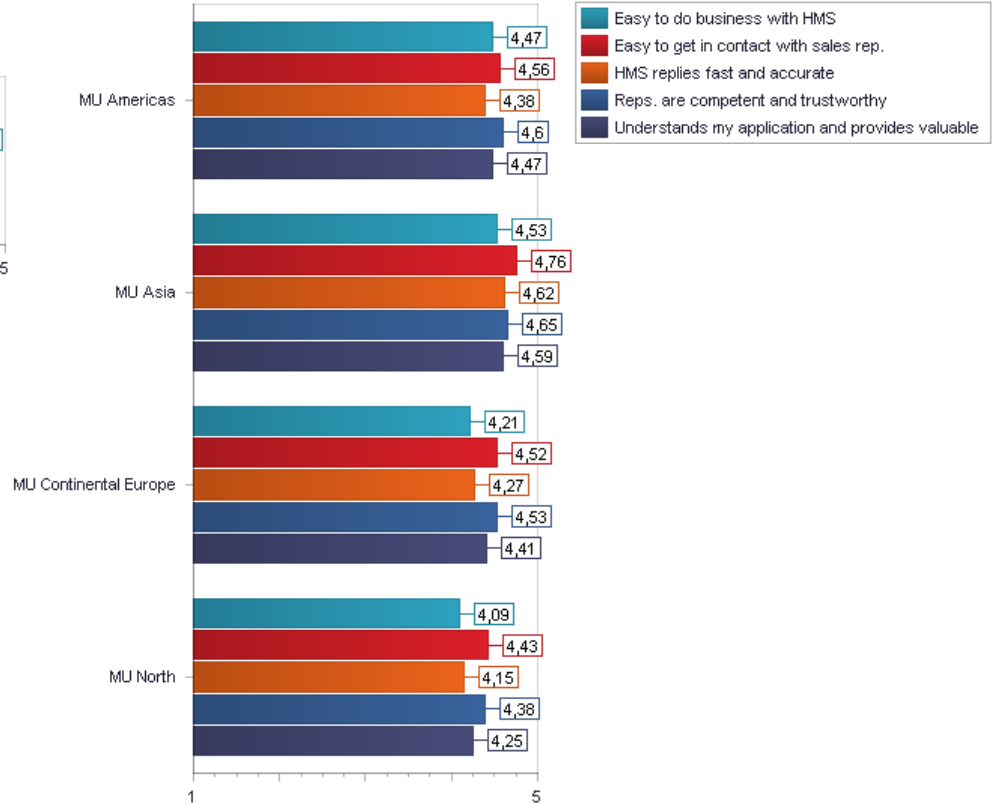
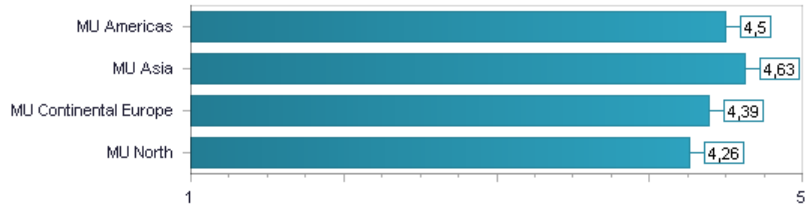
Easy to do business with HMS

It is easy to do business with HMS



Each question area broken down per market unit – Buying products

Per market unit





Trend

	2018	2019	Trend	Difference
HMS is a high-quality supplier	4,45	4,49	▲	0,04
Delivers on-time according to confirmation	4,27	4,33	▲	0,06
Meets my sustainability requirements	4,22	4,14	▼	-0,08
HMS handles claims efficiently	4,24	4,11	▼	-0,13
Delivery lead times meets my expectations	3,83	3,99	▲	0,16

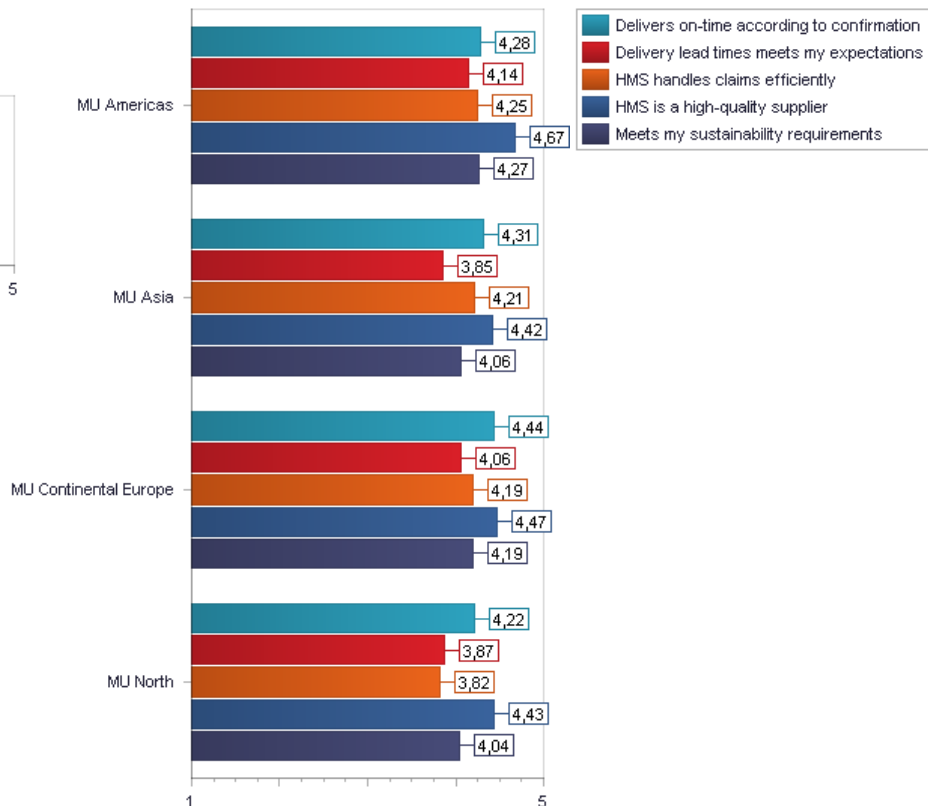
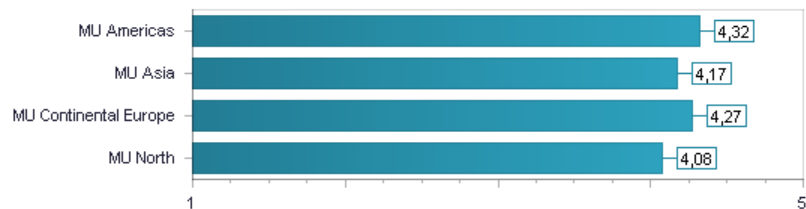
The entire question text

Quality and Delivery - To what extent do you agree with the statement? Please grade your experience

- | | |
|--|--|
| HMS is a high-quality supplier | HMS is a high-quality supplier |
| Delivers on-time according to confirmation | HMS delivers on-time according to confirmation |
| Meets my sustainability requirements | HMS meets my sustainability requirements |
| HMS handles claims efficiently | HMS handles claims efficiently |
| Delivery lead times meets my expectations | HMS delivery lead times meets my expectations |

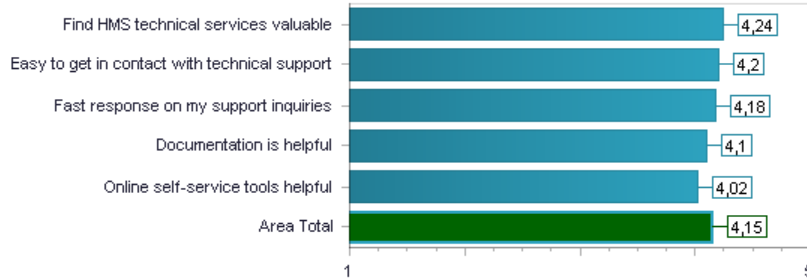
Each question area broken down per market unit – Quality and delivery

Per market unit





Customers feedback - Technical support and services



Trend

	2018	2019	Trend	Difference
Fast response on my support inquiries	4,19	4,18	▼	-0,01
Find HMS technical services valuable	4,13	4,24	▲	0,11
Easy to get in contact with technical support	4,15	4,2	▲	0,05
Documentation is helpful	4,05	4,1	▲	0,05
Online self-service tools helpful	3,89	4,02	▲	0,13

The entire question text

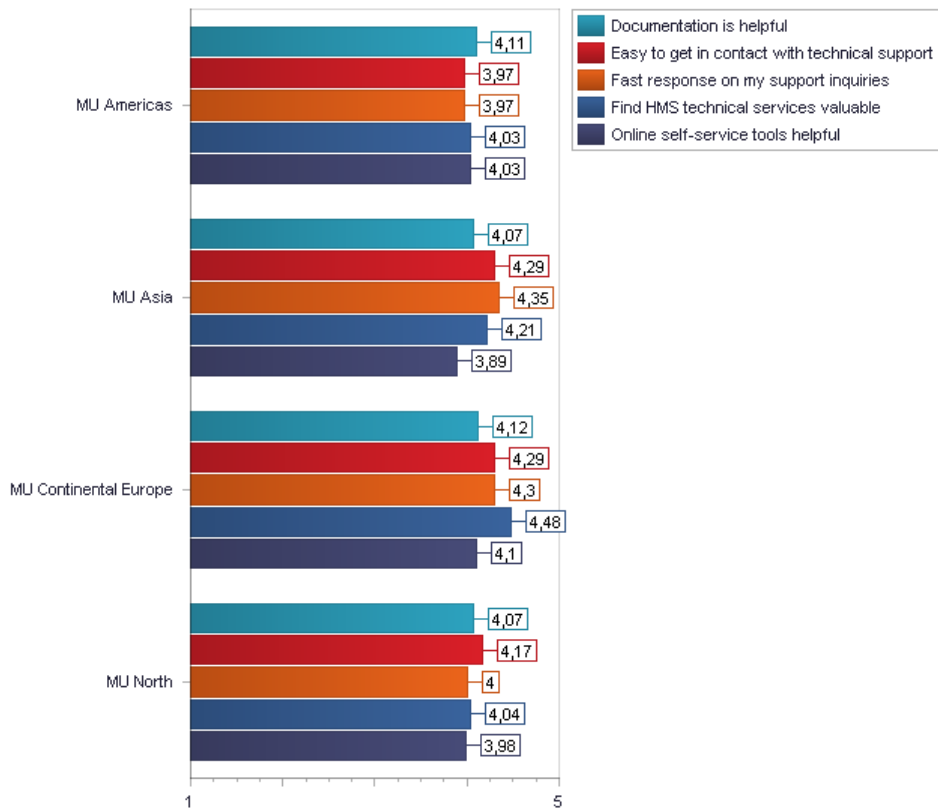
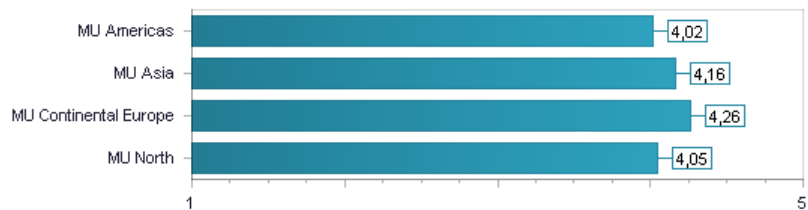
Technical support and services - To what extent do you agree with the statement? Please grade your experience

Find HMS technical services valuable	I find HMS technical services valuable (startup/implementation help, trainings etc.)
Easy to get in contact with technical support	It is easy to get in contact with HMS technical support representatives
Fast response on my support inquiries	I get a fast response on my support inquiries
Documentation is helpful	The documentation is helpful to easily succeed with my project
Online self-service tools helpful	I find HMS online self-service tools helpful (how to videos, FAQs, step-by-step guides etc.)



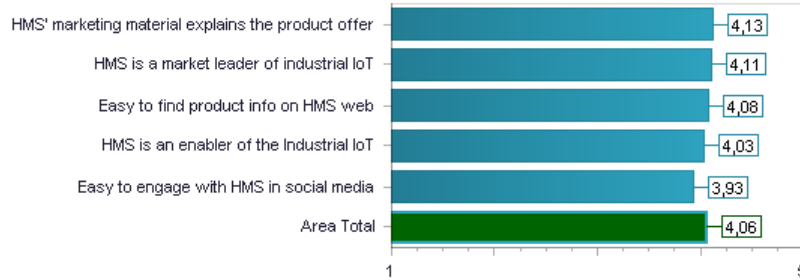
Each question area per market unit – Technical support and service

Per market unit





Customers feedback - Marketing



Trend

	2018	2019	Trend	Difference
HMS is a market leader of industrial IoT	4,19	4,11	▼	-0,08
Easy to find product info on HMS web	4,01	4,08	▲	0,07
HMS' marketing material explains the product offer	3,94	4,13	▲	0,19
HMS is an enabler of the Industrial IoT	4	4,03	▲	0,03
Easy to engage with HMS in social media	3,84	3,93	▲	0,09

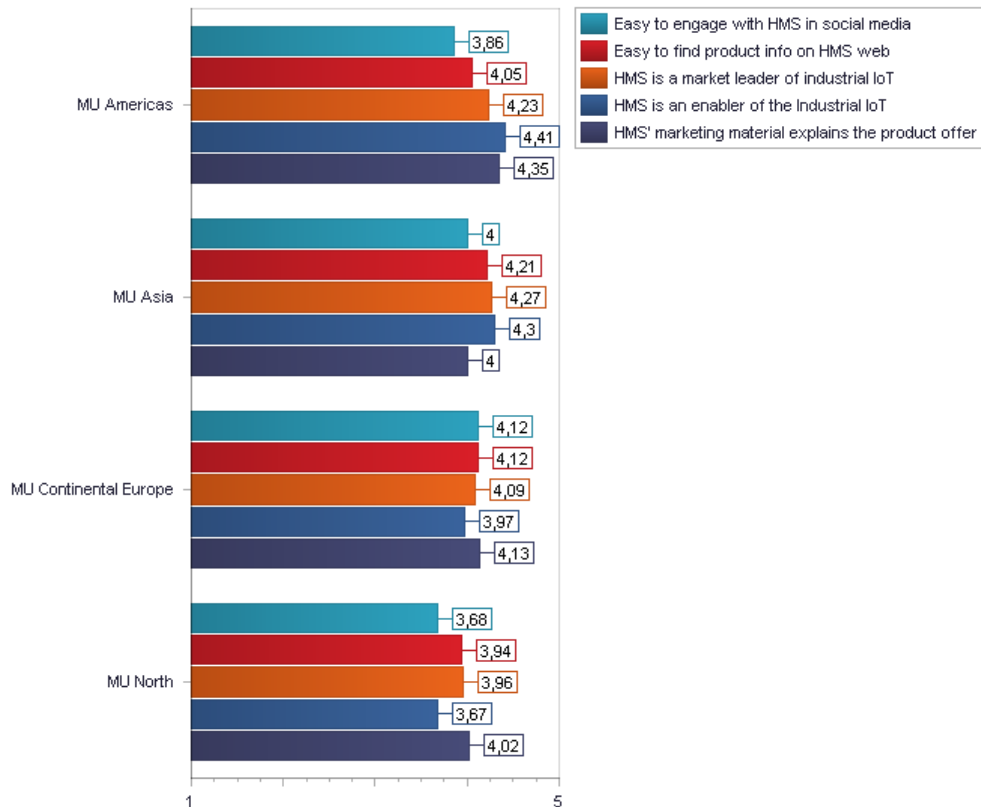
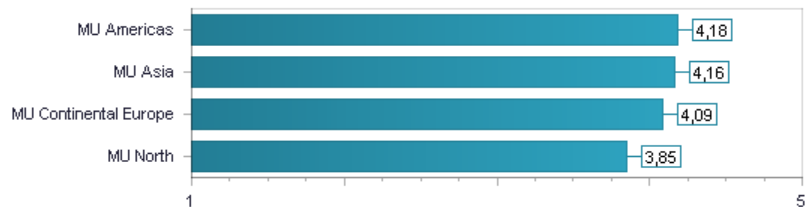
The entire question text

Marketing - To what extent do you agree with the statement? Please grade your experience

- | | |
|--|---|
| HMS' marketing material explains the product offer | HMS' marketing material explains the product offering well |
| HMS is a market leader of industrial IoT | I see HMS as a market leader within industrial communication |
| Easy to find product info on HMS web | It is easy to find product information on HMS' web sites |
| HMS is an enabler of the Industrial IoT | I think that HMS is an enabler of the Industrial Internet of Things |
| Easy to engage with HMS in social media | I can easily engage with HMS in social media |

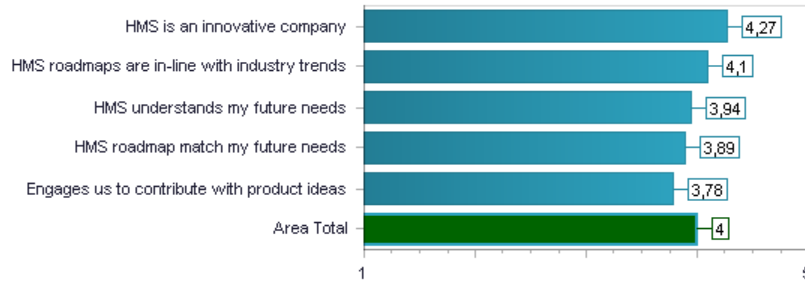
Each question area broken down per market unit – Marketing

Per market unit





Customers feedback – Future products and solutions



Trend

	2018	2019	Trend	Difference
HMS is an innovative company	4,23	4,27	▲	0,04
HMS roadmaps are in-line with industry trends	4,01	4,1	▲	0,09
HMS understands my future needs	3,93	3,94	▲	0,01
HMS roadmap match my future needs	3,77	3,89	▲	0,12
Engages us to contribute with product ideas	3,77	3,78	▲	0,01

The entire question text

Future products and solutions - To what extent do you agree with the statement? Please grade your experience

HMS is an innovative company

HMS is an innovative company

HMS roadmaps are in-line with industry trends

HMS roadmaps are in-line with the major industry trends

HMS understands my future needs

HMS understands my future industry opportunities and challenges

HMS roadmap match my future needs

HMS product and technology roadmap match my future needs

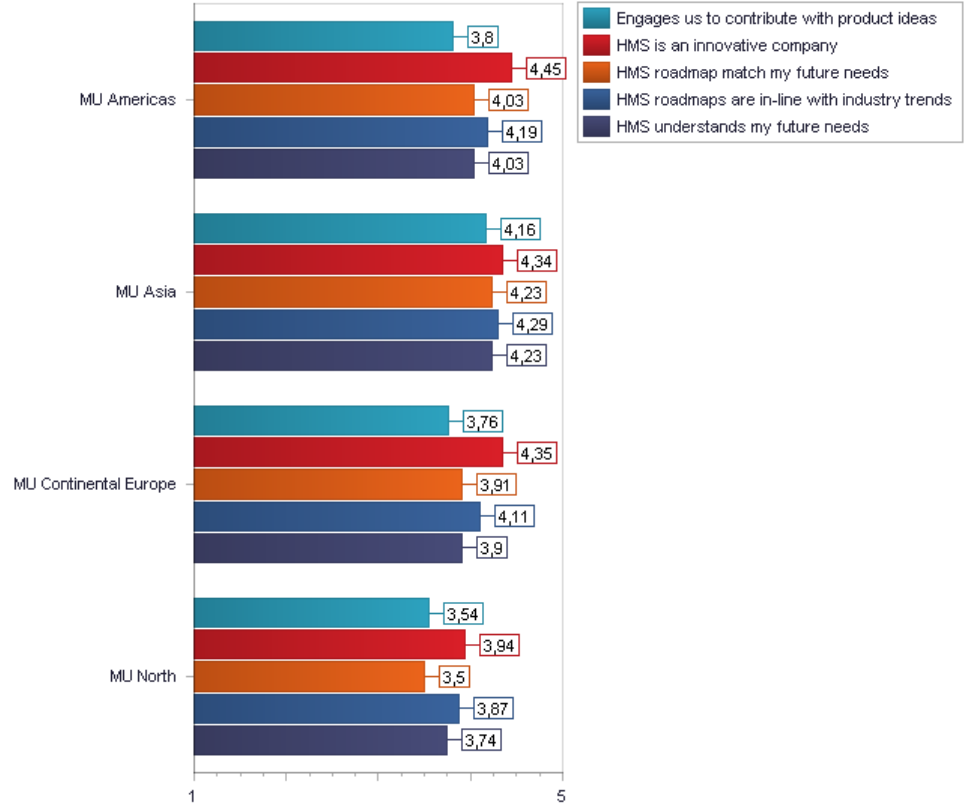
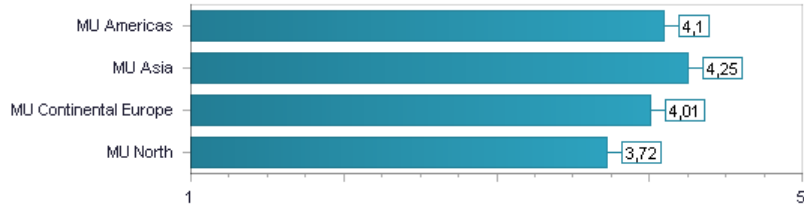
Engages us to contribute with product ideas

HMS engages us as a customer to contribute with product ideas



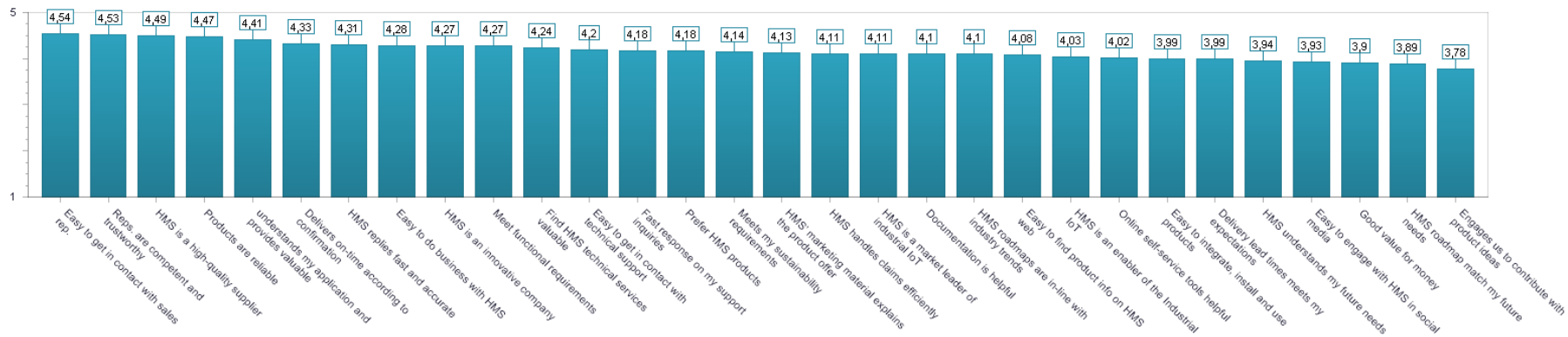
Each question area per market unit – Future products and Solutions

Per market unit





All scale questions





All scale questions

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- HMS is doing well
 - High Net Promotor Score
 - Competent and trustworthy reps
 - High quality supplier
 - Reliable products
 - Strong brand
- Response rate higher this year
 - 2019 response rate: **24%** (231/957)
 - 2018 survey response rate: 16% (81 / 518)
- Some few contacts were not satisfied with our product or service. Market Units review results and report actions to Global Quality Manager

A dark blue background featuring a world map with glowing white lines connecting various points, symbolizing a global network. The background is also filled with faint, light blue binary code (0s and 1s) scattered across the map.

STAY CONNECTED!

www.hms-networks.com