

# Customer *Survey*



Feedback Report 2008

Brüel & Kjær 



## INTRODUCTION

Improving customer satisfaction is of paramount importance to Brüel&Kjær. By gaining insight into our customers' preferences and desires, we can continue to develop, obtain and improve world class solutions and services that satisfy the needs and requirements of our customers.

As part of our ongoing commitment to our customers, Brüel&Kjær recently conducted a Customer Satisfaction Survey (CSS). The survey was sent to more than 30 000 customers worldwide of which 6400 took part – an impressive 21% response rate. A big thank you to all of those who took part. Your input and feedback is of great value to us. Even if you were not approached/did not take part this time, we still believe you might be interested in the findings/results of the Survey.

## AIM OF THE CSS

The aim of the survey was to help us to understand:

- What is important to our customers
- How well we fulfil their needs
- Where we need to focus in order to increase customer satisfaction

## CSS RESULTS

In the survey we used a scale from 1 to 10, where 1 indicated "dissatisfied", and 10 indicated "very satisfied". The distribution of average scores for each of the categories can be seen in Fig. 1:

### Customer Survey 2008 – Average Satisfaction Scores

#### Top Scores (> 8 to 10): Very high customer satisfaction

- Reliability of measurement results
- Product hardware quality
- Staff friendliness

#### High Scores (> 7 to ≤ 8): High customer satisfaction

- Staff knowledge and ability to make trustworthy recommendations
- A knowledgeable and high quality company
- Support response time and quality of support
- Delivery quality
- Product training, seminars and quality of technical literature
- Product repair and calibration services

#### Medium Scores (> 5 to ≤ 7): Areas needing improvement

- Complaint Handling
- Product Software Quality
- Product Ease of Use

#### Low Scores (1 to ≤ 5): Customer dissatisfaction

- None

Fig. 1: Average Satisfaction Scores on a scale from 1 – 10, where 1 was "dissatisfied" and 10 was "very satisfied"

From the customer response, we can see that Brüel&Kjær is doing an excellent job regarding the quality of its hardware and the reliability of measurement results. In fact, most product-related categories (Product Hardware Quality and Reliability) scored highly. We also received a top score for Staff Friendliness. 95% of our customers perceive us as a high-quality and knowledgeable company. We are very happy about this evaluation as Knowledge and High Quality are, and always have been, the cornerstone of the company.

We were also happy to discover that none of the categories' average scores fell into the low score range of 1 – 5. However, the survey did uncover some areas with medium average scores of 5 – 7 indicating room for improvement. They are:

- Complaint Handling
- Product Software Quality
- Product Ease of Use

We have already prioritised and made plans for these focus areas, and hope that our customers will see a vast improvement in the not too distant future.

**BRÜEL & KJÆR'S FUTURE IMPROVEMENT ACTIVITIES**  
**Complaint Handling and Responsiveness**

We have established an effective complaint handling process to help customers who, despite our best efforts, experience a defect on initial receipt of a shipment, or during the warranty period.

This process enables fast response and remedy actions for the immediate benefit of the customer. It also enables Brüel & Kjær to carry out corrective actions leading to better future products and improved internal processes.

The survey indicates that not all complaints are registered and handled professionally. As a result, we are now carrying out an in-depth investigation focusing on how customers report complaints, how complaints are registered in our system, and how our responsiveness and subsequent remedy actions are perceived by our customers.

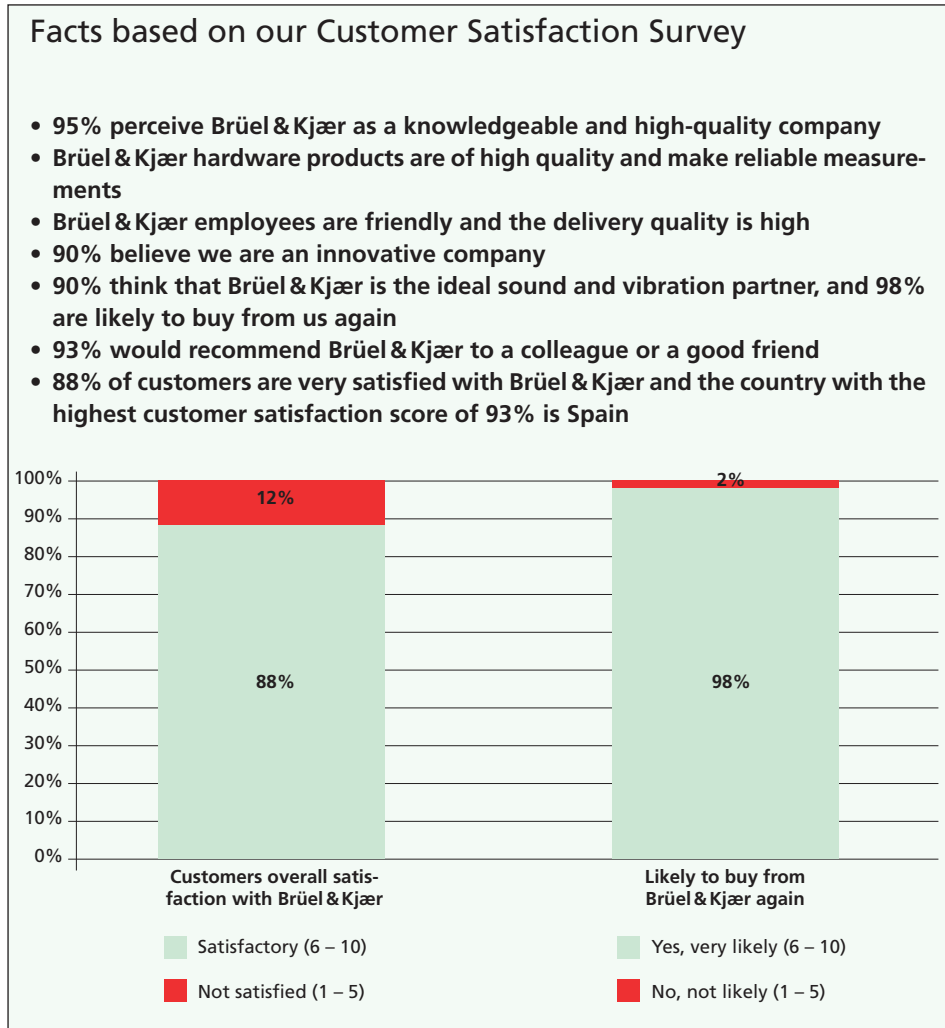
It is vital that we are informed of all incoming complaints. Only if we have a true and fair picture of our customers' experiences will we be able to communicate on a reliable basis, optimise use of resources, and ensure continuous product improvement.

**Product Software Quality and Product Ease of Use**

Brüel & Kjær has already initiated many steps to make our software faster to configure, set up and use. For example, in the area of software quality, where our focus has been on ease of use, we have made efforts to help eliminate setup errors, for example, Dyn-X available in PULSE 10, REq-X available in PULSE 11, and TEDS (Transducer Electronic Data Sheets). With TEDS built into PULSE, it is very easy to set up transducer

sensitivities correctly. With the data from TEDS, it is possible to use a given transducer at higher frequencies thanks to REq-X. With the help of Dyn-X you never have to do a dynamic-range trade-off – you can measure the smallest details and still “survive” a loud event. Dyn-X provides a larger dynamic range than most transducers.

With PULSE, the accompanying transducer database will contain information on a number of transduc-



ers' limits. This allows PULSE to flag an "Overload" when the transducer in question's dynamic-range is violated – even though the Dyn-X input channels pose no problems. This will help you determine whether your measurement is valid or not. Another "Ease of use" example is "PULSE Smart Start" available in PULSE 12. This is actually a lot more than just help to getting started. With Smart Start it is possible to work with tables instead of the right-click-menu.

It is our goal to continue along this road, and to enhance software functionality, making it reliable, intuitive, flexible, easy to use and intelligent. This, in turn, will help and ease our customers' daily work.

### **Improve the Standard of Technical Information and Strengthen Customer Communication**

Another area, where we have asked our customers for feedback is regarding "Information from Brüel & Kjær". Based on the survey result, a number of tendencies are very clear. Our customers search the Internet for information; they update their sound and vibration knowledge via their network, by participating in conferences/exhibitions/seminars or by reading

technical magazines. When it comes to information from Brüel & Kjær, it is clear that our customer perceive technical information such as Product Data Sheets and catalogues as very important and relevant as well as our website and local seminars.

It is, therefore, our goal to communicate new and relevant product and other Brüel & Kjær information to our customers as fast as possible. We are also striving to make a wealth of sound and vibration knowledge accessible to our customers. Knowing that 78% of our customers use Brüel & Kjær's website to update their sound and vibration knowledge, we will focus on expanding our electronic services and, via a variety of self service initiatives, ensure that you have access to the information you need, when you need it. Again, we have already started this process, and during the coming year, you will see a number of online initiatives to help you in your daily work, both specifically in your work with Brüel & Kjær instruments and software and more generally to update and expand your sound and vibration knowledge and network. These initiatives include online submission of service requests, dedicated web support for specific



products, better access to specialist knowledge through, for example, publications, or online seminars and networking facilities.

### **CONCLUSION**

As a direct result of the Customer Satisfaction Survey, we are now communicating the customer input along with our top three objectives to Brüel & Kjær staff worldwide. Our aim is to engage every Brüel & Kjær employee in our mission to improve business and services. We are actively working towards reaching these improvement goals by 2010.

We will be repeating this survey in order to re-monitor customer satisfaction worldwide. We hope that you will feel and see the benefit of the changes when doing business with Brüel & Kjær in the future.

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Local representatives and service organisations worldwide

**Brüel & Kjær**