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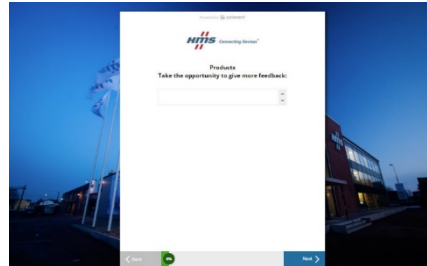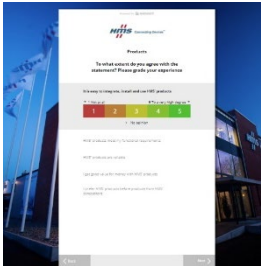
The survey was conducted between 19 February – 8 March, 2019. It was sent by email in 4 different language set-ups (English, German, Japanese and Chinese).

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

Not at all likely   Neutral   Extremely likely

| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |

Detractor   Passive   Promoter

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

| 1 Not happy | 2 Less satisfied | 3 Neutral | 4 Satisfied | 5 Very Satisfied |
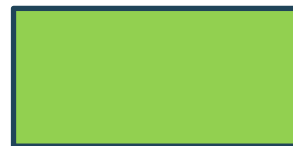
Overall key performance index

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

Recommend HMS to a friend or colleague — **55**

	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

Products	Buying products	Quality and Delivery	Tech support and Services	Marketing	Future Products and Solutions
4,16	4,41	4,21	4,15	4,06	4

Per market unit
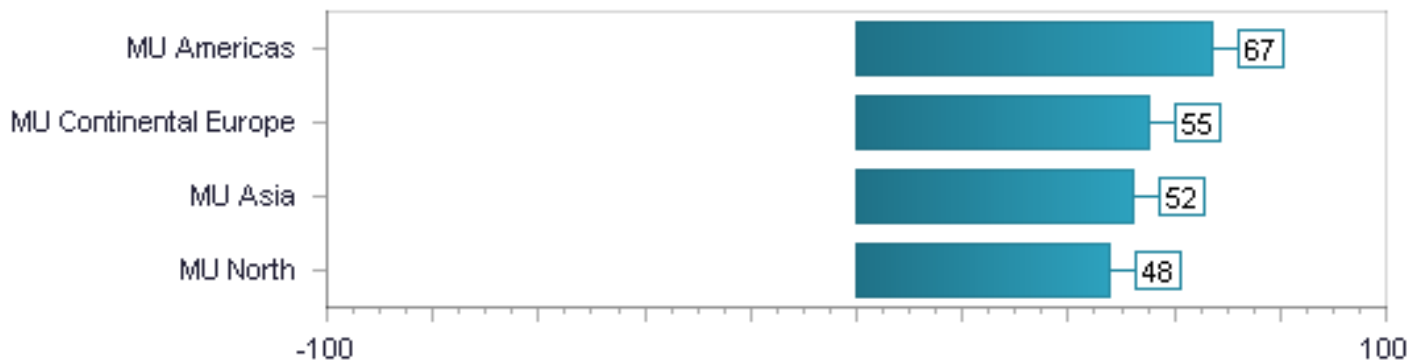
Customers feedback - Products

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

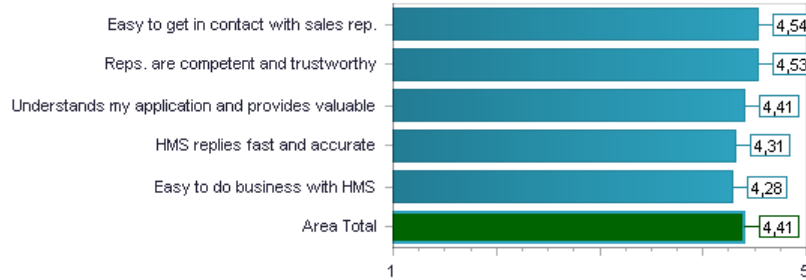|	
Products are reliable	HMS' products are reliable
Meet functional requirements	HMS' products meet my functional requirement
Prefer HMS products	I prefer HMS' products before products from HMS' competitors
Easy to integrate, install and use products	It is easy to integrate, install and use HMS' products
Good value for money	I get good value for money with HMS' products

Per market unit
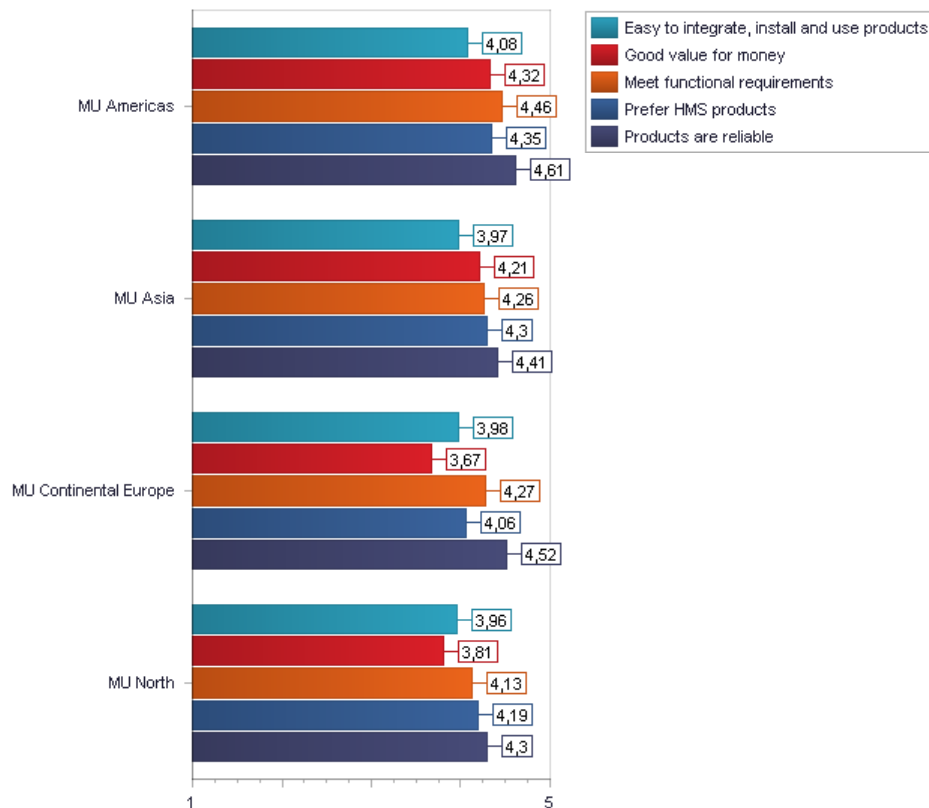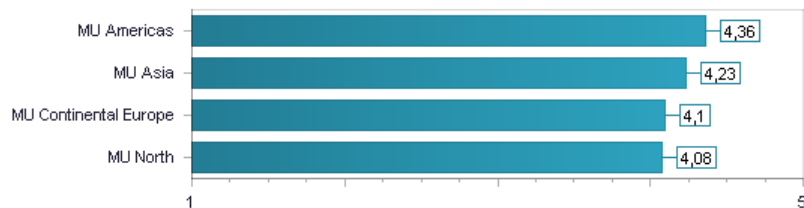
Customers feedback - Buying products

	Easy to get in contact with sales rep.	4,54
HMS	Reps. are competent and trustworthy	4,53
	Understands my application and provides valuable	4,41
	HMS replies fast and accurate	4,31
	Easy to do business with HMS	4,28
	Area Total	4,41

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

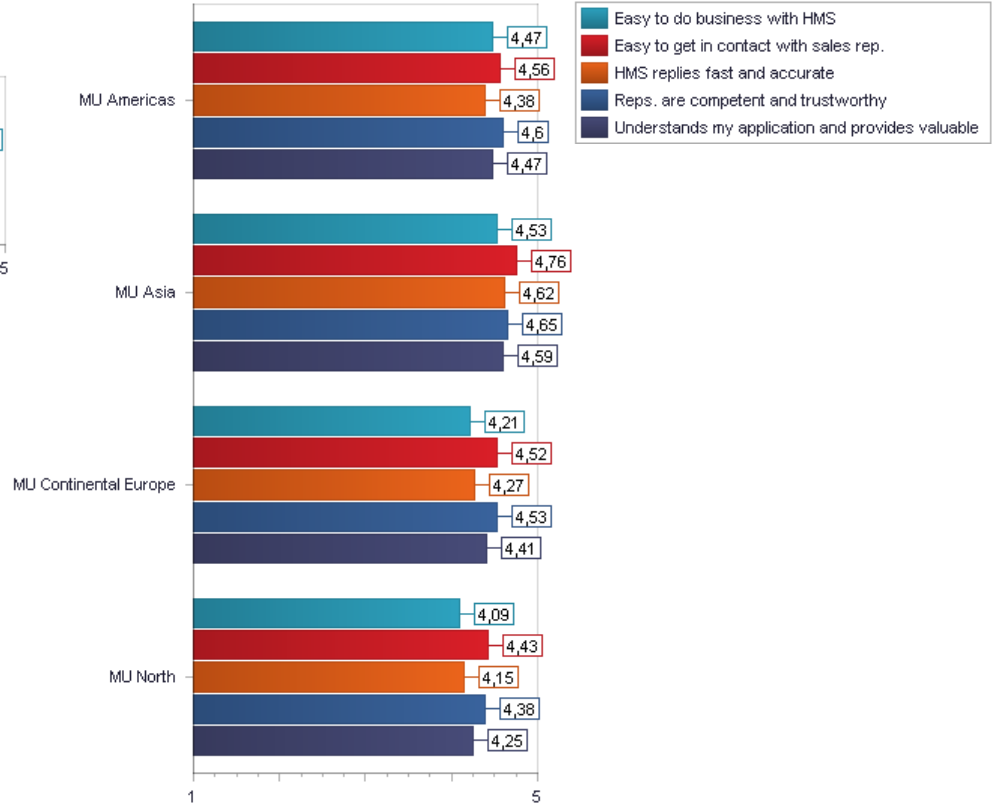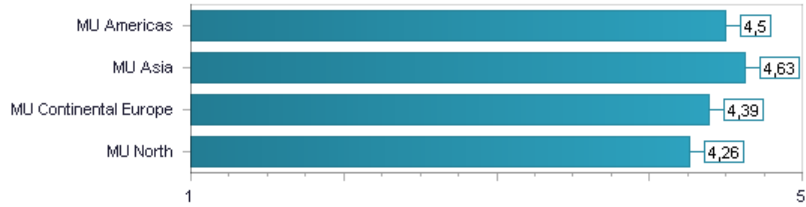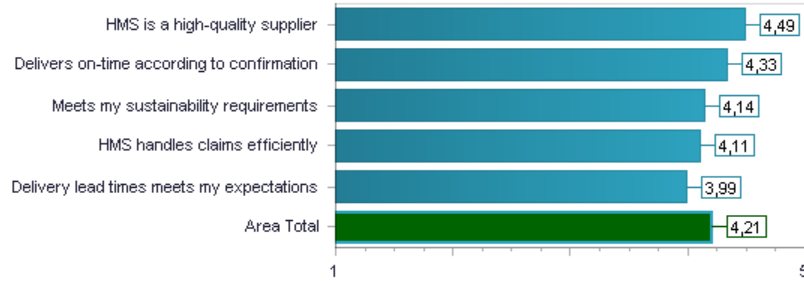|	
Easy to get in contact with sales rep.	It is easy to get in contact with HMS sales representatives
Reps. are competent and trustworthy	I find HMS representatives competent and trustworthy
Understands my application and provides valuable	HMS understands my application and provides valuable information
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

Per market unit

	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

Per market unit

Chart (horizontal bar):

Statement	Value
Find HMS technical services valuable	4,24
Easy to get in contact with technical support	4,2
Fast response on my support inquiries	4,18
Documentation is helpful	4,1
Online self-service tools helpful	4,02
Area Total	4,15

Trend

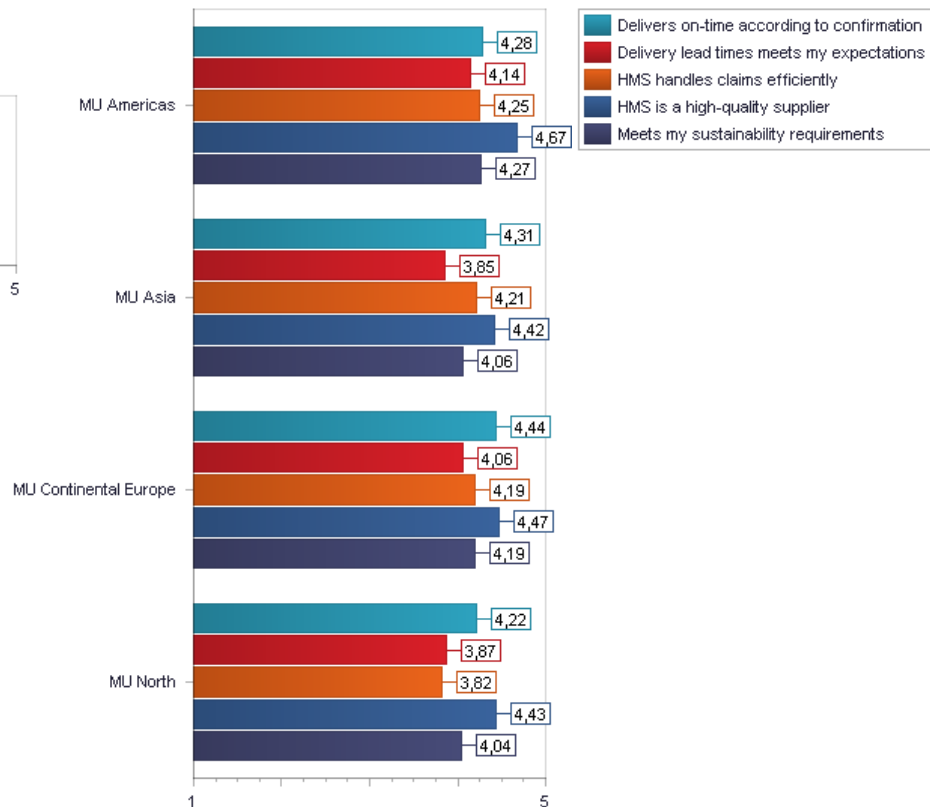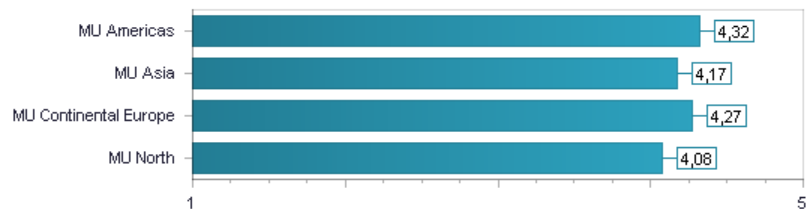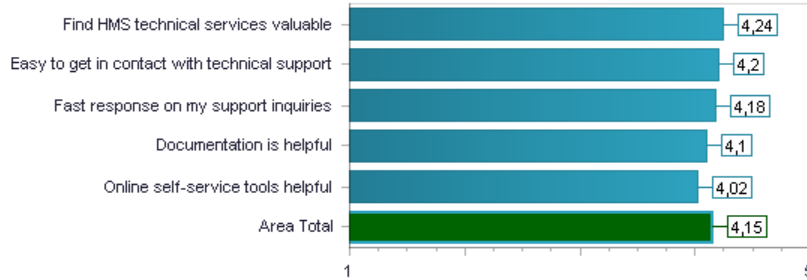|	2018	2019	Trend	Difference
Fast response on my support inquiries	4,19	4,18	▼	-0,01
Find HMS technical services valuable	4,13	4,24	▲	0,11
Easy to get in contact with technical support	4,15	4,2	▲	0,05
Documentation is helpful	4,05	4,1	▲	0,05
Online self-service tools helpful	3,89	4,02	▲	0,13

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.)

Per market unit

Market unit	Score
MU Americas	4,02
MU Asia	4,16
MU Continental Europe	4,26
MU North	4,05

Legend:
- Documentation is helpful
- Easy to get in contact with technical support
- Fast response on my support inquiries
- Find HMS technical services valuable
- Online self-service tools helpful

MU Americas
- Documentation is helpful: 4,11
- Easy to get in contact with technical support: 3,97
- Fast response on my support inquiries: 3,97
- Find HMS technical services valuable: 4,03
- Online self-service tools helpful: 4,03

MU Asia
- Documentation is helpful: 4,07
- Easy to get in contact with technical support: 4,29
- Fast response on my support inquiries: 4,35
- Find HMS technical services valuable: 4,21
- Online self-service tools helpful: 3,89

MU Continental Europe
- Documentation is helpful: 4,12
- Easy to get in contact with technical support: 4,29
- Fast response on my support inquiries: 4,3
- Find HMS technical services valuable: 4,48
- Online self-service tools helpful: 4,1

MU North
- Documentation is helpful: 4,07
- Easy to get in contact with technical support: 4,17
- Fast response on my support inquiries: 4
- Find HMS technical services valuable: 4,04
- Online self-service tools helpful: 3,98

Trend

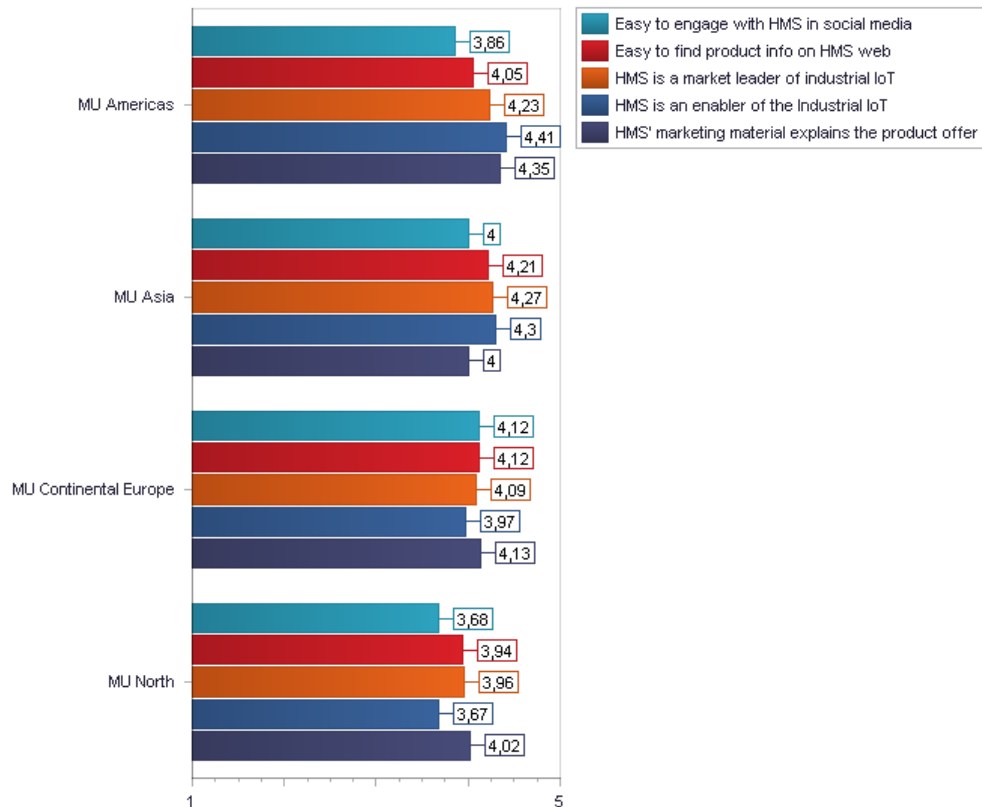|	2018	2019	Trend	Difference
HMS is a market leader of industrial IoT	4,19	4,11	▼	-0,08
Easy to find product info on HMS web	4,01	4,08	▲	0,07
HMS' marketing material explains the product offer	3,94	4,13	▲	0,19
HMS is an enabler of the Industrial IoT	4	4,03	▲	0,03
Easy to engage with HMS in social media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

Per market unit
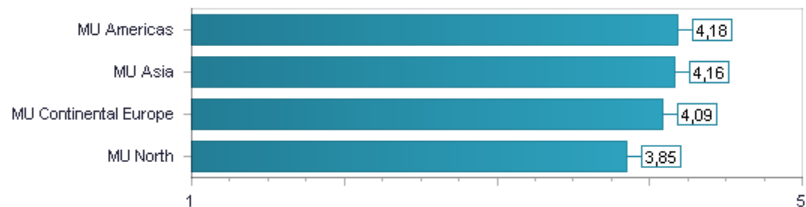
Trend

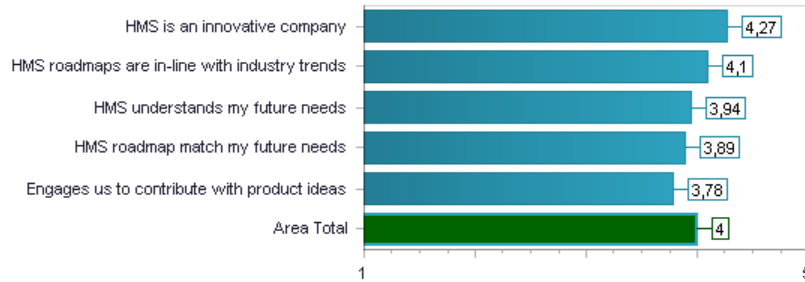|	2018	2019	Trend	Difference
HMS is an innovative company	4,23	4,27	▲	0,04
HMS roadmaps are in-line with industry trends	4,01	4,1	▲	0,09
HMS understands my future needs	3,93	3,94	▲	0,01
HMS roadmap match my future needs	3,77	3,89	▲	0,12
Engages us to contribute with product ideas	3,77	3,78	▲	0,01

The entire question text

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

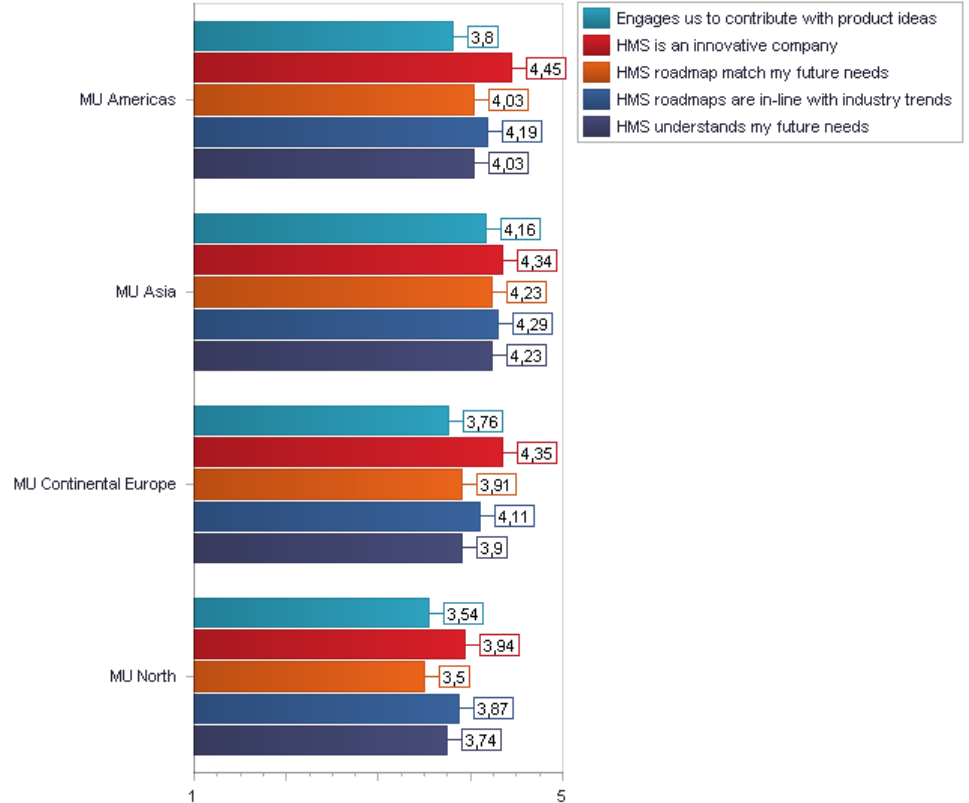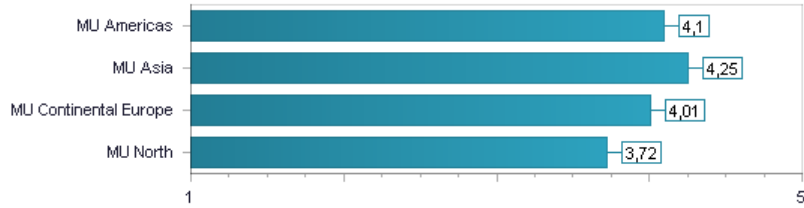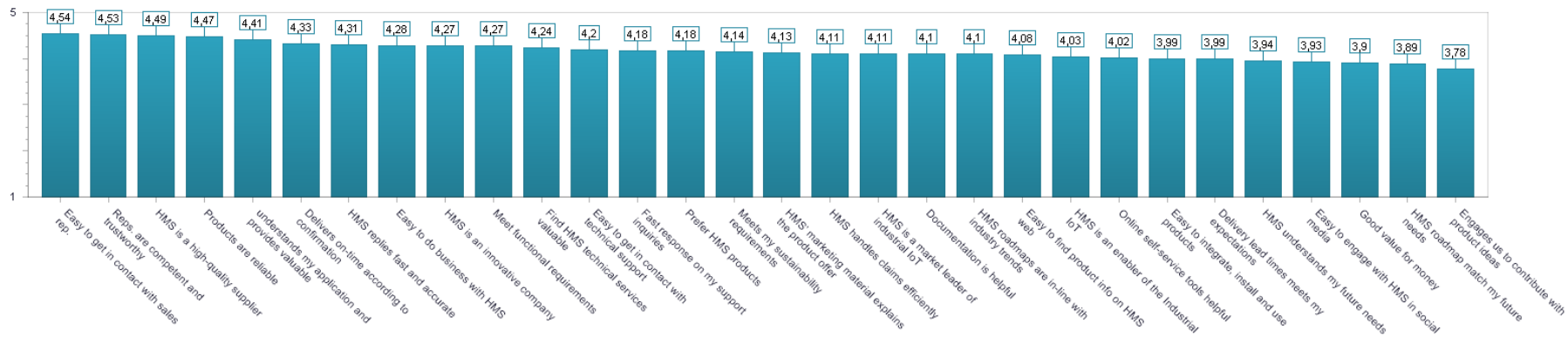|	
HMS is an innovative company	HMS is an innovative company
HMS roadmaps are in-line with industry trends	HMS roadmaps are in-line with the major industry trends
HMS understands my future needs	HMS understands my future industry opportunities and challenges
HMS roadmap match my future needs	HMS product and technology roadmap match my future needs
Engages us to contribute with product ideas	HMS engages us as a costumer to contribute with product ideas

All scale questions

Question	Value
Easy to get in contact with sales rep.	4,54
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Products are reliable	4,47
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HMS is an innovative company	4,27
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HMS is a market leader of industrial IoT	4,11
Documentation is helpful	4,1
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Online self-service tools helpful	4,02
Easy to integrate, install and use products	3,99
Delivery lead times meets my expectations	3,99
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All scale questions

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HMS replies fast and accurate	4,3	4,31	▲	0,01
Delivers on-time according to confirmation	4,27	4,33	▲	0,06
Easy to do business with HMS	4,26	4,28	▲	0,02
Meet functional requirements	4,25	4,27	▲	0,02
HMS is an innovative company	4,23	4,27	▲	0,04
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Good value for money	3,83	3,9	▲	0,07
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Engages us to contribute with product ideas	3,77	3,78	▲	0,01

Summary

- 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