

## Hofstetter focused on improving its services

*By Roland van der Vlist*

Ensuring customer satisfaction is one of the key objectives of Hofstetter in fulfilling the company strategy. Measuring customer satisfaction on a regular basis is vital for the continuous improvement of all our products and services as well as for the development of our people. In view of that, Hofstetter conducted its first customer satisfaction survey between 1 and 18 June 2010, focused on product quality, sales and order processing. All Hofstetter sales representatives, customers as well as some potential customers were invited to take part in the online survey and the

company obtained a satisfying 10% response rate. The results show that while the majority of our clients are satisfied with our products and services, there is always room for improvement. Whilst we were pleased to receive very good feedback on our product performance, spare parts and customer service, we identified that sales, order processing and local services (including maintenance, spare parts delivery, trouble shooting) required improvements. As a result, Hofstetter has taken a number of measures to address those areas. The company has introduced a 24-hour response time policy and response monitoring. It is implementing a service network that offers local service with the aim of reducing costs for commissioning and to improve response time. Additionally, it is planning to evaluate production plants in Asia and South America in order to provide a lower price for our services in these markets.