

# YASKAWA

## The fight for customer satisfaction

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## Project goals

- Create a new performance baseline
- Create survey for European location of YASKAWA
- Get insight in customer satisfaction
- Formulate recommendations



## Research question

*To what extent are the customers of YASKAWA Benelux B.V. satisfied with the processes and services surrounding the delivered products from the divisions: Robotics, Drives & Motion and Service?*



## Sources of information used

- *Interviews*
- *Survey*



## **Results interviews with managers**

Managers points of interest:

- Response time;
- Thinking along with customers;
- Quality of the service contract;
- Quality of the news updates;
- Catering to specific customer needs.

## **Results interviews with customers**

Customers point of view:

- Meet up with customers (more frequently);
- Delivery time is very important;
- Effectiveness of communication.



## Survey results

Question number	Worst scoring	Grade
1	To what degree are you satisfied with the order confirmation of Drives and Motion?	6.4
2	How satisfied are you with the promised delivery time of YASKAWA?	6.6
3	How satisfied are you with the actual delivery time of the YASKAWA products?	6.7
4	How satisfied are you with the quotation that YASKAWA sent to you prior to ordering?	6.8
5	To what degree are you satisfied with the spare part service of YASKAWA?	6.8
6	How satisfied are you with the received information by YASKAWA concerning their new products and services?	6.9
7	To what degree are you satisfied with the way YASKAWA approaches your company with a new product or services?	7.0
8	To what degree are you satisfied with the time it takes YASKAWA to solve your problems?	7.0
9	How satisfied are you with the quality of the information on the YASKAWA website?	7.0
10	How satisfied are you with the accessibility of the right information for you as a customer on the website?	7.2



## Comparison with last survey

	Old result			New results			Net difference
<b>How satisfied were you with our sales process?</b>	(very) satisfied	neutral	(very) dissatisfied	(very) satisfied	neutral	(very) dissatisfied	
Knowledge and professionalism of accountmanager	77,09%	14,58%	8,33%	83,3%	8,5%	8,3%	6,2%
Quality/ completeness of the quotation	75,61%	19,51%	4,88%	79,4%	14,7%	5,9%	3,8%
Information available on website	57,78%	31,11%	11,11%	58,3%	40,3%	1,4%	0,6%
Response to your questions	67,35%	20,41%	12,24%	69,2%	23,1%	7,7%	1,9%
Availability and contents of technical information	75%	10,42%	14,58%	79,4%	14,7%	5,9%	4,4%
<b>How satisfied were you with the order processing?</b>							
Order confirmation	66,67%	24,44%	8,89%	57,4%	33,5%	9,1%	-9,3%
<b>How satisfied were you with our delivery?</b>							
Packaging	81,08%	18,92%	0%	85,3%	14,7%	0,0%	4,2%
Delivery time	50%	21,05%	28,95%	63,2%	19,1%	17,6%	13,2%
<b>How satisfied were you with our after-sales service?</b>							
Options available to you	71,74%	19,56%	8,70%	76,1%	20,1%	3,9%	4,4%
Reaction time	41,18%	26,47%	32,35%	61,1%	21,8%	17,1%	19,9%

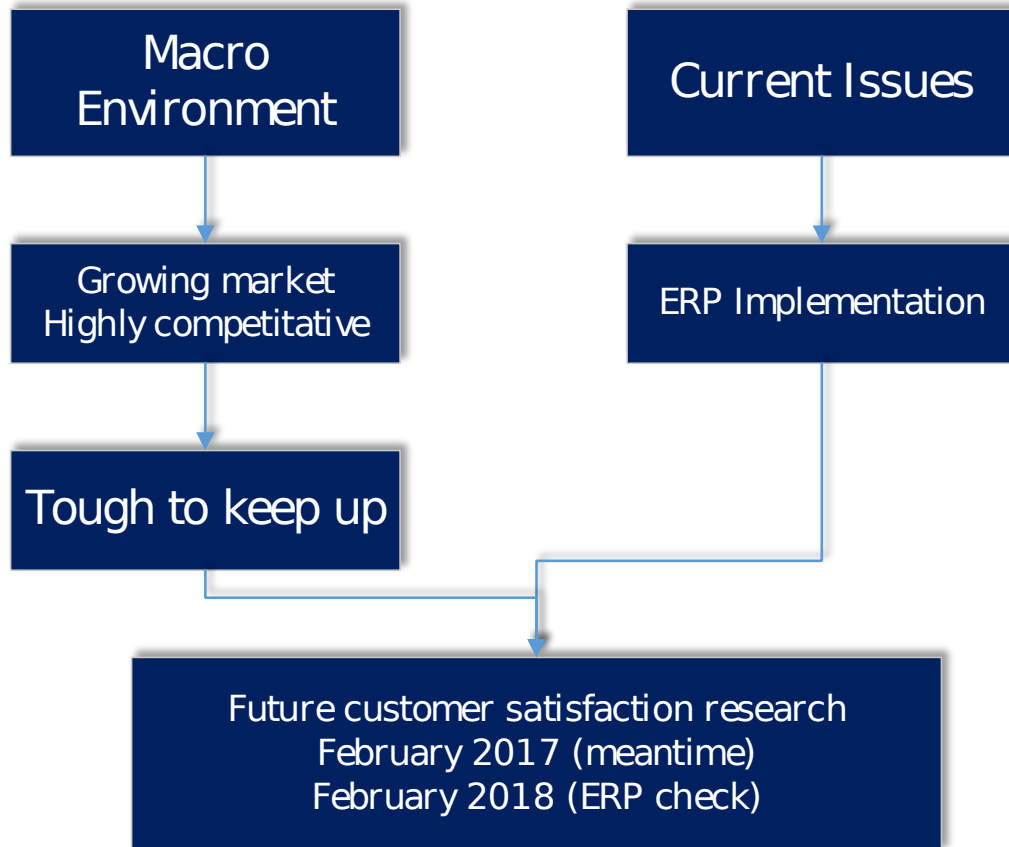
## **Solutions & Recommendations**

- One ERP System

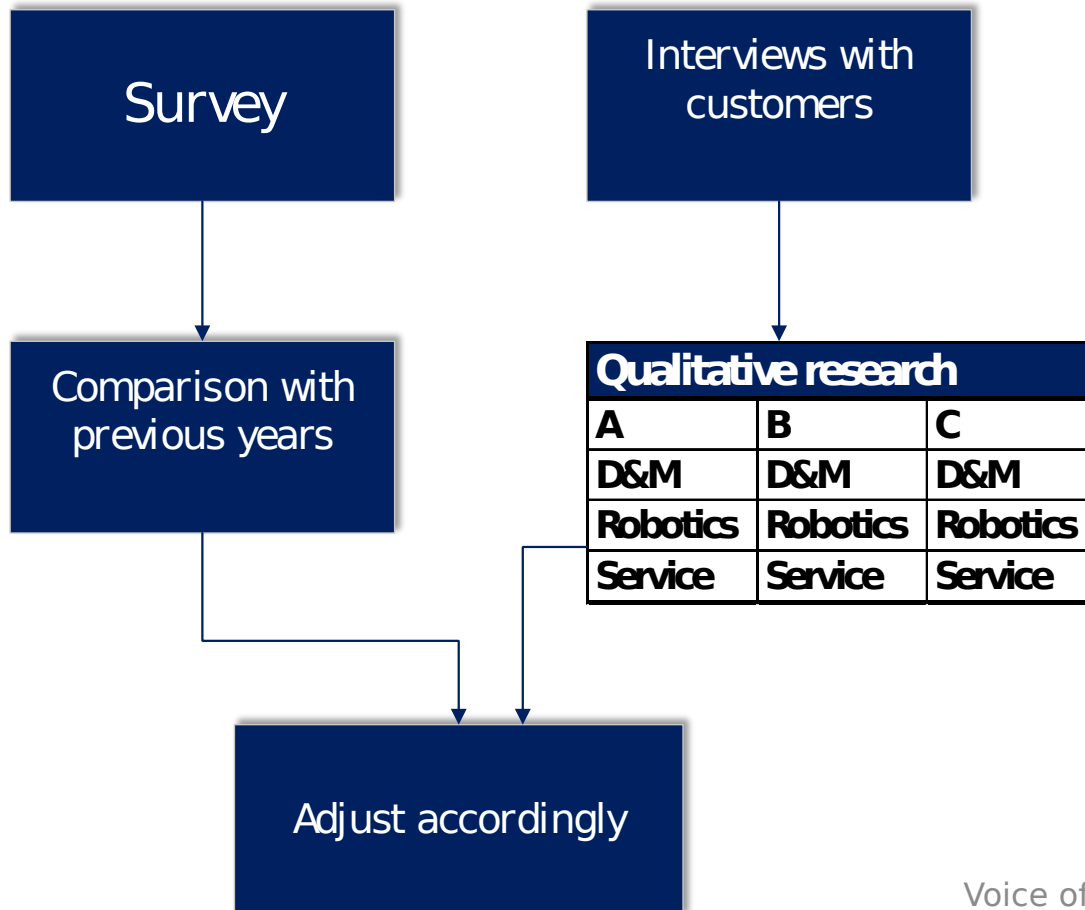
In the meantime:

- Quotations should be more detailed;
- Order verification Drives and Motion;
- Send more information to customers.

## Recommendations related to the macro environment

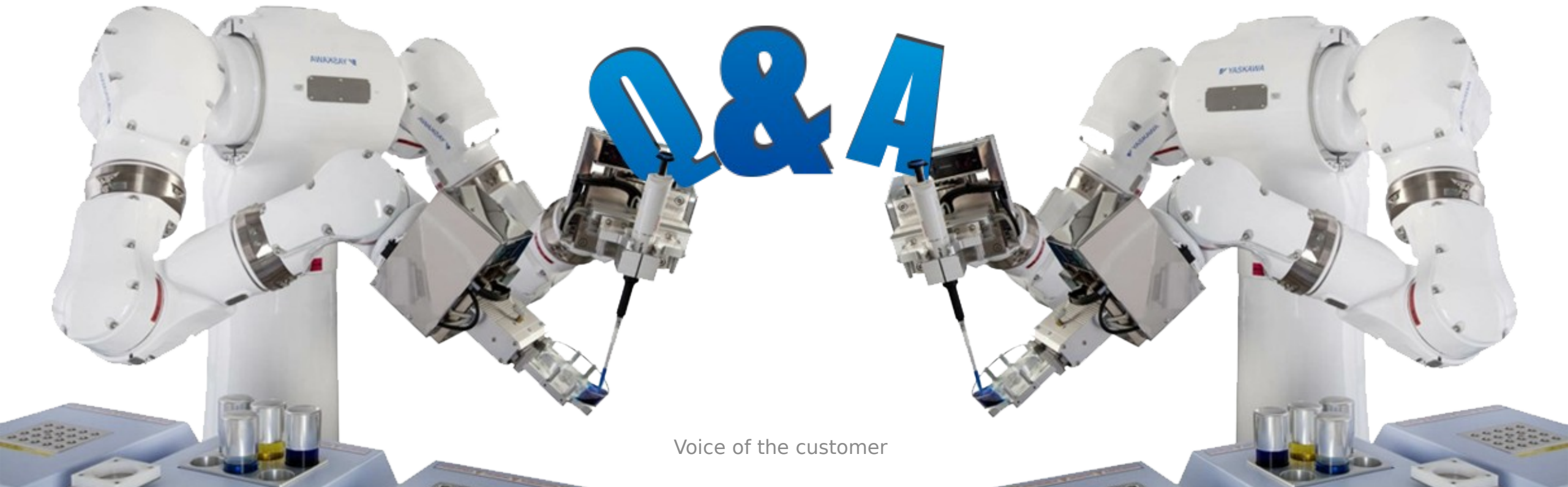


## Future customer satisfaction research



# YASKAWA

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Voice of the customer