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A customer satisfaction survey: a case study of Company X

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X A customer satisfaction survey: a case study of Company

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Customer Satisfaction Survey: a case study of Company X

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The purpose of this thesis was to create a universal and all inclusive view of Company X's current customer satisfaction. The hypothesis is that sales person's fast reaction to customer's request for offer or enquiry affects customer satisfaction. In addition, the five largest business fields represented in this survey were also examined.

The research and the survey was designed and carried out during January and February 2018. The survey was executed as an online survey that was delivered to the respondents by e-mail via an online survey platform. The respondents that were invited to take the survey, were chosen randomly from Company X's clientele. Criterion that were applied for the customer to be invited to answer the survey was they had been in contact with company within two years (2016-2018).

Demographic part in the survey covered questions about previous contacts with Company X, respondent's position in the company, field and form of their business. Also, their annual activity regarding event planning was asked. The quantitative part of the survey covered different parts of Company X's service process. Some of these parts were reachability of the sales personnel, communication, customer service, speed of the service and service quality.

In general, the respondents value fast customer service and frequent communication, personal advisory and easy obtaining of information when they are selecting a service. These findings support the theoretical frame used in this research, as factors that affect good customer satisfaction and experience. When comparing this finding to the hypothesis, Company X is currently providing features and aspects in its service process that respondents value highly, thus creating and explaining the level of satisfaction. This conclusion can be seen in all the answers, average of 79,01% of all the respondents had answered they at least agree or totally agree with the statements.

When looking closer to the largest business fields represented in this survey, similarities and correlations can be found with the hypothesis; fast and professional service and fast reacting to customers' enquiries create good customer satisfaction.

Despite the great and successful results, the results can not be held universal because the answer target was not achieved. Received and analyzed answers in this survey represent the satisfaction of the participants.

Keywords: customer satisfaction, customer relationship, customer service, customer journey, customer lifetime value, business to business relationship

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1 Introduction

This thesis is a customer satisfaction survey that has been carried out for a case company, Company X. This is a functional thesis. This survey will be beneficial for the case company's operations and for it to gain insight on its customers opinions and experiences regarding the current level and quality of customer service, service process and operations, and also, does sales person's fast reaction to customer's request or enquiry affect on customer satisfaction.

This topic was chosen because customer satisfaction has not been researched in the case company before. The topic was selected and agreed together with Company X. This thesis topic supported work tasks and provided deeper insight of the company and its sales and marketing functions.

1.1 Objective & Goals

The purpose of this thesis topic is to create and carry out a customer satisfaction survey for Company X. The goal is to research the current state of customer satisfaction to case company's operations and service and whether there are things to be uncovered that could help Company X to better their performance on newly discovered areas of their service and processes.

Hypothesis for this thesis is, that fast customer services affects to good customer satisfaction and customers' increased amount of enquiries and possibly service purchases. In addition to the hypothesis, also customers' previous activity towards Company X and overall activity in event planning and production will be examined more in detail, also their experiences regarding the services and operations Company X provides.

1.2 Company introduction

Company X is part of Group Y. Group Y was established in Stockholm in 1994 and its operations has spread across Scandinavian and Nordic countries. Currently Group Y has operations in Sweden, Norway, Denmark and in Finland. In Finland, the operations started in 2001. Today Company X employs 18 people. Altogether, the Group Y employs over 50 people.

Company X provides expert coaching and mentoring services by different experts and artists. Company X also develops, produces and organizes event, training and seminar services and practices consulting and marketing activities related to aforementioned expert services.

2 Knowledge base & Theory

In this section the key concepts and theory base are introduced. Each key concept is divided into their own sections. Theory base has been formed from professional articles and professional literature, also from online sources.

2.1 Customer relationship

Customer relationship by its definition is an interaction when a company providing products or services has an ongoing connection with a customer. This connection can include various things that are for example, marketing communication, supporting and assisting activities with the provided products and services, and providing company servicing their customer upon their new or ongoing requests and inquiries. And as for the customer relationship, this interaction happens and develops constantly with each contact made between said parties (Business Dictionary, 2017).

2.2 Customer service

Customer service is an activity for the company providing the service or product, where company helps their customer with their requests and questions related to sales processes or questions related to service acquisition. This activity helps the company to build a lasting customer relationship by committing the customer to their service (Business Dictionary, 2017).

2.3 Customer Journey

Customer journey describes the process of buying, that customer will go through. Customer journey withholds five stages: need, search, evaluation, decision and review. With each of these stages the seller is trying to identify three main things: what is happening, what is important, who is involved (Gould, R. 2012).

For seller to identify what is happening, seller tries to find out particular phases in customer's decision making process or processes, and a possible timescale for each phase. To find out what is important, seller will try to understand what are the underlining criteria for customer's decision making when they identify a need, search for information, how the customer evaluates the options, what are the most crucial factors needed to make the buying decision and how will these decision be reviewed later. Last thing for the seller to identify, is the number and level of individuals and decision makers involved in the process, from whom the decision-making unit consist of (Gould, R. 2012).

2.3.1 Need

Need is a phase, where the starting point for the customer can be negative. This can create a need or a desire for the customer to solve a problem or a situation. This can be some factor that drives the customer to find a solution from a new service or product. A seller can be an influencing and guiding party in this phase if the customer is not certain of their specific need. The seller can help the customer identify their specific need in question. The earlier the seller can get involved in the process, the more likely they are able to affect the buying decision of the customer (Gould, R. 2012).

2.3.2 Search

In this next phase, the customer will start searching for a service or its provider, that is of fit to their specific need or needs. In other words, this phase means all the information points and sources the customer can use: advertisements, promotions, articles, magazines, exhibitors, recommendations, reviews or internet searches. When there are lots of sources where customers can search information from, it is seller's responsibility to find the most important ones for their target customer group and use them. This can create more opportunities and channels where the seller can engage new prospect customers (Gould, R. 2012).

2.3.3 Evaluation

After the customer has identified their need for a new product or service, customer has gathered different options and searched information from them, the next step for the customer is to evaluate these options. To evaluate these, customers use their key criteria, that needs to be met for them to be able to make their purchasing decision. With these criterias the customers assess the quality and value what they will receive from the product or service offered. Value and quality can be broken to smaller definitions, such as price, performance, delivery of the product, service and support and other relevant factors that can be relevant to the customer (Gould, R. 2012).

2.3.4 Decision

After evaluating the options gathered and their fit according to decision-making criterias, customer will make its decision. Depending on the people involved in the decision making, eventhough all options might have met the criterias to be selected, the decision can

be made with more intuitive and sentimental aspect rather than rational aspects (Gould, R. 2012).

2.3.5 Review

Researching and monitoring these aspects provides understanding of what is important to the customers and how do they make buying decisions. This information can be then converted for company's own use in their own field of business and identify important aspects of their customers' journey (Gould, R. 2012).

2.4 Customer satisfaction

By its definition, customer satisfaction is an outcome that occurs when customer's expectation towards the provided product or service is met or exceeded (Gerson, Machosky, 1993). How this situation can be achieved is when customer's journey throughout the whole buying process has been done correctly and well. This journey includes the sales process, communication and customer service during the processes. These factors bring value and quality to customer experience. These factors also enable an increase in customers' satisfaction. Satisfied customers do more business with you more often (Gerson, Machosky, 1993).

There are multiple reasons why customer satisfaction should be measured. One is, that its important for the service or product providing Company to learn about customers' perceptions (Gerson, Machosky, 1993). As defined more thoroughly earlier in the theory section, the customer relationships can vary between Business-to-Customer (B2C) or Business-to-Business (B2B). Individuals and corporate clients have different decision-making styles. Different people in different positions can view or experience same situation differently than one another. In this thesis, the view point of B2B customers is examined more thoroughly.

In this case learning the customer's perception means, that it is important to identify, why does the client reach out to the service provider, why are they changing or searching for a new supplier, what are their criteria for the service and quality, how their purchasing processes work now versus the how will they work in the future (Gillin & Schwartzman, 2011).

Another reason is to determine the customers' needs and wants, requirements and expectations. As discussed above, it is also important for the provider to understand what the customer is expecting of the provider when they are looking for a new provider.

It is important for the Company to find out possible different viewpoints regarding the customer's expectations and perceptions of what they are expecting to be provided with, and what they will actually receive. In example; will the company understand customers actual needs, is there a mutual understanding between seller and customer of what level of service does the selling price and acquired product or service include, does the company provide its customer agreed and perceived level of service and quality, does the company deliver their customer what they are expecting to, will the company deliver the same level of service or product that they have marketed in the first place (Gerson, Machosky, 1993).

Constant development of products and services, the service quality and quality performance is essential for a company, for it to improve its performance and thus giving a company a possibility to earn more profits. Improving service quality performance and delivery will lead to more customers buying that particular product or service and also creating referrals from existing customers. When service quality improves together with customer satisfaction, it is more justified for a company to raise its prices for the products and services (Gerson, Machosky, 1993).

One of the most important reasons that customer satisfaction should be measured, is that company needs to be constantly aware of how they are doing in the markets compared to their competitors, and they need to understand what their customers perceptions and expectations are for a product or service, when they are in browsing the markets for the best fit. Customer research is the best tool for gathering this information. This will describe the level of customer satisfaction and possible development areas in company's processes (Gerson, Machosky, 1993).

For a company to maintain or improve its position in the markets, it is important to constantly improve customer satisfaction and all the processes. Constant researching and development of own products and processes will enable the company to understand their level performance, reveal points that need to be taken care of or improved in order the keep customers happy and as their clients (Gerson, Machosky, 1993).

2.5 Customer lifetime value

Customer lifetime value is a term that states, that is is better for the organization providing or selling their product, to have long lasting customer relationships. It is more expensive to acquire new customers for the business because of the costs that are related to that specific procoess of the sales. Incentives and ways the provider can offer for their potential customers can be, for example, discounts or trial periods of the product or service. Other possible sources for costs can be more long-term, for example, prolonged sales activity, organizational

learning and customer set-up costs (Gould, R. 2012). Once the customership has been acquired and established, the costs maintaining that customership will decrease for the provider.

The longer a customership is retained, it can lead to increased buying volume. This can be for the same product than in the first place, but this can also be a expansion to other additional products and services available from the same provider. Long customer relationships are also valuable for the seller in the extent of customer referrals - the longer the customership is, the more likely it is for customer to recommend the service or product to others (Gould, R. 2012).

In conclusion, retaining long customerships increase purchasing volume and profit over time, also encouraging referrals to new customers (Gould, R. 2012).

2.6 Business to Business relationship

In business-to-business (B2B) activities and relationships, the buying cycle is longer than in business-to-customer (B2C) relationships and activities. In B2B, it is more propable to have more people involved in the decision making process. Depending on the product or service, the acquisition of a new product or service might affect the buyer's business operations, for example, causing delays in supply chain or other possible delays. With more people involved in the decision making and longer processes, B2B customers search for ensurance of the quality of their potential purchase. This results in, that the relationships between seller's and buyer's relationships play more important role in decision making than, for example, in B2C decisions. The main factors that affect B2B customers' decisions is the essential role of the support and service readiness that the selling company provides and guarantees for the buyer (Gillin & Schwartzman, 2010).

3 Methodolgy and implementation

The new research and the questions were discussed and designed together with supervisor and contact person working in Company X. In addition, also the tools and methods to carry out the survey were discussed with Company X. This satisfaction survey was decided to be carried out by using an online survey tool Questback. This tool was used to input the survey questions, send out the survey invitations and retrieve the answers. The target clients were be selected from Company X's database.

3.1 Likert scale

For the survey, likert scale and servqual theory were utilized as methods in this thesis. Likert scale is a measuring scale what's purpose is to measure respondent's attitudes (McLeod, S. A 2008). This method has been developed by Rensis Likert, Ph.D., in the University of New York 1932. According to Likert scale, the attitude measurement is done by asking a series of statements around a certain topic, the main idea is to find out to what extent does the respond agree with the presented statement.

The answering choices for the Likert scale are designed and put into a fixed format for the research to be able to provide consistent answers and levels of attitudes and opinions of the respondent. The number of responses that can be offered for the statement can vary between five to nine, for example (McLeod, S. A 2008). For this thesis' survey, five points are used to measure respondents' arguments.

3.2 Servqual Theory

Servqual is a combination of two words, service and quality. Servqual theory states, that there are five main criteria, or dimensions, that customers use when evaluating service quality. These main criteria are tangibles, reliability, responsiveness, assurance and empathy. Tangibles describe all the physical aspects such as conditions and appearance of product or service's facilities, reliability criteria are based on the consistency of the delivery, responsiveness describes the time-span of how quickly will service be provided, assurance can best be described with trustworthiness of the service provider and their personnel's capability and competence, empathy is the aspect of how personalized and how attentive the service provider is.

Servqual is a customer satisfaction survey, that consists of two parts: fist part is where the service quality expectations are measured, the second part is where the service quality perceptions are assessed (Brinkkemper & Jansen 2012, 205).

3.3 Implementation

The previous survey carried out by the Company X in 2015 was mainly focused on Company X's brand recognition. Based on this data collected before, these brand elements can be reflected and compared with the results from this research's data. The main focus in this survey's analysis part is to examine the current state of the customer satisfaction towards the Company X. In addition, goal is to find out reasons for respondents' opinions. To sum up, does the respondent agree or disagree, and reasons for why did they answer that way.

The questions for this survey will support main themes of different service and quality aspects of the services by stating main arguments, that can be specified and examined more closely with sub arguments.

4 Customer satisfaction survey

This survey has been created during January 2018 and the mid February 2018. The survey was carried out during February 2018. The aspects that the survey will include and that Company X is interested to find out were planned together with company's Sales and Marketing Director at the time.

To find out level customers' satisfaction and experiences regarding the services and operations the Company X provides, Likert scale was decided to be utilized in order to gain a broader perspective and insight on the respondent's answers, their level of disagreement and agreement. The available options for the respondent to answer presented statements were: totally agree, agree, disagree, totally disagree and no opinion. In other questions, in example customer identifying questions or the demographic questions, the questions included yes or no answers and provided answer options. Why the customer identifying questions are asked, is that this information provides information to the depth of the possible customer relationship, respondent's activity towards Company X's services, their position in their company, size of the company, and the field of business the company is in.

To guarantee that the results from the survey are universal, the sample size for the whole survey was decided to be 700. Out of this total amount the goal for the amount of responds was calculated to be 85 in order for the survey to provide universal answers. Customers for the survey were chosen randomly. Criteria for Company X to select the potential respondents for the survey, was that the customer had to use Company X's services before or has been in contact with Company X within the last two years. More specifically, customers had to be in contact with Company X during a time-period of 1st of January 2016 to 26th of January 2018.

For the survey, the confidence level for this survey was set to be 95 % and confidence interval 10. Confidence level describes the level certainty, that the results can be assumed to be accurate and sure. Confidence level is usually expressed by percentages. Confidence interval, means the margin of error which in this case is determined to be 10; for example, if 75% totally agreed, confidence interval or the margin error being 10, means that the amount of respondents who totally agree with the statement can vary between 65% - 85% (Sample Size Calculator 2012).

4.1 Background information

The survey was carried out with an online survey tool called Questback. The survey was conducted during 2nd of February 2018 and 16th of February 2018, giving the respondents two weeks time to answer to the survey. During this two-week period two reminders were sent to activate the respondents to take the survey.

The survey and its questions were designed to cover all wanted areas to support the hypothesis: fast customer service and reaction time to clients' requests create better customer satisfaction. Since the survey was designed in an online tool, survey's consistency and appearance were tested by test e-mails.

The survey was sent out to 700, randomly chosen customers. The criteria for choosing was that the customers had to leave an request for an offer or a contact, or had utilized or purchased Company X's services within last two years. As a prize and incentive that was included to the survey, was that the respondents who left their contact information after the survey, were included in a raffle to win a book written by one of Company X's famous and most popular experts.

The survey includes a demographical part in the beginning, that provides the same background questions for the respondents. These questions map the depth of the customership with Company X: has the customer previously left an enquiry or used Company X's services, how many times have they used the services, which business field describes the respondents company, is the company government or other public municipal organization, privately held company or public liability company, what is the respondents position in the company, to how many event-planning does the respondent take part during a year. These questions help to provide a profile of the respondents position and the field of business their company is in and also their activity regarding planning and organizing events.

The other part of the survey, the quantitative part, is the actual survey where the questions, or statements, are covering different aspects about Company X's service processes. These aspects are chat -service, easiness of contacting the sales personnel, reaction time, convenience and easiness of receiving and finding needed information, personal advisory regarding the products and services, the importance of costs of the service when searching content for an event, competence of the sales person, degree of how well Company X's employees understand customers' needs in an enquiry, level and frequency of communication, maintaining schedule, reaction time to possible problem situations, accuracy of invoicing, overall quality of the service during the whole service process, products' and services' quality in relation to the price, effects of using Company X's services to that certain

business function or personnel after the event, level of agreement to customer will contact Company X again in the future, and level of agreement to which the customer is willing to recommend Company X and its service to their personal network. The respondents were also given opportunity to leave their open comments and feedback for the Company X.

4.2 Covered Service & Product related aspects

Company X is interested to know the following aspects of their customers' satisfaction related to the products and service level: is the customer existing or new, how many times has the customer used Company X's services or how frequently the services are used, what field of business does the customer represent, how big the represented company is, satisfaction to Company X's response time to enquiries, quality of customer service, quality of the product and service in relation to the price, satisfaction to invoicing, willingness to recommend services to third party.

These aspect were decided to be researched because the business moves quickly, and active customer base is large. Customer relationships of different sizes and with different frequencies in their enquiries and purchases, some customers are more frequently in contact with Company X than smaller ones. Since the customer contact is constant, it highlights the importance of finding out the level of customer satisfaction; meaning, that if some negative factors are found, it is important to take action on improving them quickly.

4.3 Answers from the survey

The answers of this survey has been split in to two different parts, demography and quantitative part. The demographic questions are asked first, and go from question number one through to questions number six. Questions from number seven through to question number 24 are the quantitative part presenting statements regarding Company X's customer service and its speed.

4.3.1 Demography of the respondents

Like mentioned above, the first part of the survey handles demographical information of the respondents: their activity regarding event planning, their field of business and their position in the company. The demographical section includes six questions. The answers are presented in the form of text and with attached column-graph.

The first question is "Have you booked keynote speakers or enquired them from Company X before?". The answering options were given simply Yes or No. 82,7% of the respondents have

used services before whilst the remaining 17,3% has not used the services. Since the remaining 17,3% has not used the services, but the respondents have still completed the survey, it can be assumed that they have gone through the service process in the form of an request for contact or offer.

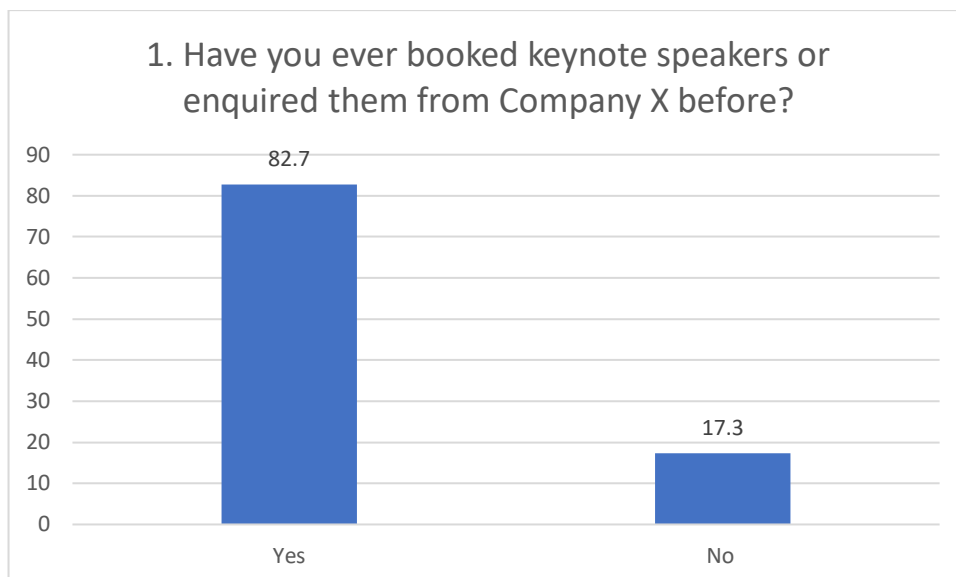


Figure 1 Have you ever booked keynote speakers or enquired them from Company X before?

The second question is "How many times have you turned to Company X's services regarding a keynote speaker or a moderator?". The answering options were given 1-5 times, 6-10 times, 11-15 times, over 15 times, or 'I haven't used or bought these services before'. In this question the clear majority of 76% of the respondents have turned to Company X's services 1-5 times. Second biggest groups of respondents with 10% have used Company X's services 6-10 times before. 6% of the respondents have used Company X's services 11-15 times, other 6% have not used the services before. The most active respondents, who have used Company X's services over 15 times, make up 2,0 of the answers. 52 respondents answered to this question.

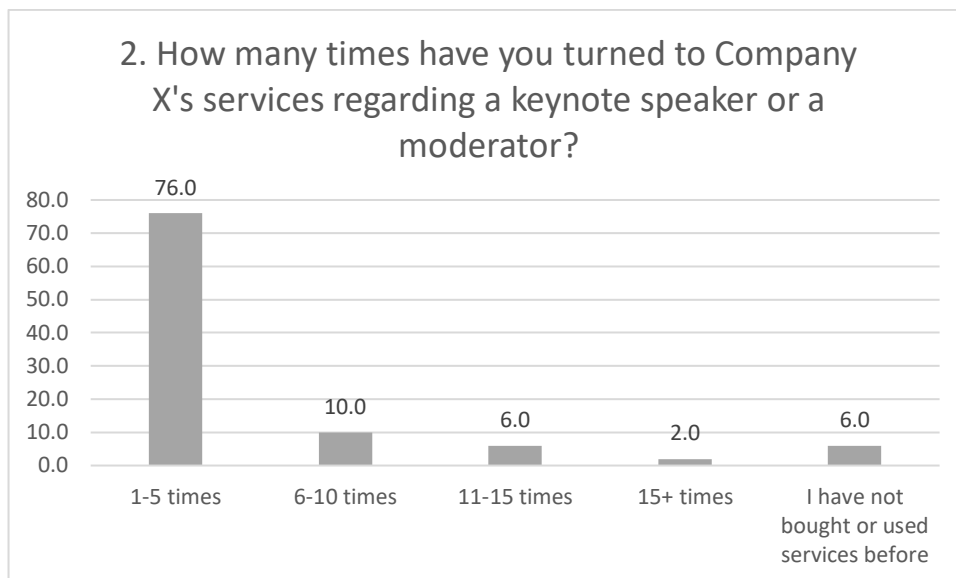


Figure 2 How many times have you turned to Company X's services regarding a keynote speaker or a moderator?

The third question is “Which field of business best describes your company?”. Since there were multiple different options to this question that the respondent could choose, the official fields of business registered in Finland, were checked from Tilastokeskus (Tilastokeskus, 2008). The options for answers are given by their main category: Finance and insurance, Government and governing and other supporting functions, Hospitality - Hotel and Restaurants, Information and communication, Trade, Mining, Real estate, Consultation and training, Logistics, Agriculture and Forestry and Fishery, Military, Media, Education, Construction, Art & Culture, Technology & ICT, Industry, Health and Social services, Other. The responses were distributed to many different fields, but the major ones to be mentioned are Other, or unspecified fields, that represent 17,3% of the answers, Industry-field makes up 13,5% of the answers, Technology following closely behind with 11,5%, Trade-field with 9,6% of the answers,. Information and communication, Consultation and training, and Health and Social services each represent 7,7% of the answers. 50 respondents answered to this question.

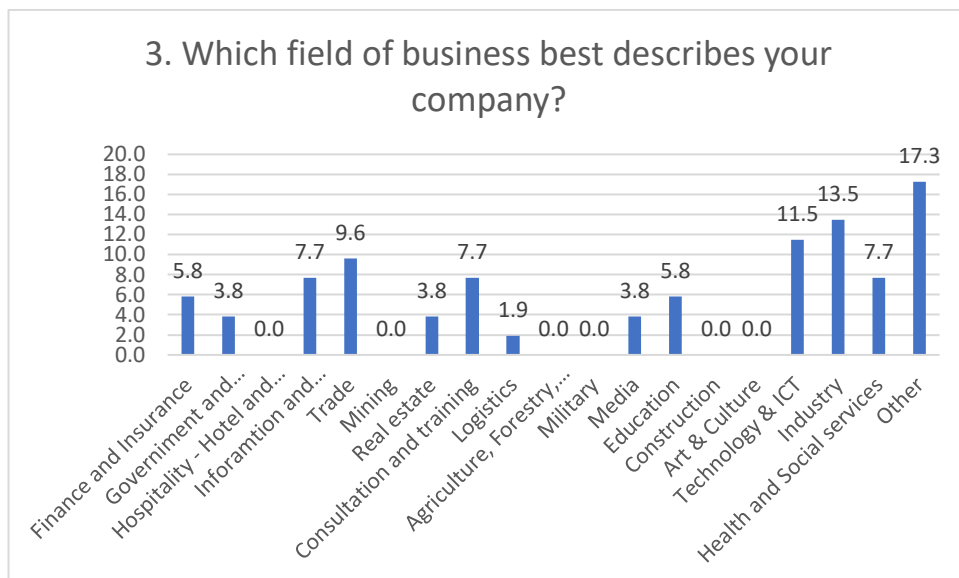


Figure 3. Which field of business best describes your company?

The fourth question in the survey is “Which of the following best describes your company?”. Given options were Public or municipal government, Local association/non-profit/organization, Privately held company and Public liability company. The majority of the answers, with 65,4%, came from Privately held company. Second largest group was Public liability company with 19,2%, the third largest group was Local association/non-profit/organization with 9,6% and the fourth largest group was Public or municipal government with 5,8% of the responses. 52 respondents answered to this question.

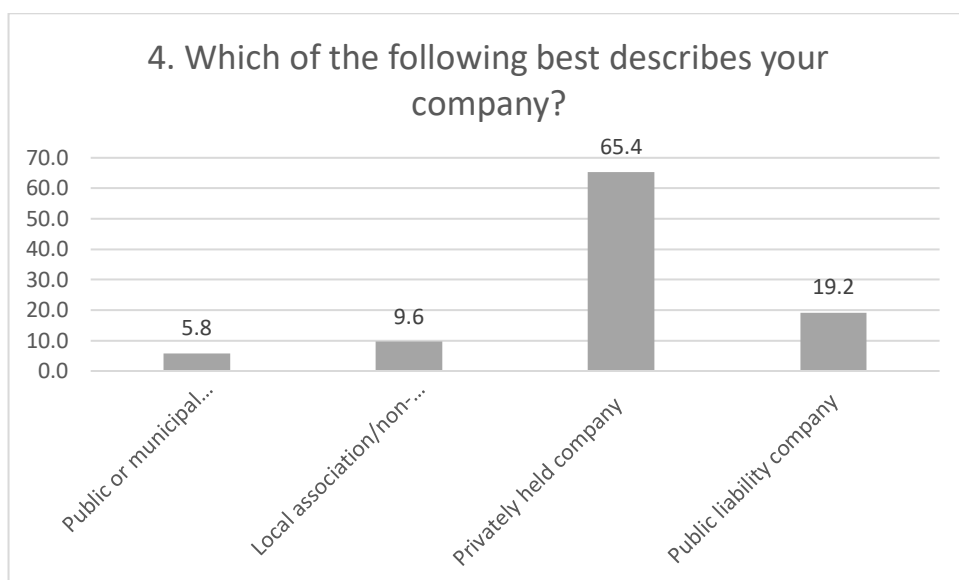


Figure 4. Which of the following best describes your company?

The fifth question in the survey is “Which of the following best describes your position in the company?”. The given options were Lower management, middle management, higher

management/board of directors, Board of the company, Official, Expert, Assistant or Coordinator or Planner. A clear majority of the respondents belong to specialists. The amount of responses to this category was 38,5% of all responses. Second biggest group is represented by assistants, coordinators and planners with 25% of the answers. The third biggest group is middle management with 15,4% of all answers, the fourth biggest group is higher management/board of directors with 13,5%, the fifth largest group is lower management of the company with 5,8%. The smallest group of respondents with 1,9% representation belong to the Board of the company. There were no Officials amongst the respondents (0%). 52 respondents answered to this question.

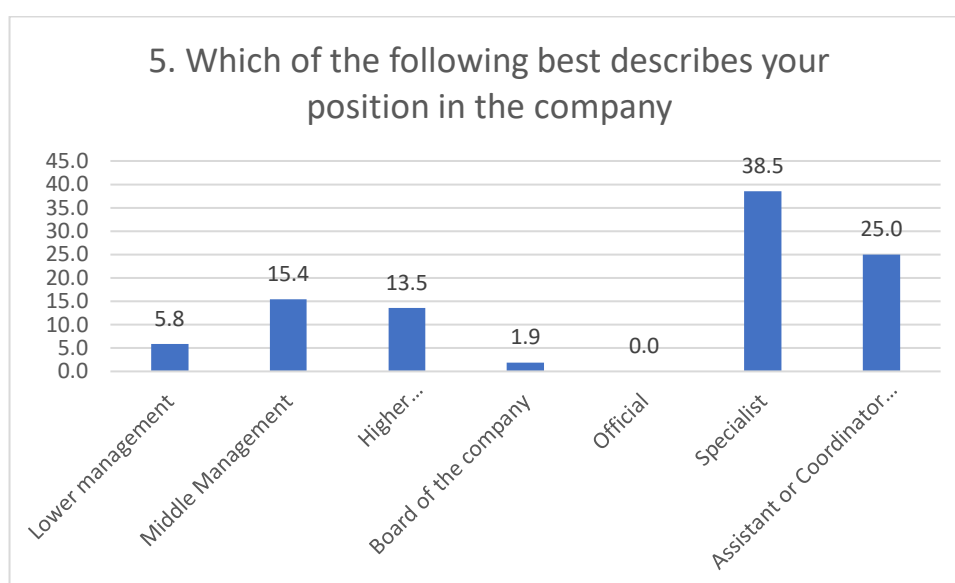


Figure 5. Which of the following best describes your position in the company?

The sixth, and last question of the demographic part, of the survey is “How many times a year are you responsible for event planning?”. Given options were 1-5, 6-9, 10-15, Over 15, or ‘I do not organize events regularly’. The clear majority of the respondents with 44,2%, participates in event planning between 1-5 times a year. The second biggest amount is 6-9 times a year with 25%. The third biggest group organizes events over 15 times a year, this representation makes up 17,3% of the answers. The fourth most popular option, or answers, was that ‘I do not organize events regularly’ with 7,7%. The fifth and the biggest group organizes events 10-15 times a year. These responses make up 5,8% of the total amount. 52 respondents answered to this question.

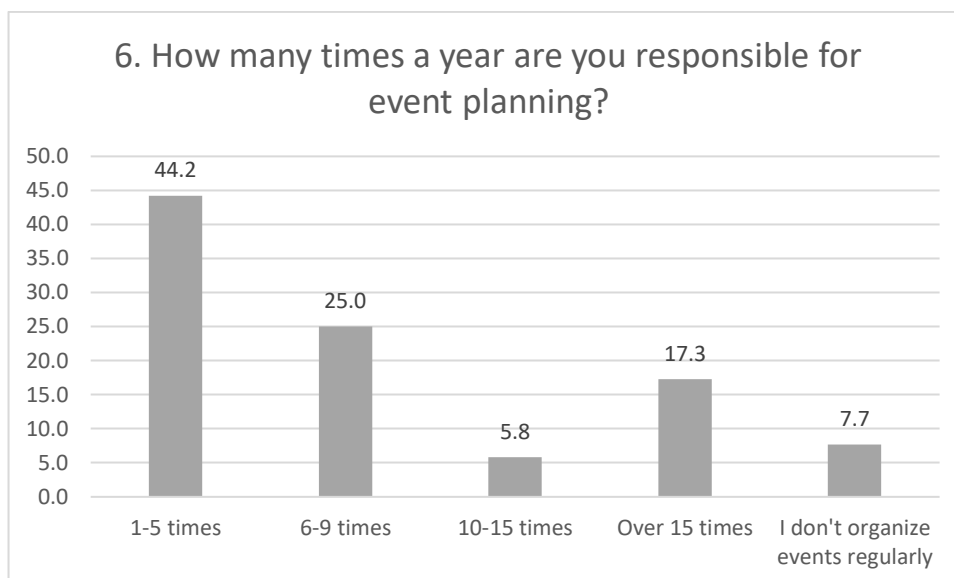


Figure 6. How many times a year are you responsible for event planning?

4.3.2 Quantitative answers of the customer service

In this part the quantitative statements, or questions, were presented to the respondents. All questions had the same answering options: the respondents could totally agree, agree, disagree, totally disagree, or have no opinion on the statement - the latter one was chosen to be included to make the survey more universal, giving an opportunity for the respondents to complete the survey even though they had not necessarily purchased or bought Company X's services, but had been in contact with Company X.

Questions 7-14 handle the communication and speed of Company X's sales personnel regarding requests or enquiries, these were outlined with an explanation: "the following questions map your satisfaction and experiences towards Company X's services. In questions 15-24, the respondents were asked to evaluate Company X's communication and level of service and accuracy during various service processes.

Question number 7, is "My experience with using the chat-service on the website was useful". When asked about the usefulness and the level agreement towards Company X's chat-service, the majority of the respondents state that they do not have an opinion regarding the chat service. This majority consist of 42,3% of responses. The amount of respondents who totally agree and agree with chat-service being useful, both of these answers received 26,9% of the answers. Also disagreement was shown towards the service, when 1,9% disagreed and other 1,9% totally disagreed with the statement that the chat-service on Company X's website is useful. 52 respondents answered to this question.

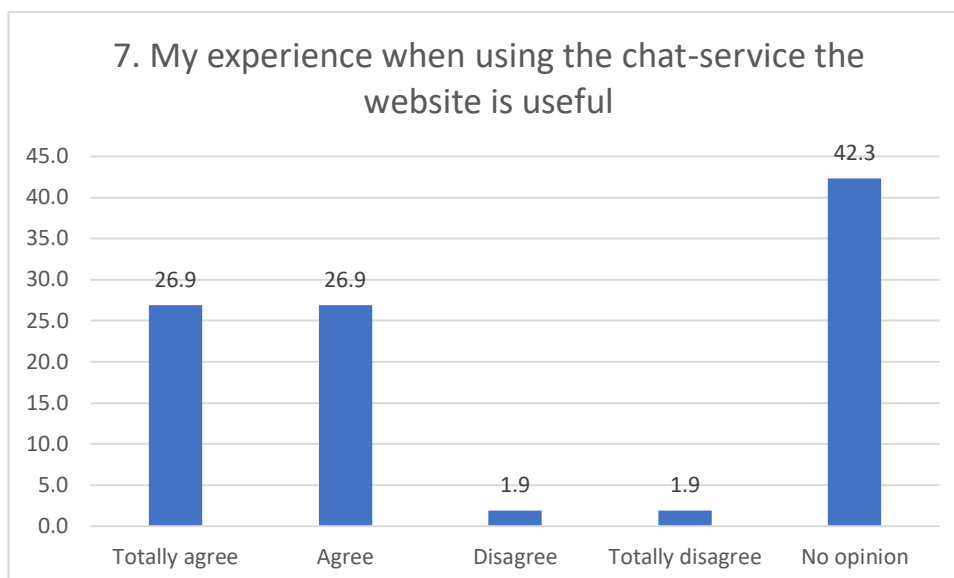


Figure 7. My experience when using the chat service on the website was useful

Question number 8, “Getting in contact with Company X’s sales personnel is easy”. In this statement, positive results were gained almost exclusively: 61,5% of all the respondents totally agree with contacting the sales personnel is easy, and 36,5% agree with the statement. Small amount of negative responses were received when 1,9% of all the respondents disagree with the statement. Total disagreement nor uncertainty towards the argument was not found based on these results. 52 respondents answered to this question.

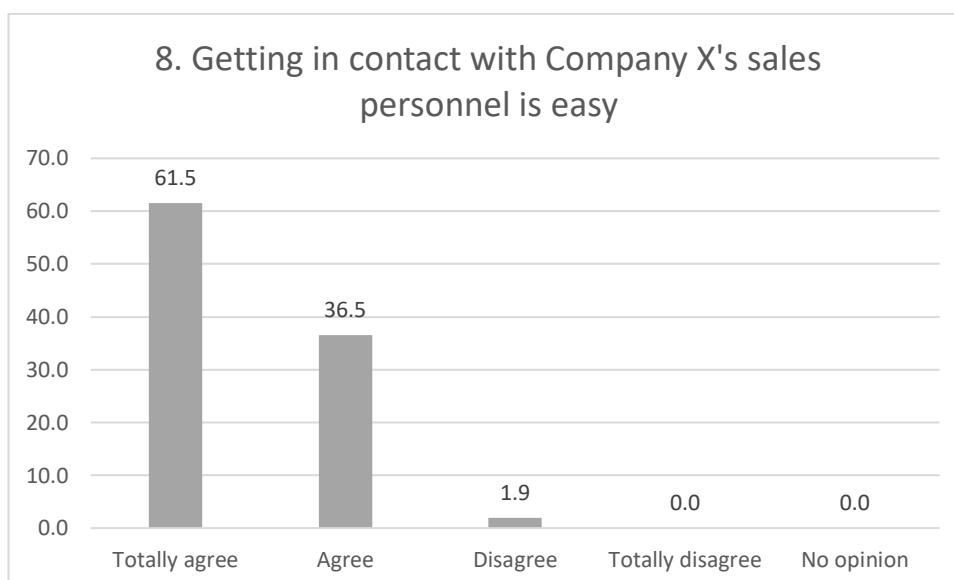


Figure 8. Getting in contact with Company X's sales personnel is easy

Question number 9, “My request for contact, offer or enquiry was answered fast”. When asked to evaluate level of agreement towards quick reaction time to an request or an enquiry, 59,6% of respondents totally agree the reaction and answering time was fast. 28,5% agree with the statement. Light disagreement was not found for this statement, however

total disagreement towards the reaction time was answered by 1,9% of the respondents. No uncertainty was found. 52 respondents answered to this question.

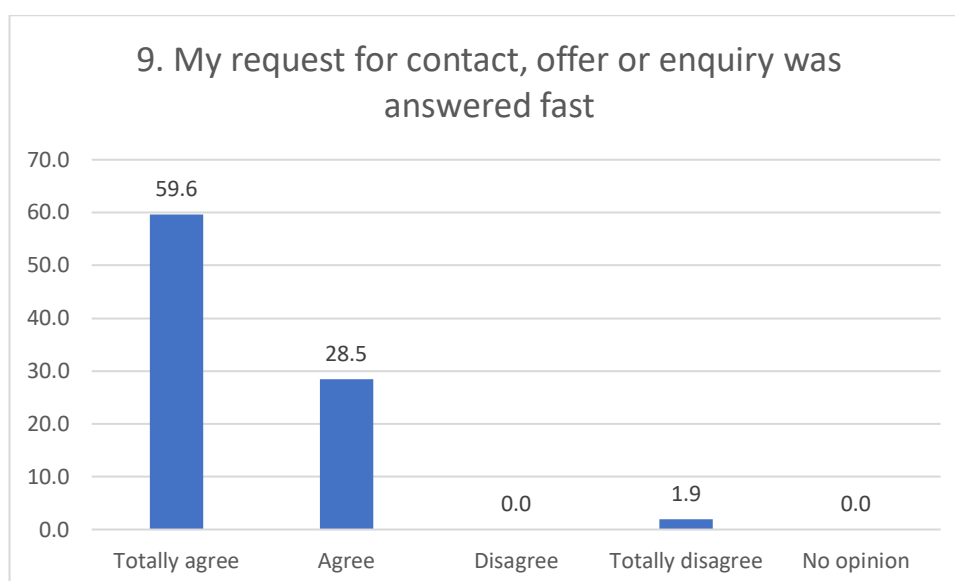


Figure 9. My request for contact, offer or enquiry was answered fast

Question number 10, "It is easy to find the information that I need". Question 10 helps to map the degree to which the respondents agree with the convenience and easiness of finding the desired information from the website. The largest group of responses state, that 63,5% of all the responses agree with finding required information is easy. The second largest group totally agrees with the statement, this response received 25% of the answers. Also disagreement were shown in this category, when 7,7% or respondents disagree and 1,9% totally disagrees with this statement. Remaining 1,9% of the respondents did not have an opinion regarding this statement. 52 respondents answered to this question.

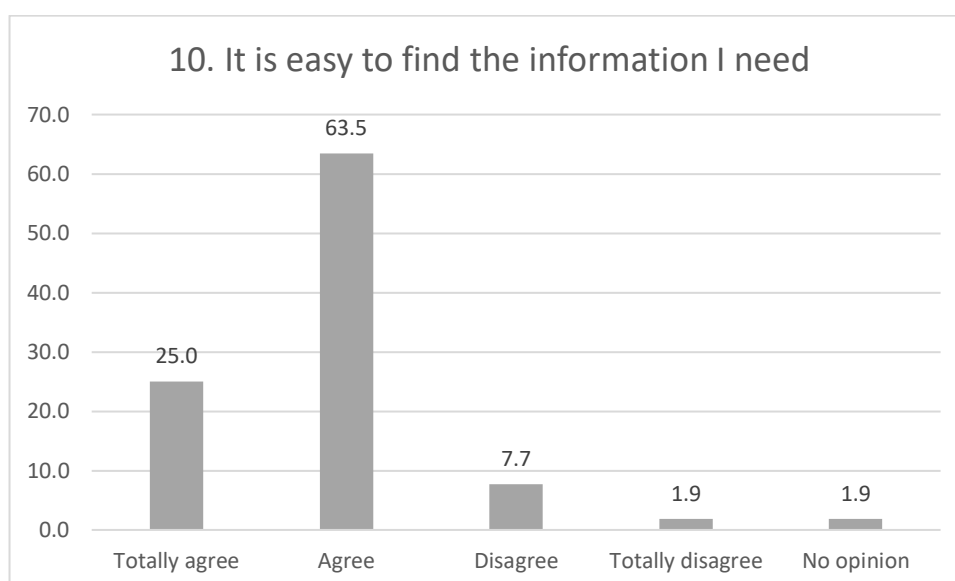


Figure 10. It is easy to find the information I need

Question number 11, “Personal advisory and consultation is meaningful when I am searching and selecting a service”. Majority of the answers totally agree that personal advisory and consultation is meaningful when they are searching and selecting a service. This majority makes up 54% of all the answers. The second most popular opinion to this statement is that 32% of responses agree presented argument. The third most popular opinion with 8,0% was that respondent did not have an opinion. Disagreement to this statement occurred, when 4,0% or respondents disagree and 2,0% totally disagrees with this statement. 50 respondents answered to this question.

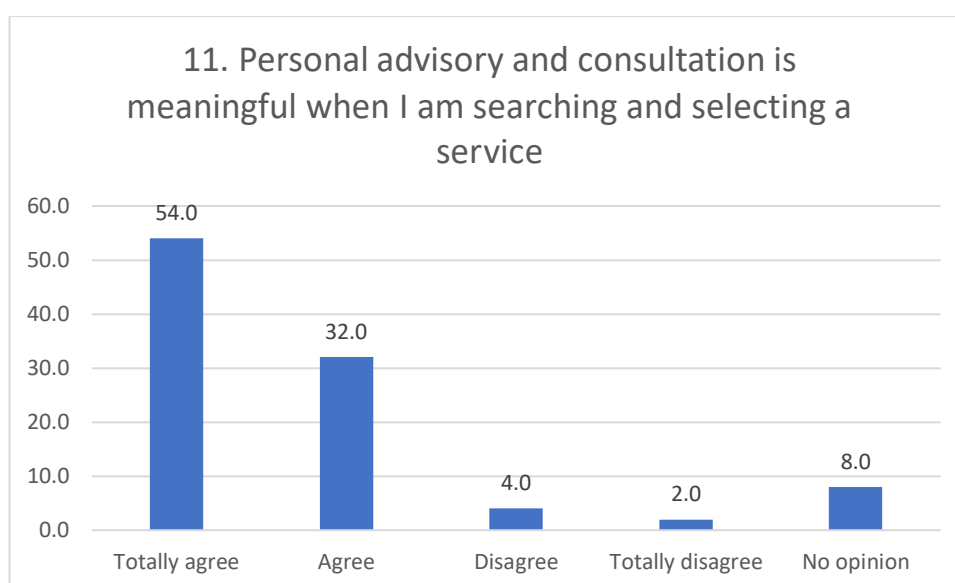


Figure 11. Personal advisory and consultation is meaningful when I am searching and selecting a service

Question number 12, “The price is crucial when I am choosing a keynote speaker or a moderator to an event”. Over half of the respondents, 53,8%, agree with the statement, that price is crucial when they are selecting a service. The second most common opinion to this statement with 25% totally agrees with this statement. There is also slight disagreement to this statement as well, when 15,4% of the answers disagree with the statement. The remaining 5,8% of responses show that those particular respondents did not have an opinion to the statement. 52 respondents answered to this question.

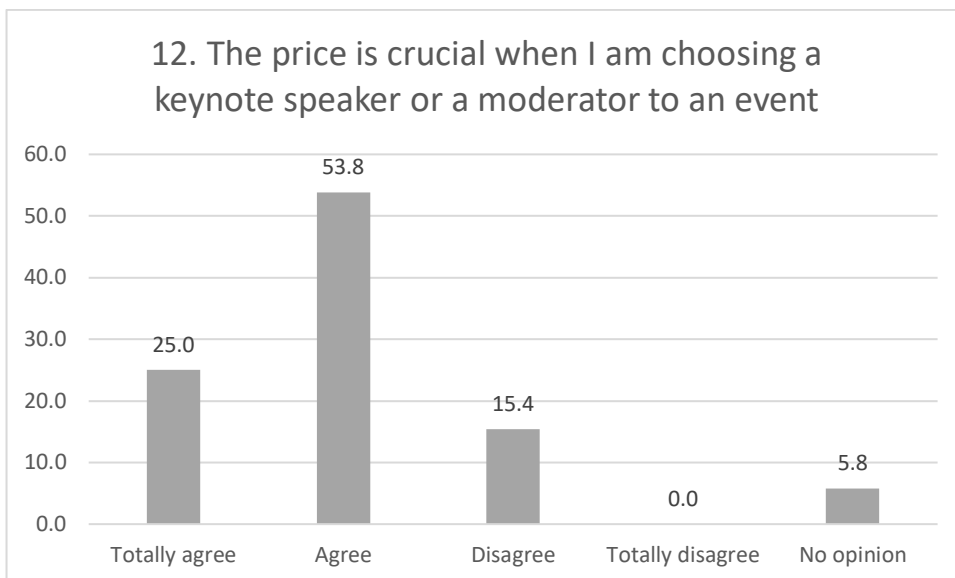


Figure 12. The price is crucial when I am choosing a keynote speaker or a moderator to an event

Question number 13, “Contact person was competent and professional”. This question aims to map customers’ satisfaction towards their contact person in Company X, how customer experiences the competence and professionalism of their contact person. Largest group with 48,1% of the answers agree that their contact person is competent and professional, when 44,2% of the answers totally agree with the statement. 3,8% of the respondents did not have an opinion for this statement. 1,9% disagree and 1,9% totally disagree that their contact person is competent or professional. 52 respondents answered to this question.



Figure 13. Our contact person was competent and professional

Question number 14, “We understand your needs well”. In this statement, the majority of the answers support positive opinions. The majority of answers, 51,9%, agree with this statement.

26,9% of the respondents totally agree with this statement. Disagreement and uncertainty amongst the answers were found, when 11,5% of the respondents did not have an opinion on the statement, 7,7% disagreed and the remaining 1,9% totally disagreed with Company X's sales personnel to understand their needs. 52 respondents answered to this question.

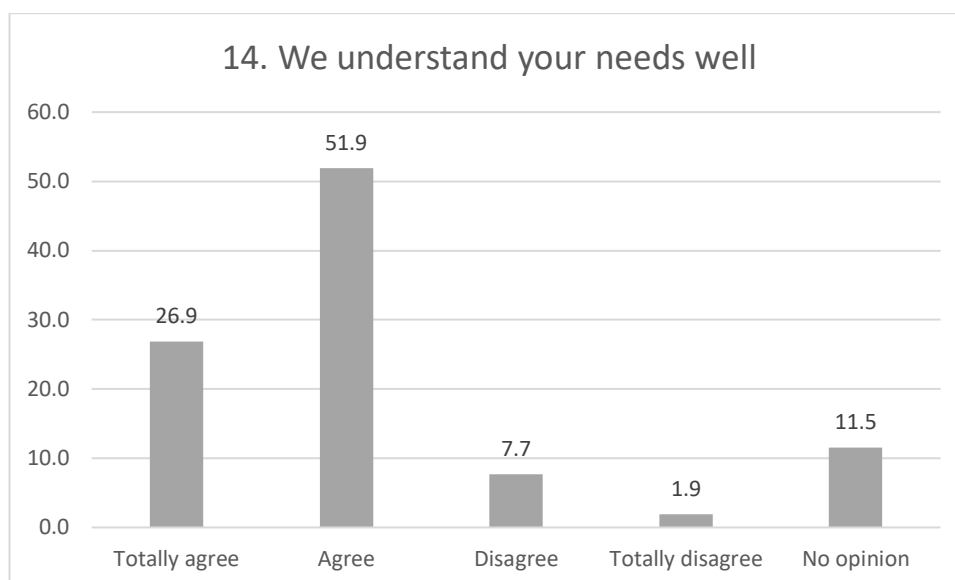


Figure 14. We understand your needs well

Question number 15, "Our communication is clear and regular". The respondents were also asked to evaluate their experiences towards the communication that Company X and its personnel produces during different processes of the service. 53,8% of the answers, state that the majority agrees with the communication is indeed clear and regular. 30,8,% totally agrees with this statement being accurate. Disagreement were shown when 13,5% state that they disagree with the statement. 1,9% of the responses had no opinion. Total disagreement was not found. 52 respondents answered to this question.

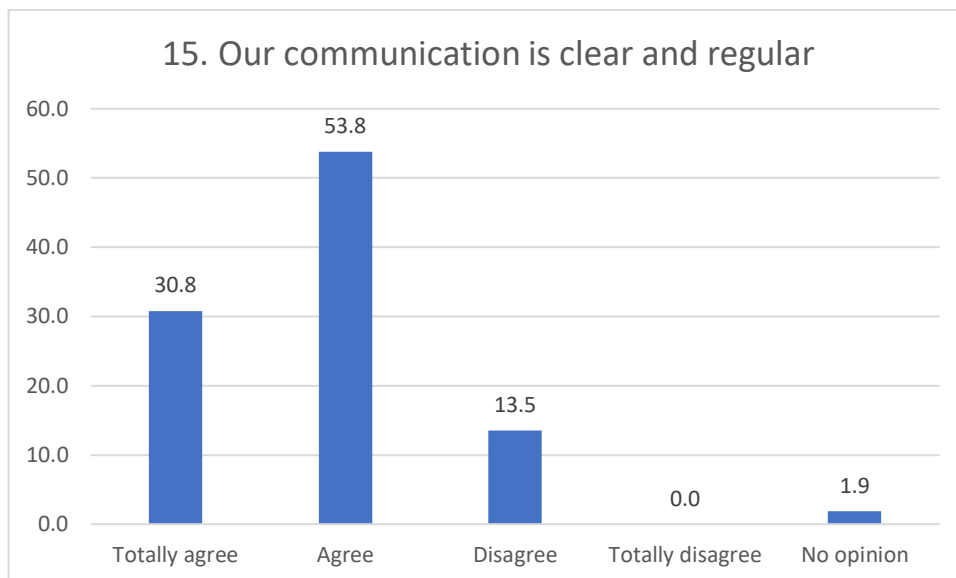


Figure 15. Our communication is clear and regular

Question number 16, “We kept you well updated throughout the process”. The vast majority, 85% of the answers tell that the respondents evaluate their experiences on the positive side. The most popular answer to this answer is, that 50% of the respondents agree that Company X kept them updated throughout the process. 36,5% of the respondents totally agree with the statement. Disagreement towards the statement was also shown, when 9,6% of the respondents disagree, 1,9% totally disagrees, and the remaining 1,9% of the answer show no opinion on the matter. 52 respondents answered to this question.

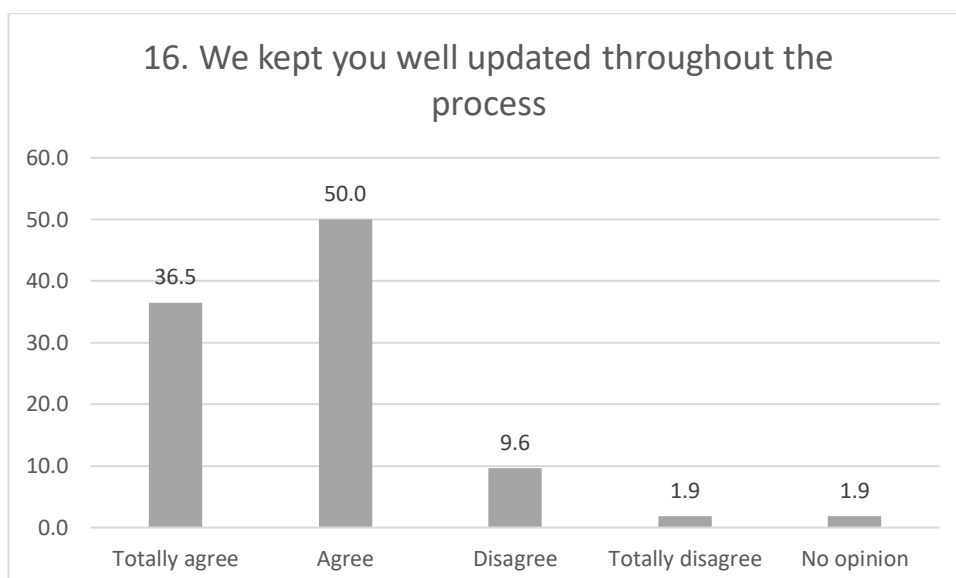


Figure 16. We kept you well updated throughout the process

Question number 17, “We maintained given schedule”. 94,3% of all the answers totally agree or agree that Company X maintained given schedule during the process. More specifically, 48,1% totally agrees and 46,2% agrees with this statement. Slight disagreement to this

argument was found as 1,9% disagrees, 1,9% totally disagrees. Slight uncertainty was also discovered as 1,9% has no opinion on the statement. 52 respondents answered to this question.

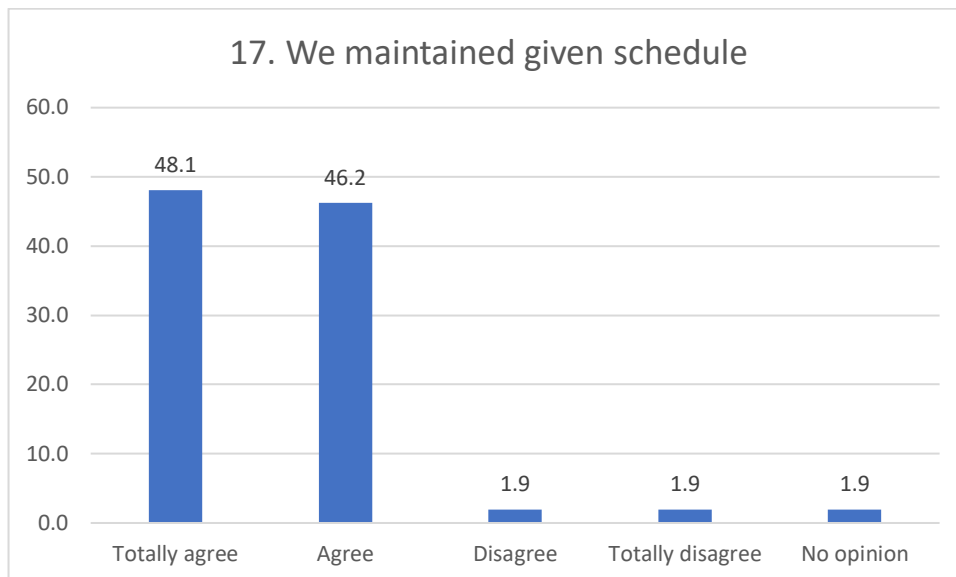


Figure 17. We maintained given schedule

Question number 18, “In the event of a possible problem, we took action fast”. The purpose of this statement is to find out whether the reaction speed and capabilities of Company X can withstand a possible problem situation, for example a cancellation, a force majeure or other negatively influencing factor or phenomenon. For this statement, 82% of all the answers state that the respondents have no opinion for this matter. There is also positive reactions to this statement, while 12% totally agree and 6,0% agrees that Company X reacts fast to a possible problem situation. 50 respondents answered to this question.

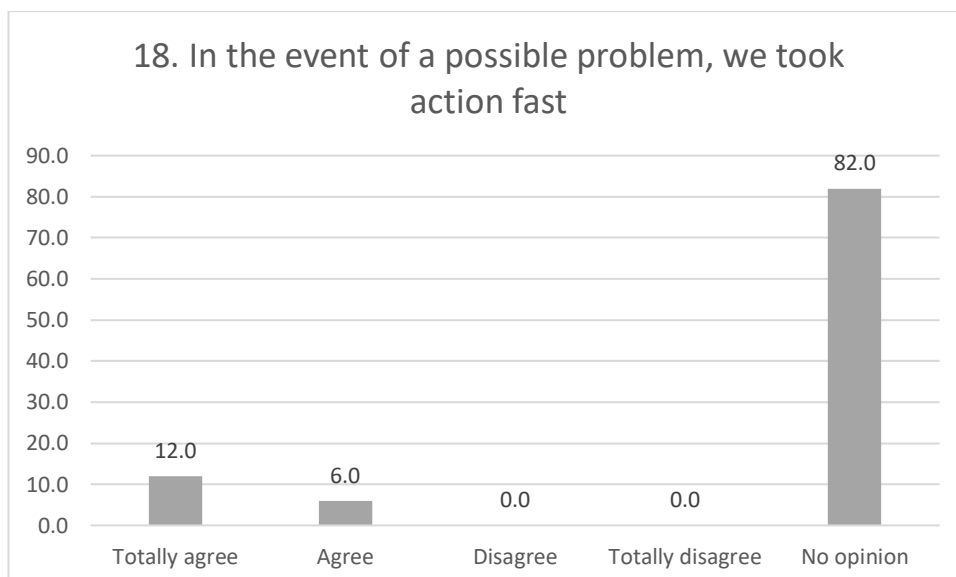


Figure 18. In the event of a possible problem, we took action fast

Question number 19, “Our invoicing was punctual and accurate”. Majority of 33,3%, does not have opinion regarding the invoicing’s accuracy or punctuality. Both answers, totally agree and agree, received 31,4% of answers. Slight disagreement for this statement was found when 2% disagrees and 2% totally disagree with the presented argument. 51 respondents answered to this question.

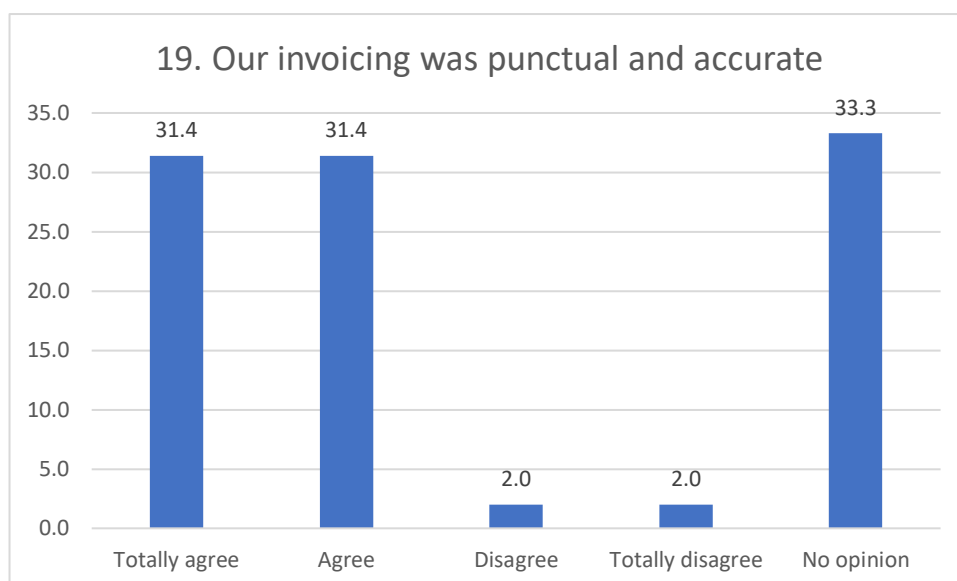


Figure 19. Our invoicing was punctual and accurate

Question number 20, “Company X’s service process’ quality is good in its entirety”. The respondents were asked to evaluate their level of agreement towards the quality of the entire service process and processes is good. For this statement, 82,3% of all the answers are positive: more specifically, 49% of the respondents agree and 33,3% totally agree that Company X’s service process’s quality is good in its entirety. While the clear majority of the answers support this statement, 11,8% of the respondents answered that they have no opinion about this. 3,9% disagree and 2,0% totally disagree the service process’s quality being good. 51 respondents answered to this question.

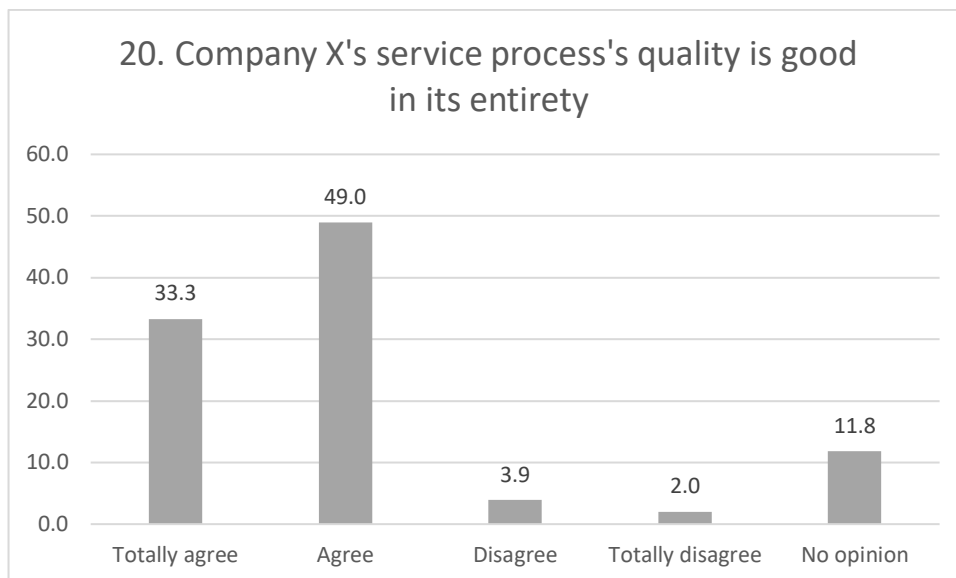


Figure 20. Company X's service process' quality is good in its entirety

Question number 21, “Using Company X's services has had an impact on my company's personnel and/or business function that was expected and hoped for”. This statement aims to activate respondents to evaluate, whether their experience when using Company X's services, has had an impact on their business functions or target group, was this possible impact desired and expected, in other words did the service deliver its expectations. When looking at the answers, nearly half of the respondents, 45,1%, agree that their expectations and hoped results for the service were met. 21,6% Totally agree with this statement. 29,4% of the respondents show uncertainty towards the statement, as they answered they do not have an opinion on the matter. Remaining 4% of the answers were divided evenly, when 2% of the respondents disagree and 2% totally disagree with this statement. 51 respondents answered to this question.

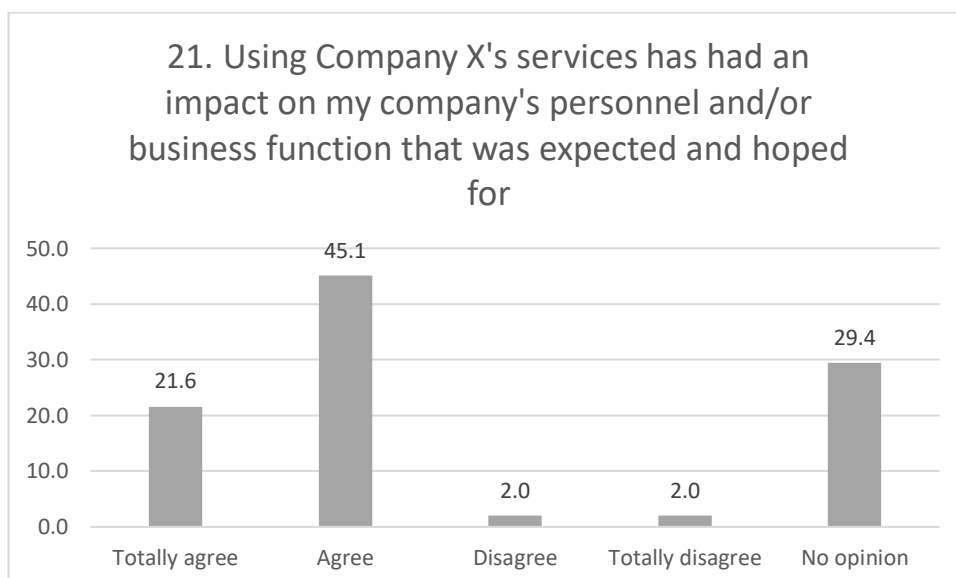


Figure 21. Using company X's has had an impact on my company's personnel and/or business function that was expected and hoped for

Question number 22, "I will contact Company X again in the future". To this statement, the respondents reactions were mostly positive. 51,9% of respondents agree that they will be in contact with Company X again in the future for their services, and 38,5% of respondent totally agree with this statement. Uncertainty was shown by 5,8% of the respondents, 1,9% disagreed and 1,9% totally disagreed. 52 respondents answered to this question.

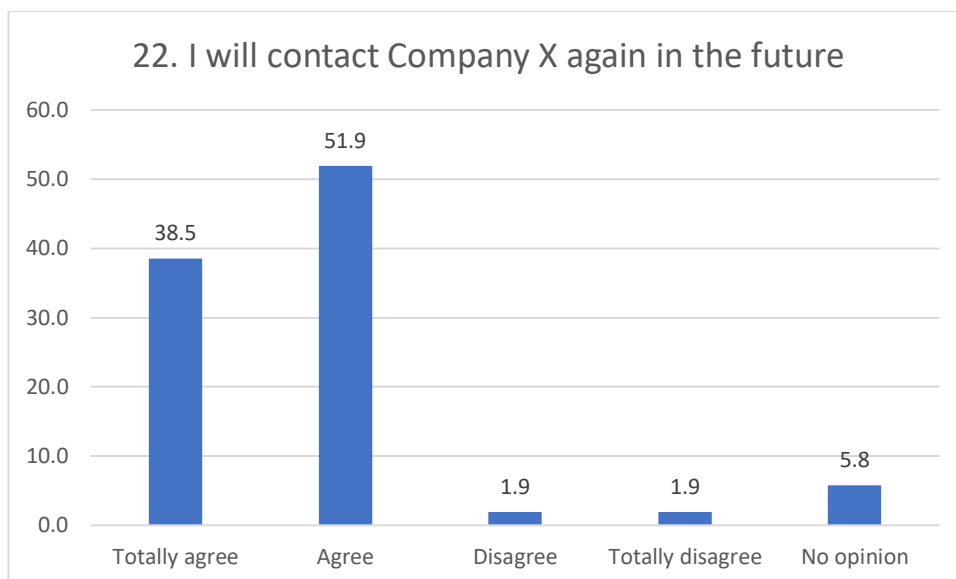


Figure 22. I will contact Company X again in the future

Question number 23, "I will recommend Company X and its services to my network". Respondents are willing to recommend Company X's services to their own networks: 50% agreed and 34,6% totally agreed on this statement, 13,5% had no opinion towards this statement, 1,9% totally disagreed of their willingness recommending Company X and its services to their own network. 52 respondents answered to this question.

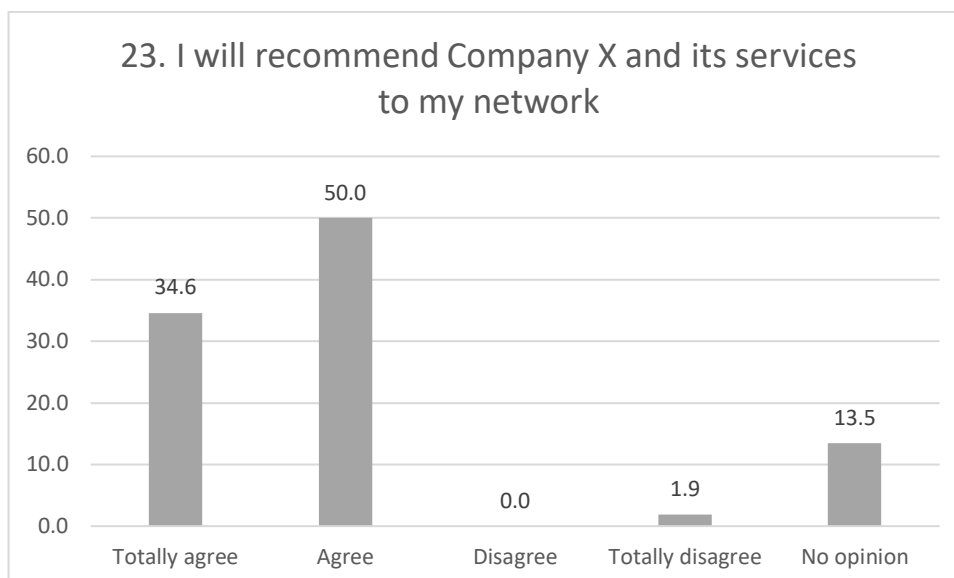


Figure 23. I will recommend Company X and its services to my network

Altogether, the survey received 14 open comments and answers when the respondents were asked to leave them, the questions were voluntary to the recipient to answer. The answers mainly discussed that customers are happy with Company X's service - sales personnel is actively in contact with the customer, ask for their possible needs for the service. Also, the open answers describe Company X's service to be very punctual, fast, the service itself is professional and friendly. One comment praised for the excellent chat-service that Company X has on their website: customer received very good customer service and quick help to decide best fitting expert to their needs, customer was able to receive information easily and conveniently, and most importantly fast.

In addition to positive answers and comments, there were two responses that gave criticism and development points for the service. This point was briefing the expert before the event. One respondent was happy how everything went in their project, but the experience was tested by the briefing with the hired expert, this part should be given more attention. Other respondent gave criticism towards the briefing process, that they were unable to organize a proper briefing with the expert before their event.

4.4 Answers by the field of business

As covered before in the section above, respondents represent different fields of businesses. Below, there are answered categorized by the field of business, that the respondents represent. To this section, the five largest fields were chosen to be more closely examined. These fields are, from largest to smallest: other and unspecified fields with 17,3% of total amount of answers, the second largest business field is Industry with 13,5%, the third largest business field is Technology and ICT with 11,5% of all the answers, Trade was the fourth

largest with 9,6% of all the answers, the fifth place received even amount of answers from three different business fields when each of these received 7,7% of the answers: Information and Communication, Consultation and Training, Health and Social Services.

4.5 Business field demographics

4.5.1 Other

When looking more closely to the category of 'Other', or unspecified fields of business. The overall answers are positive. From the very basic questions onwards when asked whether the respondents have enquired or used Company X's services before, 75% of the respondents have used the services before. The vast majority of the respondents with 87,5% have used Company X's services 1-5 times before, while the remaining 12,5% have not used the services before. This can, for example, tell that they have not purchased, but enquired the service Company X provides, before, thus implying that the respondent have gone through the service process. 62,5% of the respondents work in privately held companies. The remaining 37,5% of the answers was distributed evenly; public liability company, government or municipal government, and local associations or organization each received 12,5% of the votes. The most common positions where respondents work in, are in specialists or experts (50%), lower and higher management each received 12,5% of the answers, 25% of the respondents work in assistant, or coordinator or planner positions.

The respondents activity annually in event planning process is, that 37,5% answered that they are actively involved 6-9 times a year, 25% are active over 15 times a year, 25% are active 1-5 times a year, and the remaining 12,5% do not organize events regularly.

4.5.2 Industry

When looking at the total amount of answers, Industrial fields of business represent the second largest group in this survey. This group received 13,5% of all the answers.

The activity of the respondents in Industry-field businesses, overall, the respondents in this field, 71,43% has used Company X's services before, and the remaining 28,57% has not used the services before. How many times before have the respondents used Company X earlier, the majority of 71,43% answered 1-5 times before, the remaining 28,57% has used Company X 6-10 times before. Of these respondents, 57,14% represent privately held companies, the remaining 42,86% represent public liability companies. The most common positions that the survey participants are from, are 28,57% specialists or expert positions, 28,57% assistant or coordinator or planner positions, 14,29% represent lower management, 14,29% middle and remaining 14,29% higher management.

Of this demography, activity on an annual basis regarding event organizing and planning, 71,43% participates to planning 1-5 times a year, 14,29% 10-15 times in a year, when the remaining 14,29% participates planning 6-9 times a year.

4.5.3 Technology & ICT

Technology & ICT field was the third largest group of answers in this survey. This group received 11,5% of all the answers.

What kind of demography this group represent in this survey, 100% of this field respondents has used Company X's service before, 100% has used services 1-5 times, and 100% come from privately held companies. Of these answers, 50% work in specialist or expert position in their company, 33,33% in assistant or coordinator or planner position, 16,66% works in middle management. Their annual activity level in event planning and organizing is that 66,66% participates planning 1-5 times a year, and the remaining 33,33% 6-9 times a year.

4.5.4 Trade

Trade business was the fourth largest group of answers that the survey received. This group received in total 9,6% of the answers.

80% of the respondents from the Trade-field has used Company X's services before, whilst the remaining 20% has not. However, 100 % have enquired or been in contact with Company X 1-5 times before. The distribution between corporate forms show, that 60% represent privately held companies, 20% represent an public or civil organization or association, the remaining 20% represent public liability companies. 40% of the respondents work in higher management, 20% in lower management and 40% in assistant, coordinator or planner position. In trading field, 60% participate to event planning and organizing 1-5 times in a year and 40% participates 6-9 times in a year.

4.5.5 Information and communication, Consultation and training, Health and Social Services

The next three fields of business: Information and communication, Consultation and Training, Health and Social Services were placed in shared fifth largest groups in this survey. Each of the abovementioned categories received 7,7% of all the answers. As listed above, these groups' answers will be explained in that same particular order.

In information and communication field, 75% has used or enquired Company X's services before. To the next demographic question, when asked how many times has the respondent used the services before, only 50% of this field's respondents answered: 25% has used Company X's services 25% before, the remaining 25% has not used the service before. All the answers from this field come from privately held companies, and the positions that the respondents work in are 50% specialist and expert positions, 25% middle management and 25% higher management. Yearly activity for the respondents in event planning and organizations, is that 50% organizes or plans events 6-9 times a year, 25% over 15 times a year, 25% does not organize regularly.

In the field of consultation and training, 100% of the respondents has used or enquired Company X's services before, 100% answered that they've been in contact with Company X with a request or enquiry 1-5 times before. All the respondents represent privately held companies, 75% of them work in specialist or expert positions, the remaining 25% works in middle management. To map the yearly activity in event planning and organizing, 50% of the respondents participate in planning over 15 times a year, 25% 6-9 times in a year and the remaining 25% does not organize events regularly.

The last group in the top 5 business field in this survey was health and social services. The demographic questions for this group shows that 50% has used or enquired Company X's service before, whilst the other 50% has not. The past activity towards Company X, has been with 50% of the respondents 1-5 times before, 25% has not used services before, 25% has used 11-15 times before. The corporate form of what kind of companies the respondents represent, 75% represent privately held companies and 25% public liability companies. The positions where the respondents work, consist of 50% from higher management, 25% middle management and 25% specialist or expert positions. When the respondents were asked of their yearly activity regarding event planning and organizing, 75% participates planning 1-5 times in a year, other 25% does not organize events regularly.

4.6 Business field specific answers

4.6.1 Getting in contact with Company X

In 'Other' business field, all answers supported the presented statement strongly. 62,50% of all the respondents totally agree and the remaining 37,50% agree that it is easy to get in contact with Company X's sales personnel.

In industry field, in question 8 all the answers supported on the positive side reaction to the statement. Of the respondents, 71,43% totally agrees and remaining 28,57% agree that it is easy to get in contact with Company X's sales personnel.

In Technology field, the responses were distributed evenly: 50% of the respondents agree and the other 50% totally agree that they can get into contact with Company X's personnel easily.

Among the respondents from Trade field, 60% totally agree and 40% agrees that it is easy to get in contact with Company X's personnel, when they're in need of information or assistance regarding the provided service.

Of the respondents in Information and communication field, 75% totally agrees and 25% agrees that it is easy to get contact to Company X's personnel.

When it comes to reaching Company X's personnel, respondents in Consultation and training fields answered that 50% totally agrees and the other 50% agrees that managed to get in contact easily.

If in need of contact with Company X's personnel, Respondents from Health on Social Services field answered, that 75% totally agree and 25% agree that it is easy to get in contact with right people.

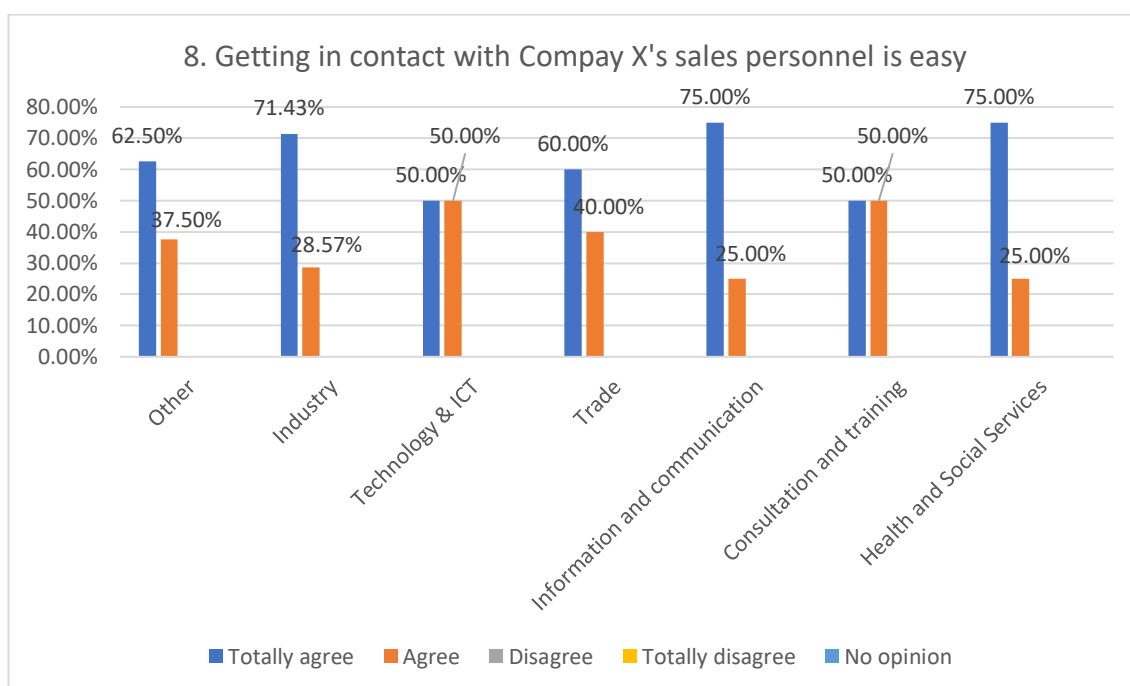


Figure 24. Largest business fields - Getting in contact with Company X's sales personnel is easy

4.6.2 Answer for a request

Respondents in 'Other' business fields strongly agreed that their request was answered fast. 87,50% of all answers totally agree and remaining 12,50% agree with the statement.

In Industry field, the respondents had identical distribution of answers than they had on questions 8. In question 9, 71,43% of all the respondents in this group totally agrees and remaining 28,57% agrees that their inquiry was answered fast.

In Technology & ICT field, 33,33% totally agrees and 66,66% agree that their request or enquiry was answered fast.

Similar responses than in the previous question, in Trade field 60% of respondents totally agree and 40% agrees that their request or enquiry was answered quickly.

For respondents in Information and communication field, their experiences regarding whether their request or enquiry has been answered fast, answers are solid to support the statement when 75% totally agree and 25% agree that their requests or enquiries were answered fast.

In Consultation and training, 50% totally agree and 25% agree, that their request for contact, or for an offer, or their enquiry, was answered fast. The remaining 25% totally disagrees that their request or enquiry was answered fast.

The respondents in Health and Social Services field answered identically, when 100% of the respondents answered that they totally agree, that their request or enquiry was answered fast.

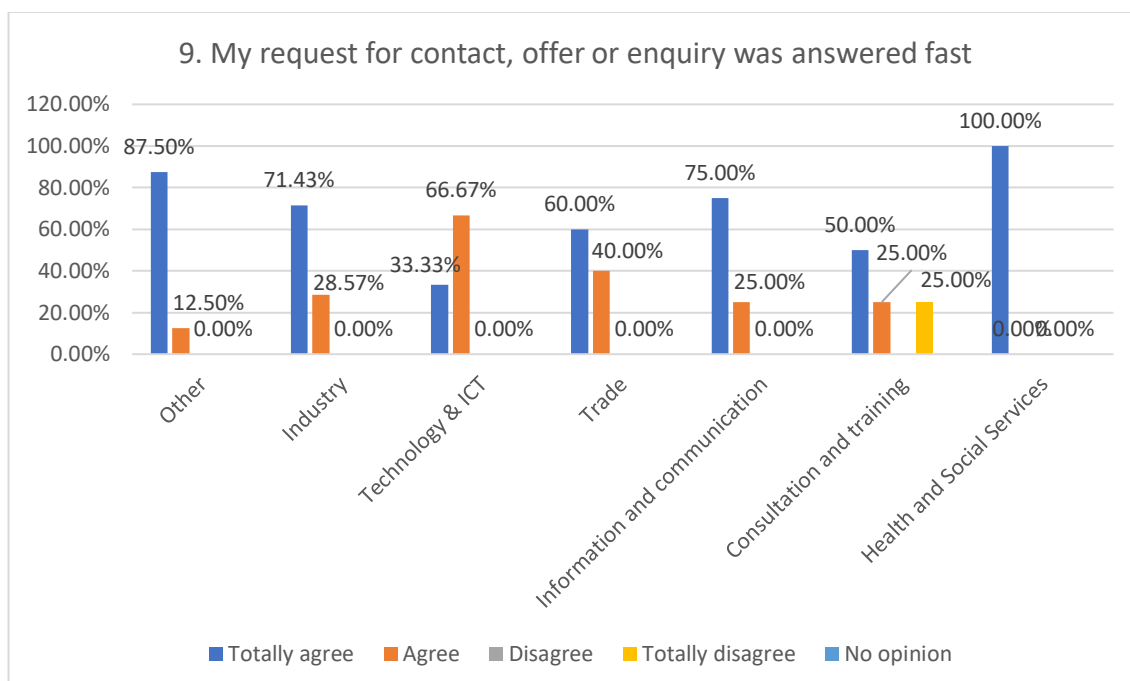


Figure 25. Largest business fields - My request for contact, offer or enquiry was answered fast

4.6.3 Easiness to find information

Respondents of 'Other' business fields exclusively agreed that finding information from Company X's website was easy and convenient, when all the answers were positive: 62,5% of all the answers state respondents agree and the remaining 37,5% totally agree.

In Industry field businesses, in question 10 the respondents evaluated that 71,43% of them agree and 28,57% totally agree with the presented statement.

In question 10, 33,33% of the respondents in Technology field totally agrees that the find the information they need easily from the website, 50% agrees with this statement. The remaining 16,66% has no opinion on the matter. 50% agrees and the other 50% totally agrees that they can get into contact with Company X's personnel easily. 33,33% totally agrees and 66,66% agree that their request or enquiry was answered fast. In technology and ICT field, 66,66% of the answers support that they agree and 33,33% totally agree, that personal advisory is essential and meaningful when they are selecting a service.

When it comes to availability of information, 60% of the respondents in Trade field agree and 40% totally agree that they find the information they need easily when they land on Company X's website.

Respondents in Information and communication field find, that 75% agree and 25% totally agree on that they find the information they need easily, when they land on Company X's website.

In Consultation and training field, 75% of all the respondents experience that they find the information they need easily from Company X's website: to be more exact, 50% agrees and 25% totally agrees. The remaining amount of answers show a slight negativity, when 25% disagrees they find the needed information easily.

When having arrived to Company X's website, 75% respondents in Health and Social Services agrees and 25% totally agrees that they find the information they need easily.

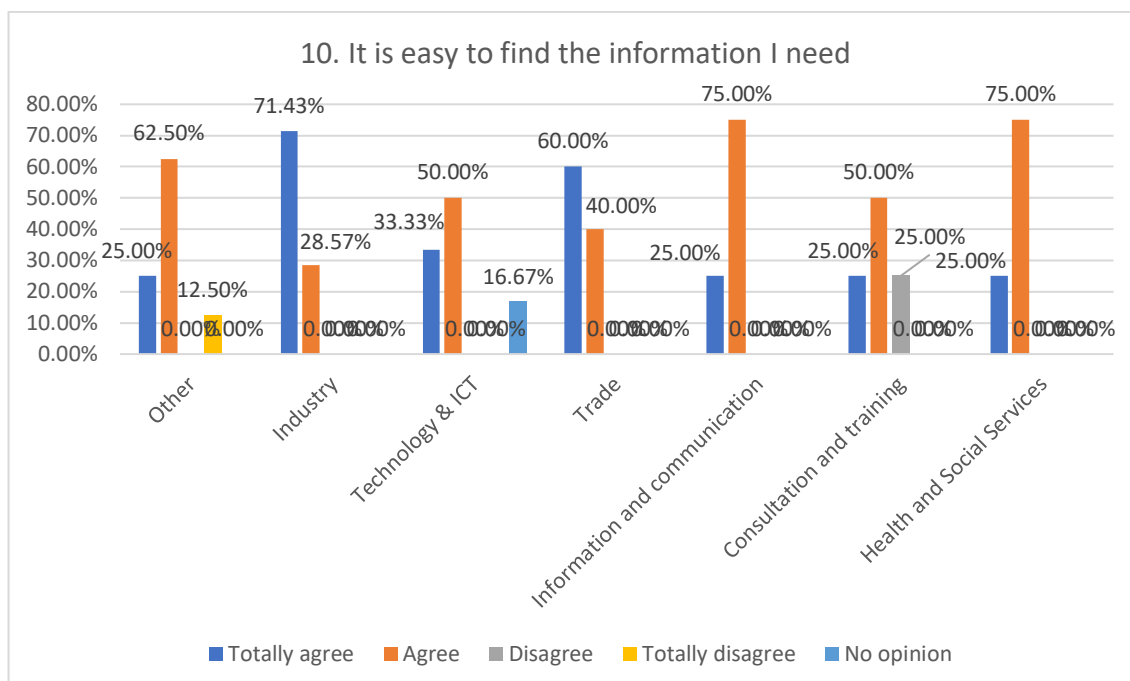


Figure 26. Largest business fields - It is easy to find the information I need

4.6.4 Meaningfulness of personal advisory

When looking closer into 'Other' business field, when the respondents were asked to evaluate how they evaluate meaningfulness of personal advisory, 37,5% of the answers totally agree and 25% agree that is essential and meaningful. Rest of the respondents had no opinion, disagreed and totally disagreed. All these latter answers received 12,5% of the answers, each.

In Industry field businesses, the vast majority with 71,43% state that they totally agree, that when searching and selecting a service, personal advisory is essential an meaningful. The remaining answers were distributed evenly when 14,29% agrees or disagree on the statement.

In Technology & ICT, 66,66% of the answers support that they agree and 33,33% totally agree, that personal advisory is essential and meaningful when they are selecting a service.

The meaning and essentiality of personal advisory when searching and selecting a service was appreciated highly in the field of Trade, when 80% totally agree and the remaining 20% agree with the statement.

When respondents from Information and communication were asked to evaluate their level of agreement towards the statement that personal advisory is essential and meaningful when they are searching and selecting a service, the answer was unambiguous: 100% answered that they totally agree.

When respondents from the field of health and social services are searching and selecting for a service, 100% totally agrees that personal advisory is meaningful and essential when they are in said situation.

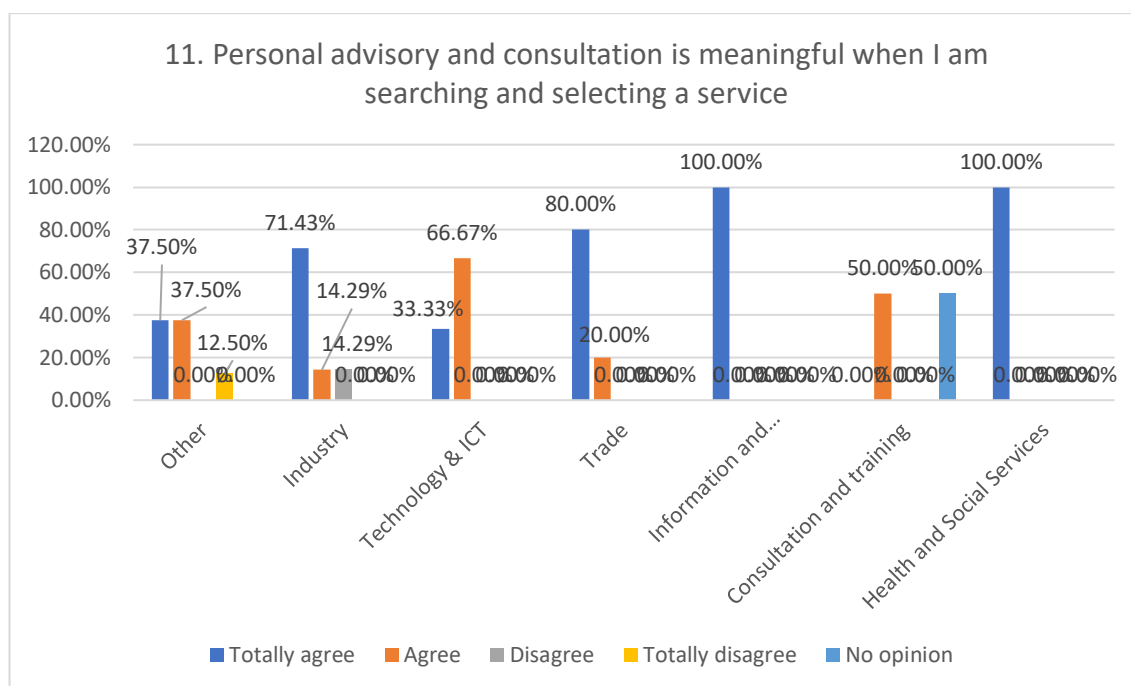


Figure 27. Largest business fields - Personal and communication is meaningful when I am searching and selecting a service

4.6.5 Communication

Question 15 stated, that the communication is clear and regular from Company X's personnel, and question 16 stated that Company X's personnel communicated regularly and kept the customer well updated throughout the whole process. For 'Other' business fields, question 15 showed more diversity in the answers, when 37,5% of the respondents agree that the communication is clear and regular, when other 37,5% disagree with their experiences. The remaining 25% totally agrees with the statement. In question 16, 37,5% totally agree that they were kept well updated throughout the processes, and other 37,5% agree. 12,5% disagree and the other 12,5% totally disagree that they were not updated in a sufficient level.

Industry field businesses 85,71% agree and 14,29% totally agree, that Company X's personnel communicates clearly and regularly. When it comes to the overall experience of the customer that whether they were kept well updated, 57,14% agree and 28,57% totally agree with this statement, the remaining 14,29% has no opinion on the matter.

When Technology & ICT field respondents were asked to evaluate frequency and clarity of the communication, and that they were kept updated in the service process. 33,33% both totally agree and agree that they felt the communication is in fact clear and regular from Company X's personnel, and the remaining 33,33% did not have an opinion to this statement. When it comes to keeping customers well updated, 49,98% agreed and 33,33% totally agreed that they were kept well updated throughout the process. 16,66% had no opinion to this statement.

When stated, that the communication is clear and regular in context of provided service, 40% of respondents in Trade totally agree, 40% agree and 20% disagree with this statement. When the respondents were asked to evaluate whether they were kept well updated during the process, 60% totally agreed and 40% agreed.

In Information and communication, 75% totally agree, that communication from Company x's personnel is clear and regular, 25% agrees. Whether respondent was kept well updated in the process, 75% totally agrees and 25% agrees.

When the respondents from consultancy and training field were asked to evaluate whether the communication from Company X's personnel was clear and regular, 75% of all the answers showed positive reactions to this statement: 50% agree and 25% totally agree with the statement. 25% of the respondents disagree. When asked to evaluate, whether the respondent was kept well updated throughout the process, same percentage distribution to same answers were found: 50% agree, 25% totally agree and 25% disagree.

People that represent Health and Social Service field companies and organizations answered, that Company X's communication is clear and regular: 50% of the respondents agree and 25% totally agree that the arguments put forward in questions 15 and 16 are correct. The remaining 25% of respondents disagree with the statement. Whether the respondents were kept well updated throughout the service process, 75% of the answers agree and 25% totally agree that they are well updated during an enquiry.

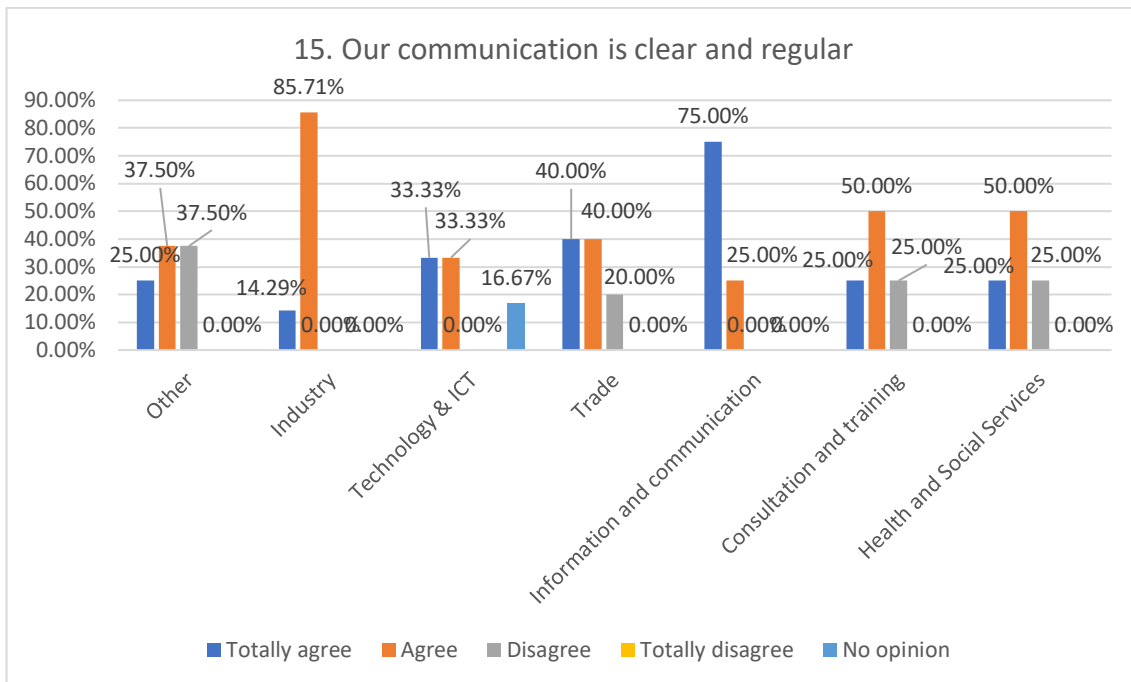


Figure 28. Largest business fields - Our communication is clear and regular

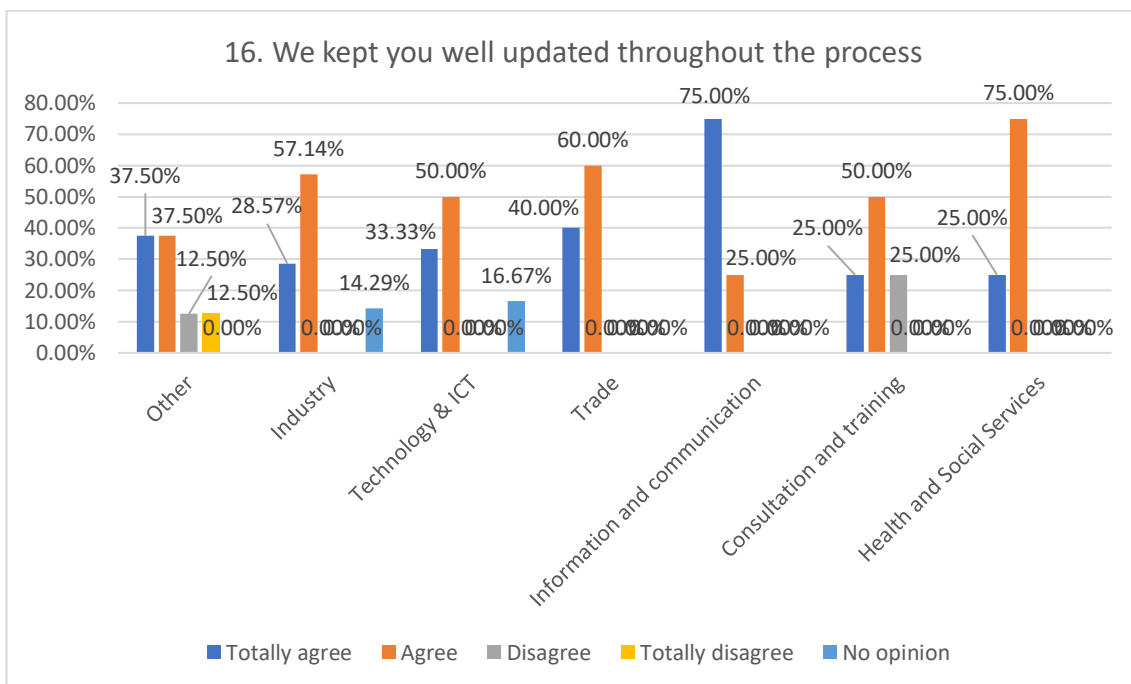


Figure 29. Largest business fields - We kept you well updated throughout the process

4.6.6 Service processes' quality

Question number 20 asked the respondents to evaluate their experiences about Company X's service process's quality being in its entirety. When looking more closely to 'Other' fields, the majority with 62,5% of the respondents agree and 12,5% totally agree with service process's

quality being good. Other 12,5% totally disagree and the remaining 12,5% has no opinion on the matter.

When Industry field respondents were asked to evaluate their level of agreement to Company X's service process's quality being in its entirety, the majority with 57,14% of the respondents totally agree that service process's quality is good in its entirety. 28,57% answered that they don't have opinion on the matter. The remaining 14,29% agree the service process's quality is good.

For the overall picture of service process's quality, respondents from Technology & ICT answered that 49,98% of them agree that it is good. 33,33% had no opinion to this. Remaining answers of 16,66% totally agree that the service process's quality is good in its entirety.

For respondents in Trade, the overall impression and experience of the service process's quality in its entirety, whether it was good, this statement gained only positive answers: 20% of the respondents totally agreed and majority with 80% agreed that Company X's service process's quality is good in its entirety.

When stated, that Company X's service process's quality is good in its entirety, 75% of the respondents in Information and communication totally agree and the remaining 25% agrees with the statement.

In a larger scale, when the respondents from Consultation and training answered to a statement, that Company X's service process's quality is good in its entirety, mainly positive answers were received: 75% of the respondents agree that the overall level of service process's quality is in fact good, but the remaining 25% disagree.

When the respondents of Health and Social Services were asked to evaluate whether the service process's quality is good in its entirety, the answers divided into two: 50% totally agrees and 50% agree with the statement.

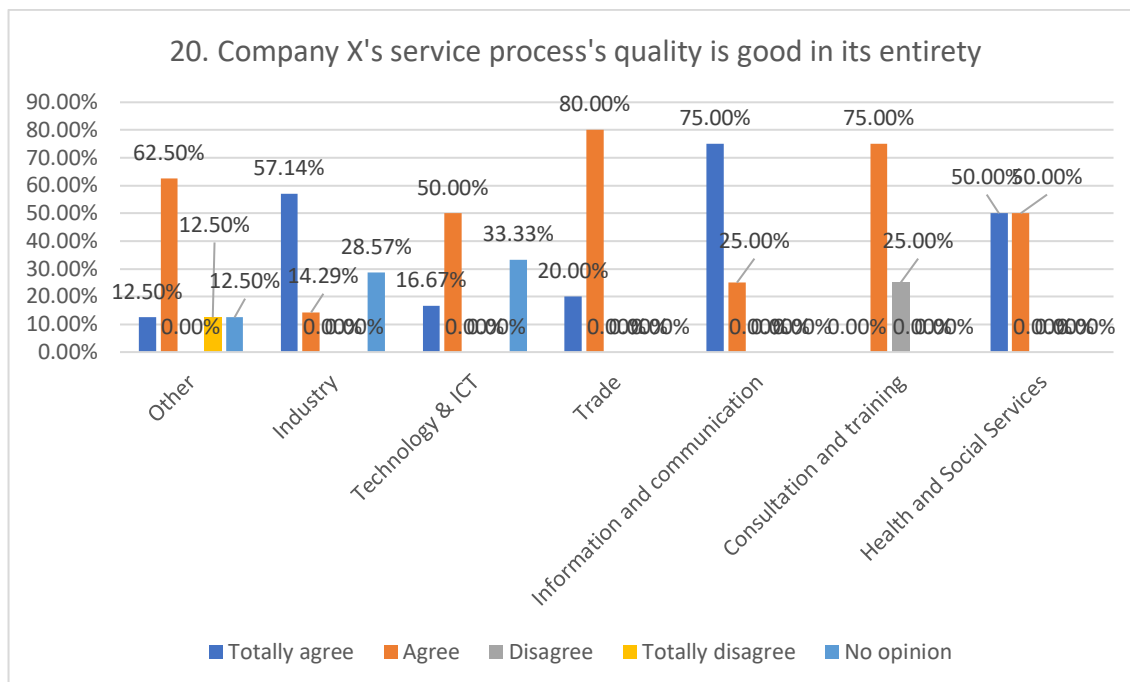


Figure 30. Largest business fields - Company X's service process' quality is good in its entirety

5 Analysis

The demography of this survey provided information, that Company X's services are familiar for majority of the respondents. They have used or at least enquired Company X's services. 76% of all the respondents has enquired or used the services 1-5 times before. 65% of the respondents represent privately held companies, the second largest group with 10% of the responses has used Company X's services 6-10 times before. The most common position, that is active towards Company X, are the people that work in specialist or expert positions in their company, this group makes up 38,5% of the respondents. The second most popular title that appeared in the survey was assistant, coordinator or planner position, which represents 25% of the answers.

The fields of business that most commonly use Company X's services represent business fields such as 'other' or unspecified fields, industry, technology & ICT, Trade, health and Social services, consultation and training, and information and communication.

When looking at the activity and the positioning of active customers in Company X's customer organizations, Company X's quality and customer satisfaction is strong. When 76% of all respondents have used or enquired service from Company X 1-5 times before, there is a continuation when comparing the answers to the annual level of events where customers take part in the planning process: 50% participate 1-5 times a year, but 25% of the respondents are even more active when they participate 6-9 event planings a year. Other customers whose activity is even greater and exceed to 10-15 and 15 plus events annually, are most likely

professional event planners and producers. It is likely that people who take part in organizing events more than 10 or 15 times a year are professional event managers, which is a key group and most valuable target group for Company X's operations.

When looking at the answers received from the survey the overall opinion and level of customer satisfaction of Company X's customers is good. When presented numerous arguments regarding the competence and professionalism of the sales personnel, quality and clarity, frequency and speed of the communication of process's continuation and progress of that certain enquiry or request, in all of the answers in the quantitative section respondents agreed or totally agreed roughly 70-85% of the total answers. Communication between the customer and Company X's contact person has been evaluated to be frequent and easy, service process maintains given schedule. These factors boost the quality and delivery of Company X's service.

Interesting answer that stands out from other questions and supports the service delivery of Company X, was found in question 18: when asked to evaluate respondents level of agreement on the speed and reaction in case of a possible problem situation, 82% had no opinion on the matter. When comparing this answer to other popular opinions for this statement, other answers agreed or totally agreed. Based on this view point, the level and quality of service delivery in Company X is high. The high level of uncertainty, or not having an opinion to this statement, can most likely mean that the respondents have not had to face a problem situation, that would have required actions from Company X. Therefore the respondents have not been able to comment on this statement. In cases where fast reaction to problems has been required, respondents have agreed or totally agreed to this, supporting the quality of customer service and customer satisfaction in this service process. If the respondents have not had to experience problem situations and seek help from Company X's support functions, this means that Company X's service is reliable and trustworthy and delivery level is really high.

In addition to general analysis of the demography and customer satisfaction, top 5 business fields were also taken into closer examination, to find out does the customer satisfaction vary between companies that represent different business fields.

When examining possible differences between business fields, the overall level to what the respondents agree that towards Company X's processes, communication and to the service process's quality are good as a whole. The majority agrees or totally agrees, supporting the analysis given above. No other significant differences in customer satisfaction were found, other than in customers' activity.

For the hypothesis of this thesis, based on the answer the survey received, there is a correlation between fast reacting to customers' contact and offer request and other enquiries, and with positive and good customer satisfaction.

6 Development suggestions

The respondents were also given a chance to leave open comments or feedback in the end of the survey, their thoughts and experiences. A couple of respondents answered that they are overall satisfied and happy, their experiences using Company X's services are good. However, they left a comment that eventhough the service functions well, they commented that the briefing process between hired experts and customers could be done better - there have been some issues with missing agreed briefing dates and so on.

This briefing is currently done with the help of the responsible account manager, organizing the briefing together with the hired expert and the customer manually, usually by calling and agreeing on the dates or agreeing these over e-mail.

As the development idea to make the briefing process more efficient, a web-based calendar could be taken in to use through which the customer and the hired expert could schedule their briefing time together directly. To avoid any situation or problems that experts direct contact information could be leaked out to the customers before it is necessary, this invitation and scheduling could be done over locked and coded invitation link that is connected to the web-calendar. This link could also be embedded to the service agreement that is made upon customer's confirmation, and simultaneously made available for the customer when he or she is signing the agreement. Once accessing the calendar through the link, customer could suggest available dates for him or her by clicking the dates inside the calendar. Once the suggestion for briefing dates are made, customer could also leave comments or questions to the schedule. Once customer has selected suitable dates for briefing and saved these suggestions, the saved dates would be directed to the expert via link in e-mail. Expert could see the dates suggested by the customer, once they open the link. The expert could either confirm or suggest other times for the briefing. When scheduling is succesful, both parties would receive a calendar invitation to the meeting to be accepted. The invitation could include a Skype or Google Hangouts link, or some other ready provided online link, through which parties could join into the meeting.

For the Company X's personnel to keep track and monitor the briefings, the personnel would have access to this online-calendar. Should there be a situation where either customer or expert misses the briefing, Company X's personnel would have access to the briefing event, its details and content and also the attendees' contact information. The general access could

help the personnel to react and take action faster in busy situations to organize a new briefing or provide missing contact information. This access would also help minimizing misunderstandings and incomplete information, or the action would not depend on one employee. If the existing briefing invitation or a new briefing had to be scheduled, this could be done by anyone of the personnel: they would access the system and send renewed briefing links for the customer and the expert.

This service could help Company X to improve its service level and readiness to attend to possible inconvenient or problematic situations. With this process, scheduling the briefing between the customer and the expert would happen fast and without intermediaries. When the calendar link is embedded to the service agreement, from Company X's viewpoint this would bind the customer to the company and to the service, from customer's viewpoint this could make organizing the calendar and scheduling more convenient.

7 Conclusions

The population size for this customer satisfaction survey was set to be 700. Of this population the required sample size was calculated to be 85 in order to present universal results of the selected target group. The survey was out for two weeks and it received 52 answers, which totals in answering rate of 7,4% from the whole sample size. When reflecting the amount of answers to the required sample size, the survey's goal for sample size was not accomplished and therefore these answers cannot be presented as universal answers. These answers give Company X a picture of their customers' satisfaction towards their services, but these answers does not reflect the whole population.

The overall satisfaction of Company 's customers is good and the customers are loyal. This can be verified when the results are overviewed more in detail, combining the answers received in the quantitative part of the survey, but also the demographical part of this survey. Many of the respondents have been in contact to Company X multiple times and their satisfaction is good. It can also be verified that fast response time to customers enquiries or requests affect and create good customer satisfaction. When asked, the respondents totally agree or agree on 70-80% in all the answers that the communication is clear and frequent, they are kept well updated throughout the whole service process, and they are active or very active in annual level to take part in organizing the events. To generalize, Company X's service is reliable and the service delivery is good. The respondents are also willing to recommend Company X's services to their friends or network.

Eventhough respondents are really satisfied, some minor negative angles were found in some statements for some processes. With attention to these mentioned details, Company X will be

able to perfect their customers' satisfaction in these processes. Additionally, customer satisfaction should be monitored and researched regularly. Regularly researching enables Company X to keep up with their level of customer satisfaction and their feedback, they can also spot factors that can potentially affect to customers' experiences, and therefore be more agile to take action.

When Company X keeps on this same track to serve their customers and reviews some of their customer-processes more in detail, they can improve their service level quality even further and increase the customer satisfaction to even higher levels, therefore create reliability, longer customer relationships, therefore more revenue.

8 Credibility and reliability

As a part of any research, as well as for this thesis, one important part is to evaluate its credibility and reliability. In this thesis, this discussion includes the different sources that have been used to form the theoretical part, also the survey implementation will be examined more in detail.

8.1 Credibility

This research and survey can be seen reliable. All the respondents were provide with same starting point when they were invited to answer the survey. This means, that the respondents were provided with same online platform to take the survey. In order to get receive answers also from international customers, the respondents were provided with two different languages to complete the survey with, Finnish and English. In addition, everybody was given the same background information and introductions to different sections of the survey.

The aim was to create a universal and quality research for Company X. Since the topic in this thesis was customer satisfaction: fast response to customer's enquiry or request affects and helps to create good customer satisfaction. This topic was approached and covered by multiple theory sources from both written and online sources. The written sources bring more credibility due to renowned and big publishing agencies and scientific frame of reference. Also, the online sources verify and present more recent knowledge and findings on the topic. Combining these two sources form a diverse base for the theoretical part and different concepts that his report uses and discusses. This helps to create a comprehensive picture of the topic researched in this thesis.

The research implementation as chosen to be carried out by online survey. This survey was designed to follow the theories of likert scale and servqual theory. These two theories were

made use of to ensure this research's credibility and reliability. Also, the required sample size and confidence level was calculated, this on its own part increases credibility and reliability.

8.2 Reliability

When evaluating reliability of a survey, it is important to take into consideration few factors that can affect the reliability. These are the way how respondents interpret the presented question or statement, false or untruthful answers to the statement, respondent does not remember the answer correctly, answers vary due to random factors or answers are logged incorrectly (Akin menetelmälogi, 2012).

It is important that the respondent interprets the question or statement in a way that it was intended, the statement should be kept simple and more complicated terminology should be avoided (Akin menetelmälogi, 2012). In order to prevent misinterpretation for the survey questions and statements in this research, they were designed to be as straight-forward and simple as possible.

When asking more specific questions that concern the respondents' personal behavior, in example demographic questions in this survey regarding respondents' activity, position in their organization and field of business, this might generate false answers by the respondents. Also the method how the survey is carried out can affect the answers: in example anonymously collected answers can be more reliable than answers that are collected by interviewing the respondent (Akin menetelmälogi, 2012). In this survey, it was stressed that the answers were collected and handled anonymously, so that the respondents' identity would not be compromised in any part of the process.

Reliability of the survey can be affected, if the respondents do not remember their answer correctly. This could appear specifically in questions that relate to respondents' history and relation to the matter that is being researched, respondents can answer something that they think is the answer, but they do not remember the real answer (Akin menetelmälogi, 2012). In this survey, the questions that could be exposed to this problem are the first six demographic questions, more specifically the questions that handle respondents' activity towards Company X. This could also occur in other questions as well. This possible problematic issue was handled by creating a quantitative research: presenting a statement and multiple-choice questions.

Also, random factors can affect the survey's reliability. These random factors can be more personal and environment-related factors: by the moment they start answering to the

survey, the surrounding environment can affect respondents concentration, also the method and design of the survey can affect to the state of mind how respondent experiences it, and also simple the time of the day can affect to the answers (Akin menetelmäblogi, 2012). This survey was carried out by using an online survey platform that was sent via e-mail. This method provides easier approach and engagement, also flexibility time-wise, for the respondents to take the survey.

Accidentally falsely recorded answers can affect to survey's reliability. This issue can be pronounced, if the answers are systematically wrongly recorded - in this case all the answers are incorrect (Akin menetelmäblogi, 2012). For this survey, the answers were directly exported from the online service, minimizing the amount errors for manually logged incorrect answers.

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Appendix 1: Survey questions

1. Have you ever booked keynote speaker or moderators from Company X before?

Yes

No

2. How many times have you turned to Company X's services regarding a keynote speaker or a moderator?

- 1-5 times
- 6-9 times
- 10-15 times
- 15+ times
- I have not used or bought Company X's services before

3. Which field of business best describes your company?

- Finance and Insurance
- Public administration and support services
- Hospitality Business
- Information and communication
- Trade
- Mining
- Real estate and maintenance
- Consultation and training
- Logistics
- Agriculture, Forestry, Fishery products
- National defence, Army service
- Media
- Education
- Construction
- Arts & Culture
- Technology / ICT
- Industry
- Health and social services
- Other

4. Which of the following best describes your company?

- Public or municipal organization or administration
- Local association or non-profit organization
- Privately held company

- Public and listed company
5. Which of the following best describes your position in the company?
- Lower management
 - Middle management
 - Higher management / Board of Directors
 - Member of the Board of the company
 - Official
 - Specialist / Expert
 - Assistant, Coordinator, Planner
6. How many times a year are you responsible for event planning?
- 1-5 times a year
 - 6-9 times a year
 - 10-15 times a year
 - 15+ times a year
 - I don't organize events regularly

The following questions (7-23) were provided with answering options Totally agree, Agree, Disagree, Totally disagree and No opinion.

7. My experience with using the chat service on our website is useful
8. Getting in contact with Company X's sales personnel is easy
9. My request for contact, offer or enquiry was answered fast
10. It is easy to find the information I need
11. Personal advisory and consultation is meaningful when I am searching and selecting a service
12. The price is crucial when I am choosing a keynote speaker or a moderator to an event
13. Our contact person was competent and professional
14. We understand your needs well
15. Our communication is clear and regular
16. We kept you well updated throughout the process
17. We maintained a given schedule
18. In the event of a possible problem we took action fast
19. Our invoicing was punctual and accurate
20. Company X's service processes' quality is good in its entirety
21. Using company X's services has had an impact on my company's personnel and/or business function that was expected and hoped for
22. I will contact Company X again in the future

23. I will recommend Company X and its services to my network
24. Open comments and feedback