

HIGH CLIENT SATISFACTION

Customers and their needs and requirements are at the heart of everything the Datwyler Group does. The only way a business can enjoy sustainable success is to make sure its customers are really satisfied. In fact two of the four corporate values come into play here: 'We are entrepreneurs' and 'We bring value to our customers'.

The decentralised management style at Datwyler encourages an entrepreneurial culture associated with short response times and the ability to make decisions that reflect the situation in the relevant market. In addition to actual products, Datwyler's comprehensive solutions also incorporate advice, development work and logistics.

System-critical sealing components

Through its Sealing Solutions division, Datwyler is a recognised development partner whose expertise in materials, engineering and production processes helps customers succeed in their markets. The sealing components produced for specific customers are certainly system-critical parts. These make a decisive contribution to ensuring systems function properly for customers in the global Health Care, Automotive, Civil Engineering and Consumer Goods market segments. The fact that several renowned companies have crowned Datwyler 'supplier of the year' or made it their preferred

supplier underlines just how closely the business works with its customers. The Sealing Solutions division has some 800 customers with whom Datwyler maintains a close working relationship via its key account management concept. The ten biggest customers accounted for just short of 50 % of the division's revenue of CHF 753.3 million in the 2016 reporting year.

Time-critical electronic components

At the Technical Components division, Datwyler distribution companies stock over 250'000 products from the latest electronics range for their professional business-to-business customers and offer them both expert technical advice and rapid delivery of small orders. Having mastered these core competencies, Datwyler high-service distributors offer their customers – from the maintenance, repair and operation (MRO), automation, and electronic design engineering (EDE) sectors across Europe – a degree of 'added value' by meeting spontaneous re-

650'000

customers in the Technical
Components division.



Those responsible for production and maintenance across a wide variety of industries trust the reliable service provided by Datwyler distribution companies.



Every second car in the world contains system-critical Datwyler sealing components that help to increase safety.

quirements for time-critical electronic components. The Technical Components division has over 650'000 customers who are mainly in contact with Datwyler distribution companies via the various online shops in 16 different languages. The ten biggest customers accounted for just short of 6 % of the division's revenue of CHF 462.6 million in the 2016 reporting year.

Regular customer surveys

Datwyler conducts regular customer surveys to assess customer needs and satisfaction levels. The response rate is between 7 % and 30 %, with the rate for the sealing business (which has a lot of key accounts) higher than for the online distribution business (where customers are effectively anonymous). The concept behind the survey is based on the notion of benchmarking. Customer representatives are asked to nominate a competitor and rate Datwyler against this benchmark. On a scale of 1.0 to 4.0, all Datwyler market units exceed the average score of 2.5. The aim, however, is to achieve a score of at least 3.0 on average, which represents 'Slightly better than the benchmark', for all 20 or so indicators. The maximum score of 4.0 represents 'Much better than the benchmark'. In the last customer survey from autumn 2016, the Sealing Solutions division achieved a consolidated score of 2.91 (2015: 3.01), while the Technical Components division achieved a consolidated score of 2.98 (2015: 2.93). This means both narrowly missed the target score. The annual assessment from customers helps determine the bonus paid to management and the sales departments. The Technical Components division also uses the Net Promoter Score concept. Customers are asked to state, on a scale of 1 to 10 after completing a purchase, whether they would recommend the Datwyler distribution company to a colleague.

A systematic process of improvement

To ensure high levels of customer satisfaction for the future, Datwyler uses the results of customer surveys to devise and implement meas-

ures for improvement. These are part of the systematic management process and thereby help ensure the service customers receive keeps on getting better. It must be simple for existing and potential customers to do business with Datwyler. This is why the Group wants to develop an even better understanding of its markets' and customers' requirements and needs in future. The aim is to know what customers want from Datwyler before even they do. This kind of proactive approach will help Datwyler benefit from changes within the international supplier industry. Because customers in global market segments have been reducing the number of suppliers they use for some time now and tending to work more closely with those they retain.

50%

of revenue in the Sealing Solutions division is generated by the ten biggest customers.

KEY POINTS IN BRIEF

- **The** Sealing Solutions division, by providing system-critical and application-specific sealing components, helps its 800 or so customers worldwide enjoy success within their markets.
- **The** Technical Components division offers more than 650'000 customers a degree of 'added value' by meeting spontaneous requirements for time-critical electronic components.
- **An** annual standard customer survey provides the basis for continuous improvements to the service customers receive.
- **Regular** customer surveys provide a platform for ensuring high levels of customer satisfaction.