



# **SPCC Members' Survey 2009**

# **Report**

*Warsaw, 02 December 2009*





## Welcome Letter

### Scandinavian-Polish Chamber of Commerce 5th Anniversary SPCC Members' Survey 2009

**Start Survey** →

#### Support

If you have any questions regarding this questionnaire please contact:

[mpaduszynska@spcc.pl](mailto:mpaduszynska@spcc.pl)

For technical support:

[michal.moskwa@mercuri.pl](mailto:michal.moskwa@mercuri.pl)

#### System >>

Minimum requirements on my computer to fill in this questionnaire.

### Welcome to the SPCC Members's Survey 2009!

Dear SPCC Member,

This year SPCC is celebrating its 5th Anniversary. It is a good moment to summarize our achievements and set priorities and goals for the future development of the organization.

We would like to know your opinion about SPCC and its activities, verify if we meet your needs and ask for your suggestions.

Therefore, we have prepared a short **Membership Satisfaction Survey** and would like to ask you to take part in it and support us in building the chamber in line with your expectations. This is the second time that SPCC is conducting membership satisfaction survey. Similar project took place in Autumn 2006.

Please take 10 minutes to fill in the questionnaire.

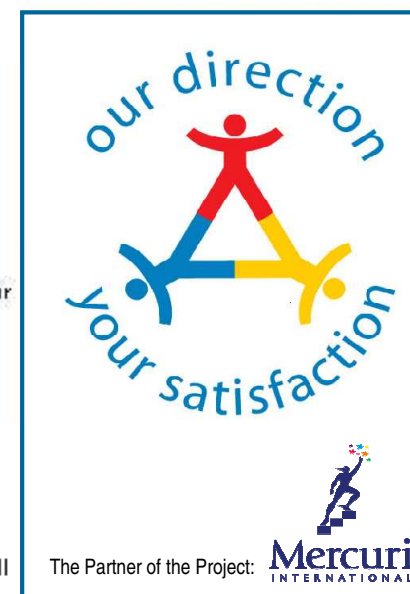
The survey is conducted in cooperation with external company Mercuri International. It is anonymous and answers will be presented in groups where single answers can not be identified. The final results of the survey will be presented in the Autumn. After finishing the project they will be also available on our website.

Please remember – your satisfaction is our direction!

Thank you in advance for your valuable contribution.

Yours sincerely,

Peter Tærø Nielsen - Chairman  
Agnieszka Kowalcze - Director





## **The Method**

*Invitations to participate in the web-based SPCC Members' Survey were sent to 920 contact persons from 336 companies.*

*The recipients were asked to fill in an index page first (divided to four criteria: „Size of the company”, „Mother company's country”, „Nationality” and „Position”), which makes comparing answers given by different groups of respondents possible.*

*Next the respondents were asked to give their opinions on different statements in each of three key areas:*

- 1. General satisfaction level and preferences of the listed 7 types of SPCC meetings*
- 2. SPCC communication channels*
- 3. Reasons of membership in SPCC* (Each statement was evaluated on a scale from 1 to 7)

*Then, the respondents were asked to rank the importance of the services provided by SPCC.*

*To get an image of SPCC as seen by the Members, they were also asked to state the general satisfaction with SPCC membership.*

*Additionally, four open questions were asked, to get more detailed information.*



**Key area 1**

Scandinavian-Polish CHAMBER OF COMMERCE SPCC Members' Survey 2009

Please state your general SATISFACTION level of the listed SPCC meetings:

	Not satisfied at all				Totally satisfied			Don't know	Mark the <b>three most</b> PREFERRED
	1	2	3	4	5	6	7		
<b>Afternoon seminars</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="checkbox"/>
<b>Morning breakfast meetings with special guests and politicians</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="checkbox"/>
<b>Business Lunch meetings</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="checkbox"/>
<b>Business mixers</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="checkbox"/>
<b>Social events (i.e. Picnic, Christmas event, Crayfish party)</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="checkbox"/>
<b>Visiting other Members' companies / factories</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="checkbox"/>
<b>National Section events</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="checkbox"/>

Which of SPCC meetings, you have participated in, do you judge the highest?

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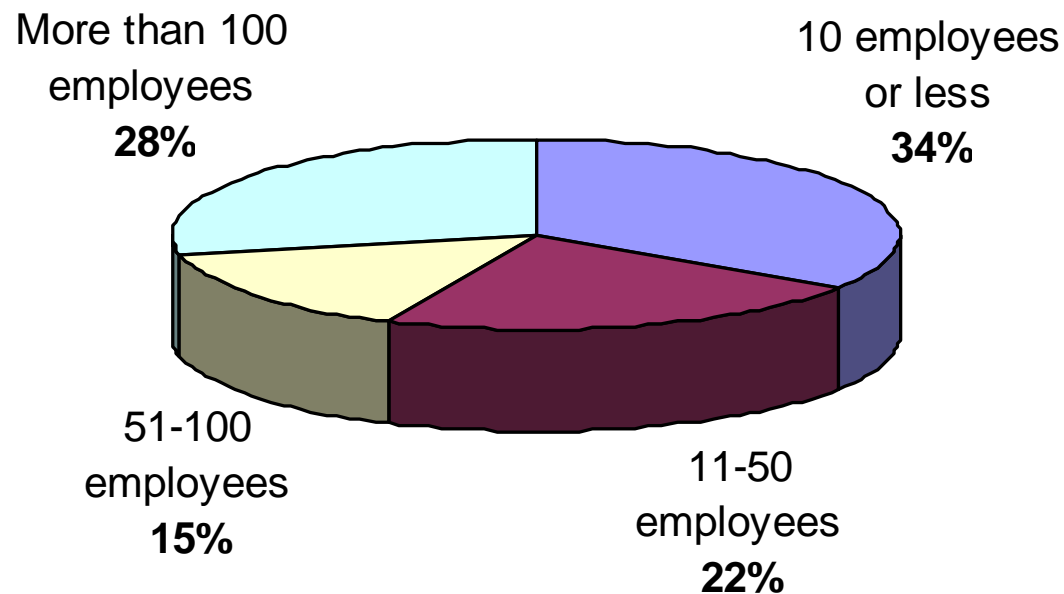


## **Main Statistics**

- > **336 SPCC Members**
- > **920 invitations sent,**  
*to participate in the Survey*
- > **135 - number of responses**  
*- which means almost **15%**  
of people invited,  
and a **40%** representation  
of SPCC Members*

**Main statistics**  
**1/4**

## Size of your company

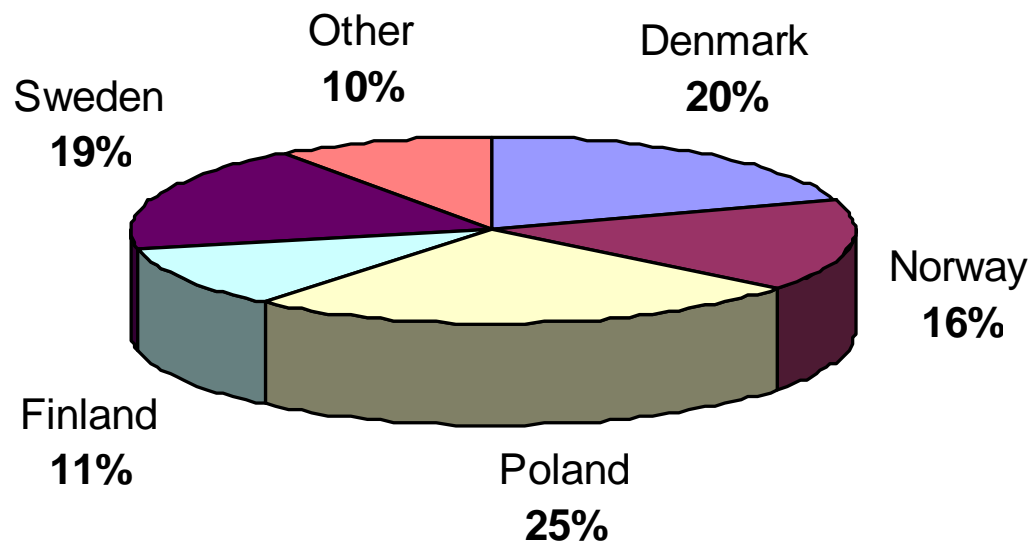


A	10 employees or less	46	34%
B	11-50 employees	30	22%
C	51-100 employees	20	15%
D	More than 100 employees	38	28%

total: **134**

**Main statistics  
2/4**

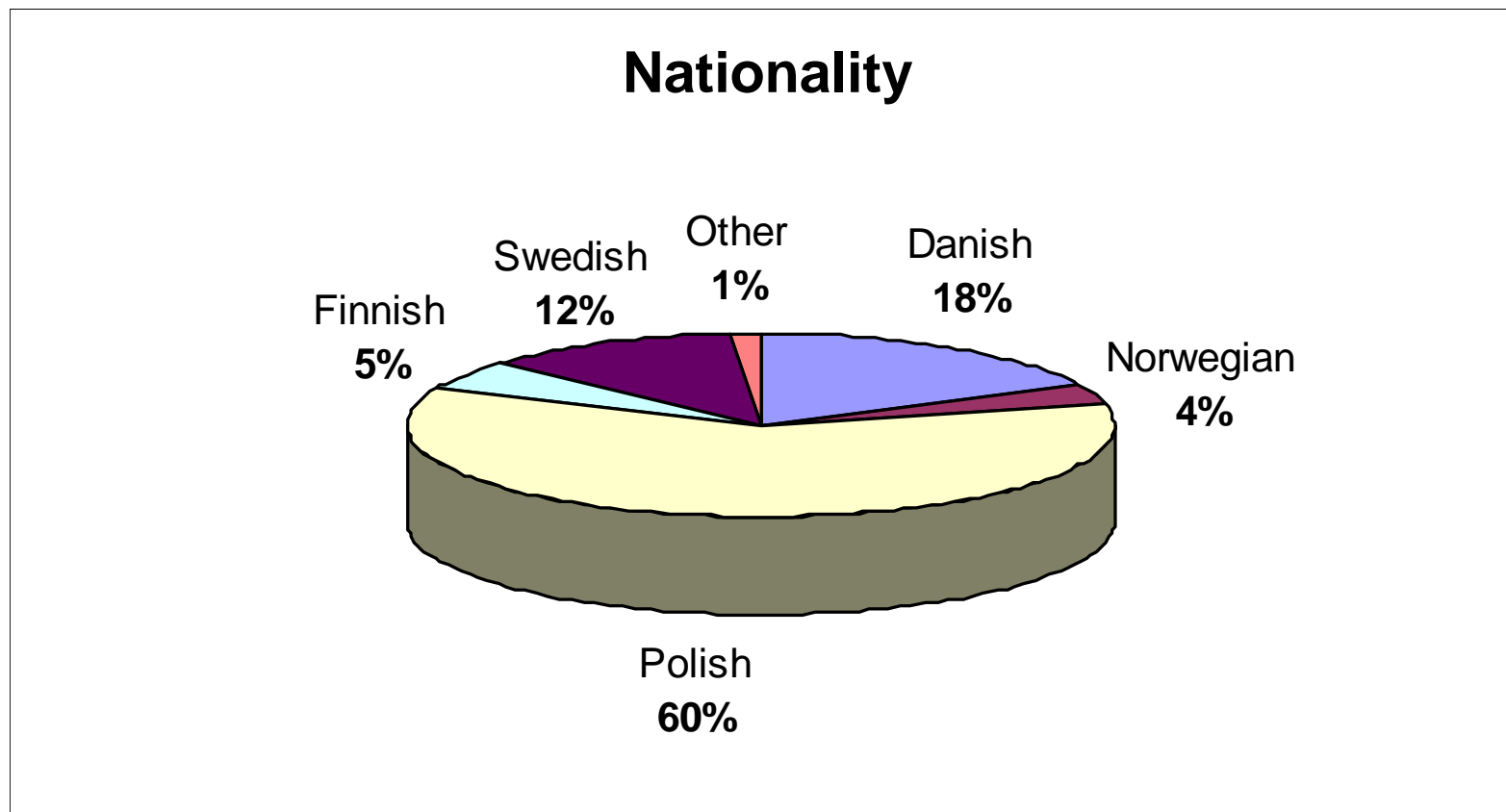
### Mother company's country



A	Denmark	27	20%
B	Norway	21	16%
C	Poland	34	25%
D	Finland	15	11%
E	Sweden	25	19%
F	other	13	10%

total: 135

**Main statistics  
3/4**

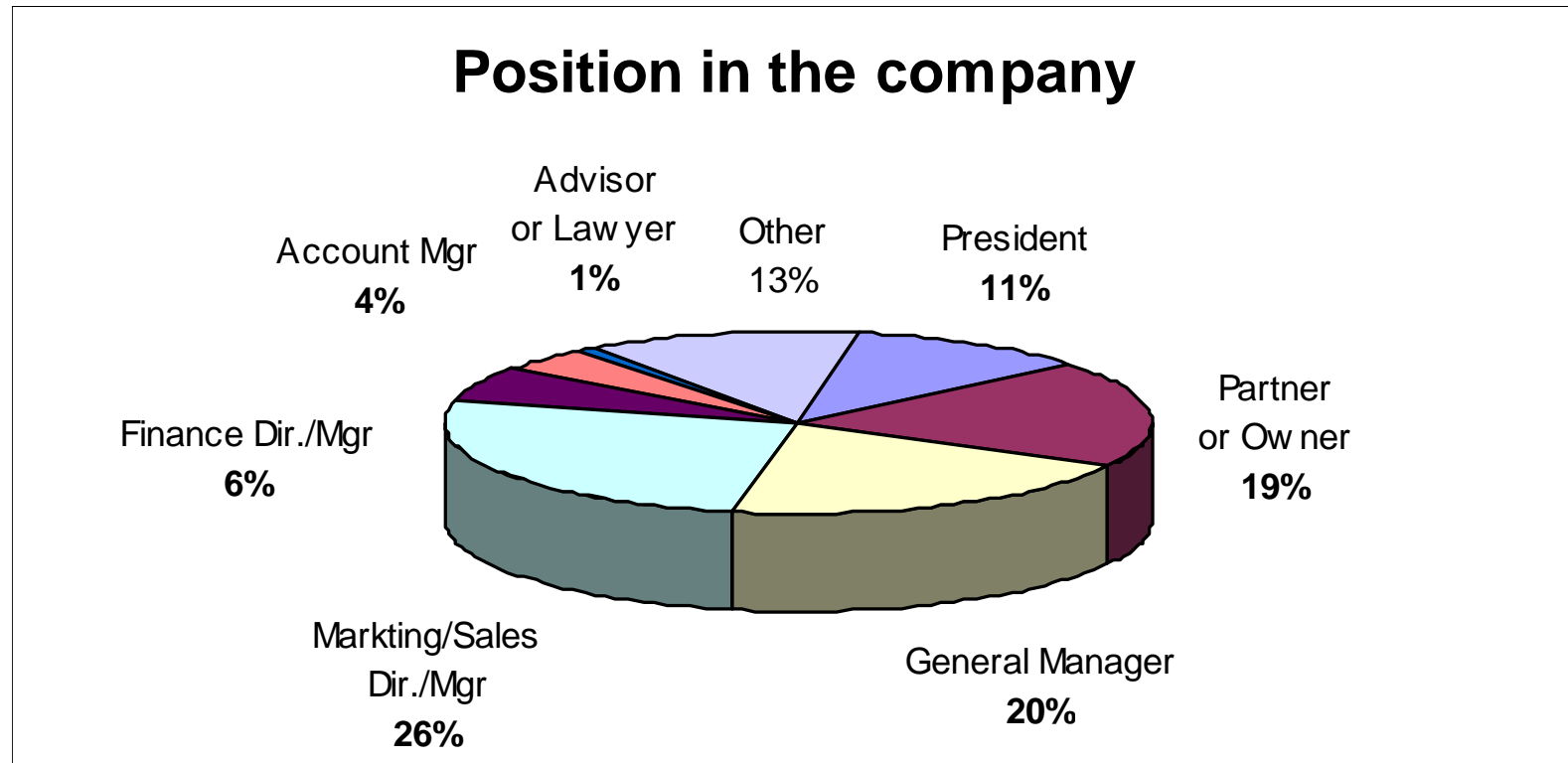


A	Danish	24	18%
B	Norwegian	5	4%
C	Polish	81	60%
D	Finnish	7	5%
E	Swedish	16	12%
F	other	2	1%

total: **135**



**Main statistics**  
**4/4**



A	President	15	11%	} <b>82%</b>
B	Partner or Owner	26	19%	
C	General Manager	27	20%	
D	Marketing/Sales Director or Mgr	35	26%	
E	Finance Director or Manager	8	6%	
F	Account Manager	6	4%	
G	Advisor or Lawyer	1	1%	
H	other	17	13%	

total: **135**

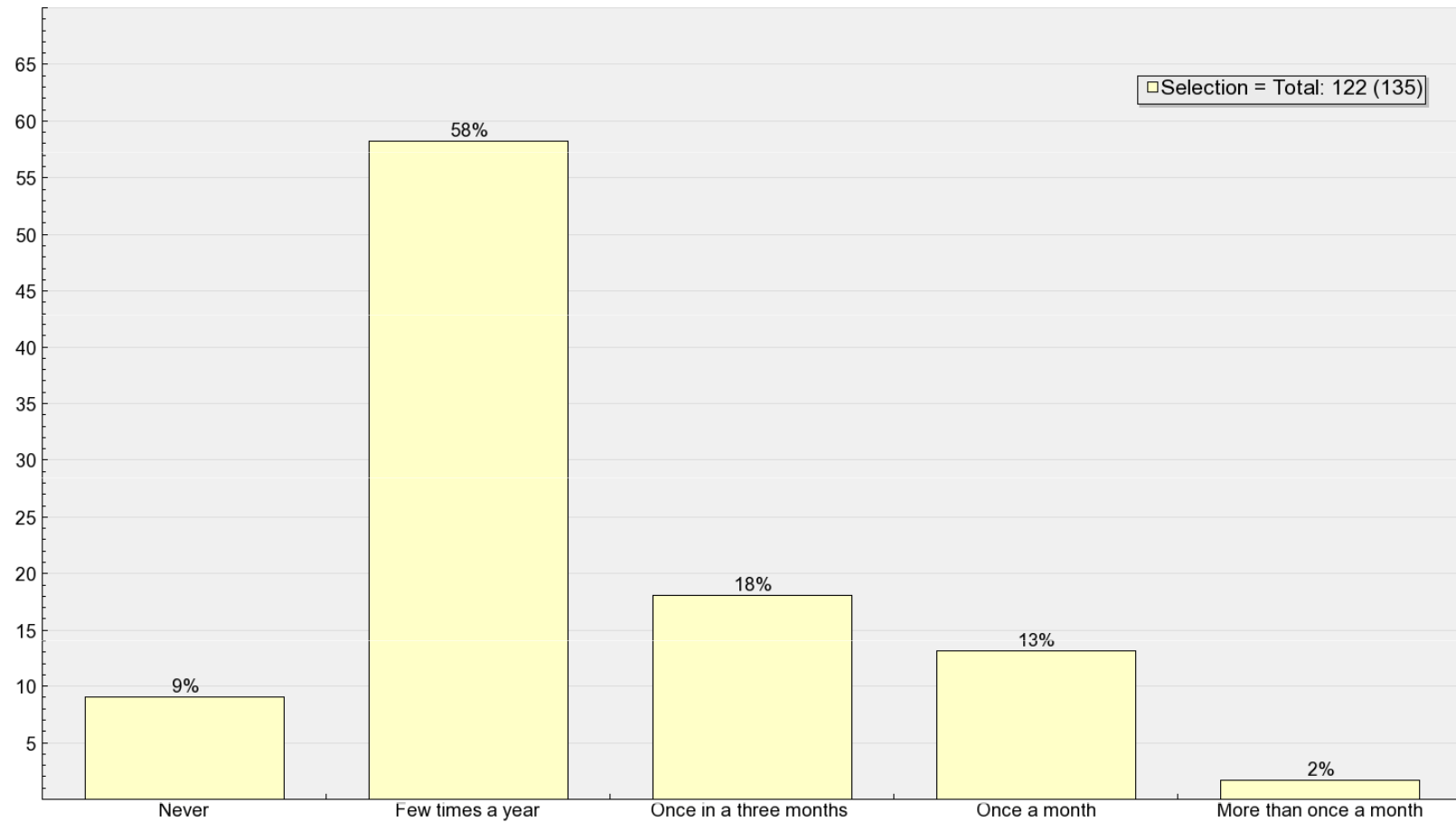


## ***RESULTS***

### ***Total***

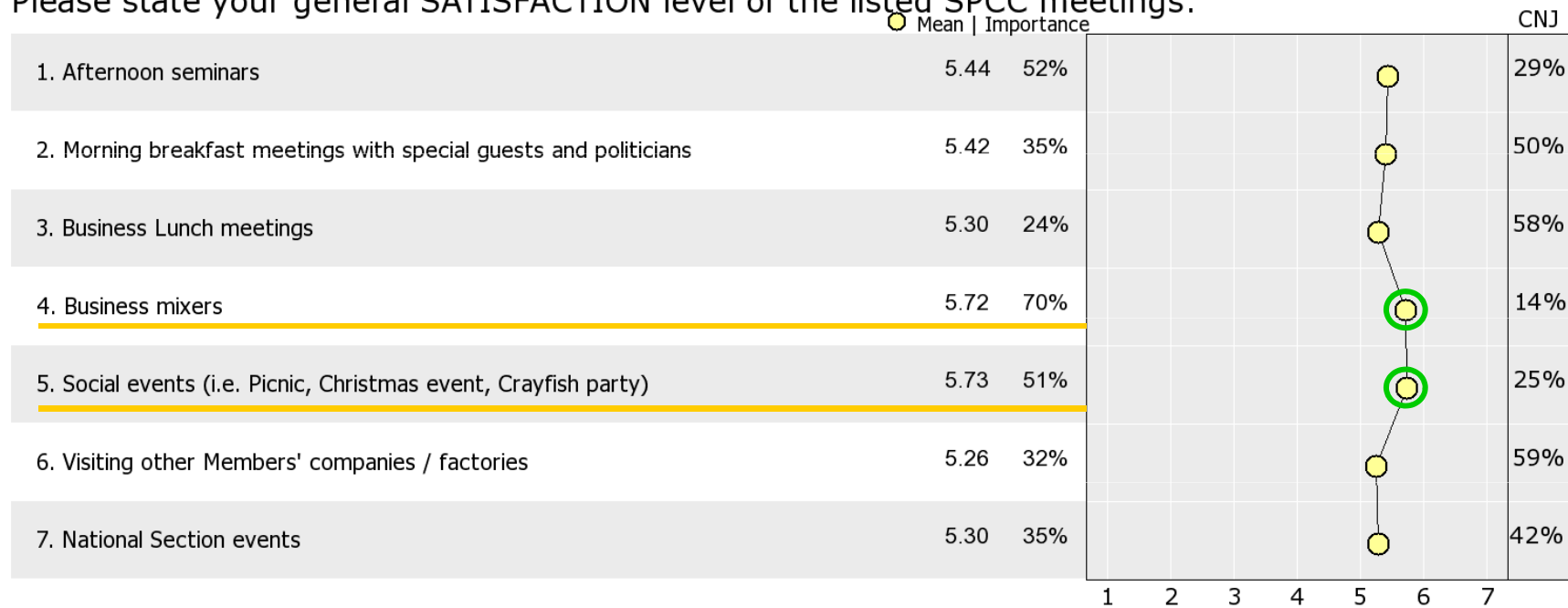
## Attendance

How often do you attend events organized by SPCC?



## Key area 1

Please state your general SATISFACTION level of the listed SPCC meetings:



○ = Total. Number in selection: 104 (135)

Mean: 5.45

## Key area 1

Please state your general SATISFACTION level of the listed SPCC meetings:

	Mean	Importance	Low	High	CNJ
1. Afternoon seminars	5.44	52%	1%	59%	29%
2. Morning breakfast meetings with special guests and politicians	5.42	35%	4%	43%	49%
3. Business Lunch meetings	5.30	24%	4%	31%	58%
4. Business mixers	5.72	70%	3%	77%	14%
5. Social events (i.e. Picnic, Christmas event, Crayfish party)	5.73	51%	6%	64%	26%
6. Visiting other Members' companies / factories	5.26	32%	4%	29%	59%
7. National Section events	5.30	35%	7%	44%	42%

■ = 1 ■ = 2, 3 ■ = 4 ■ = 5, 6 ■ = 7

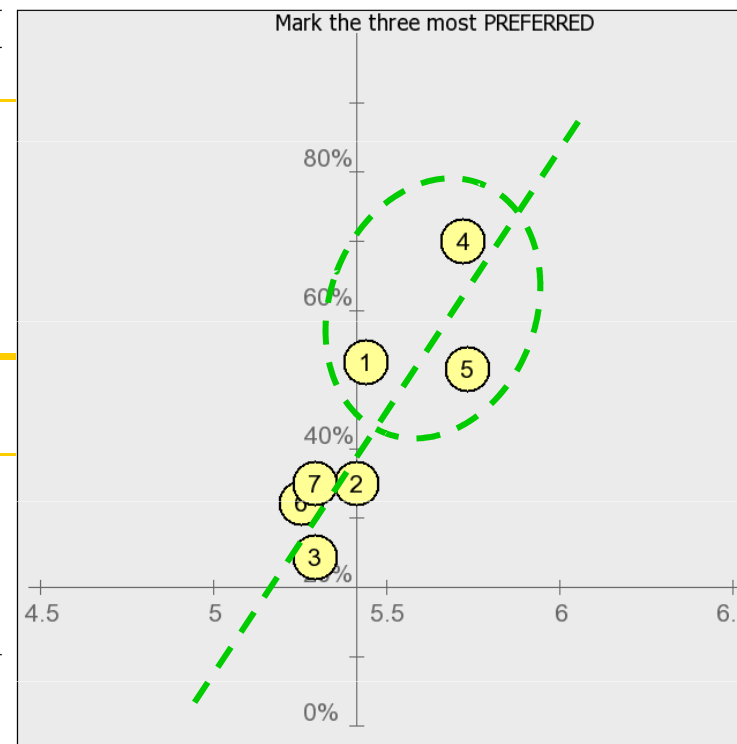
Total. Number in selection: 104 (135)

## Key area 1

Please state your general SATISFACTION level of the listed SPCC meetings:

Question	Mean	Importance
1. Afternoon seminars	5.44	52%
2. Morning breakfast meetings with special guests and politicians	5.42	35%
3. Business Lunch meetings	5.30	24%
4. Business mixers	5.72	70%
5. Social events (i.e. Picnic, Christmas event, Crayfish party)	5.73	51%
6. Visiting other Members' companies / factories	5.26	32%
7. National Section events	5.30	35%

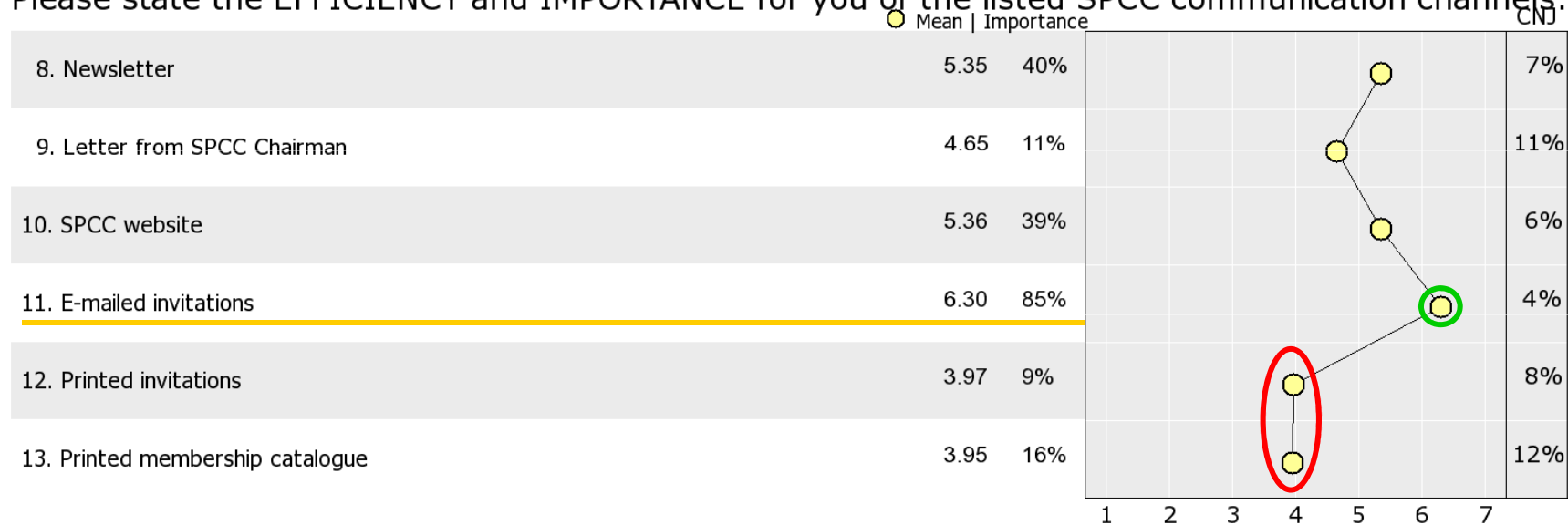
● = Total. Number in selection: 104 (135)



Median = 5.42

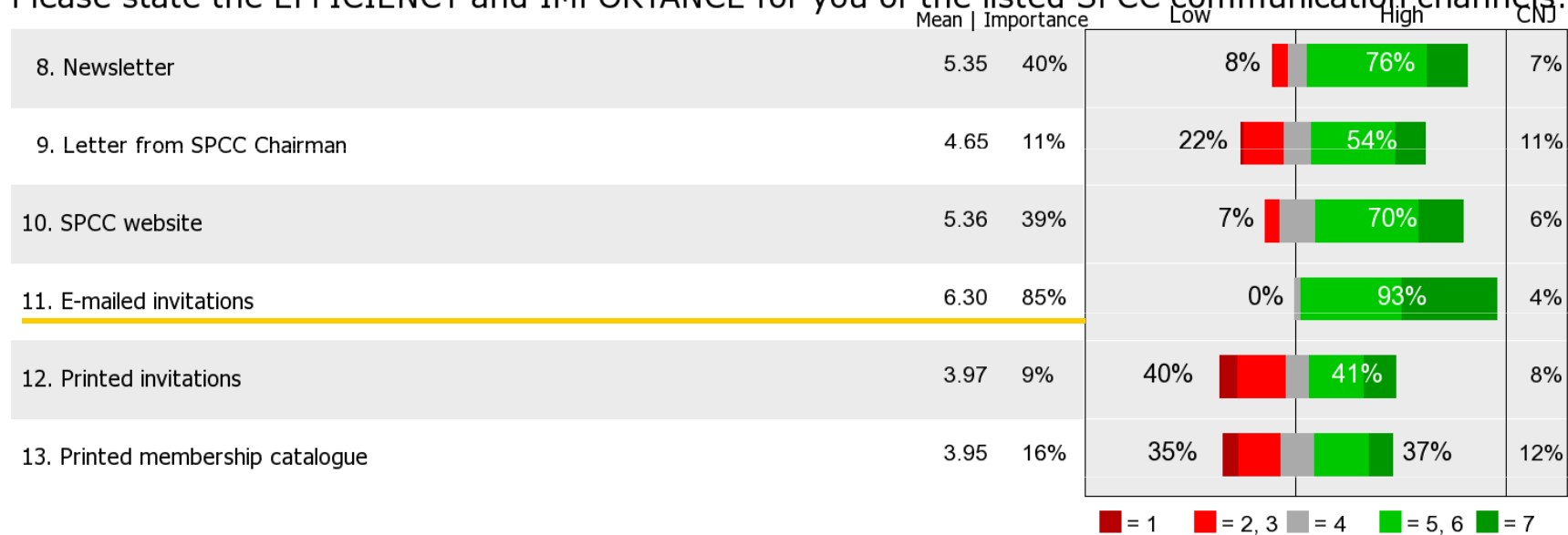
## Key area 2

Please state the EFFICIENCY and IMPORTANCE for you of the listed SPCC communication channels:



## Key area 2

Please state the EFFICIENCY and IMPORTANCE for you of the listed SPCC communication channels:



Total. Number in selection: 100 (135)

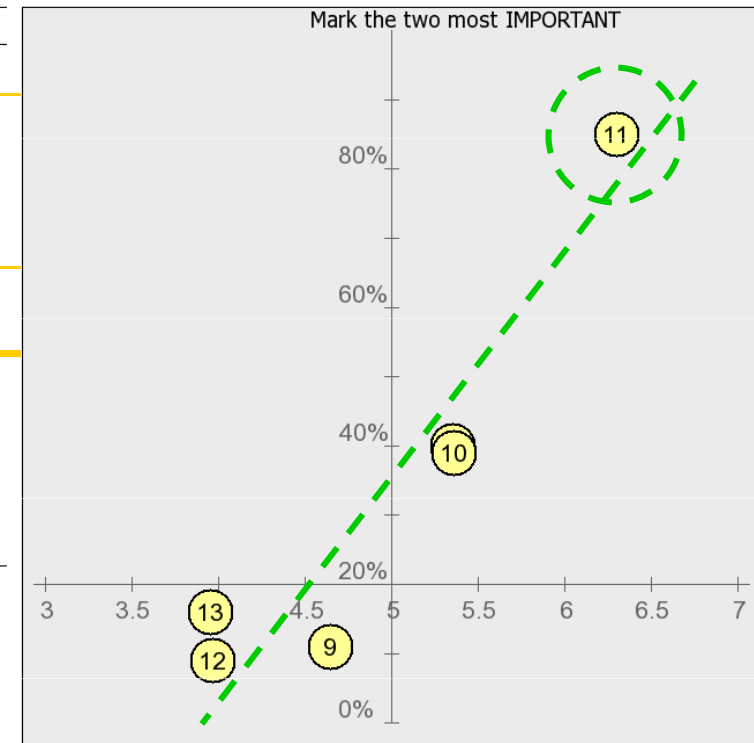


## Key area 2

Please state the EFFICIENCY and IMPORTANCE for you of the listed SPCC communication channels:

Question	Mean	Importance
8. Newsletter	5.35	40%
9. Letter from SPCC Chairman	4.65	11%
10. SPCC website	5.36	39%
11. E-mailed invitations	6.30	85%
12. Printed invitations	3.97	9%
13. Printed membership catalogue	3.95	16%

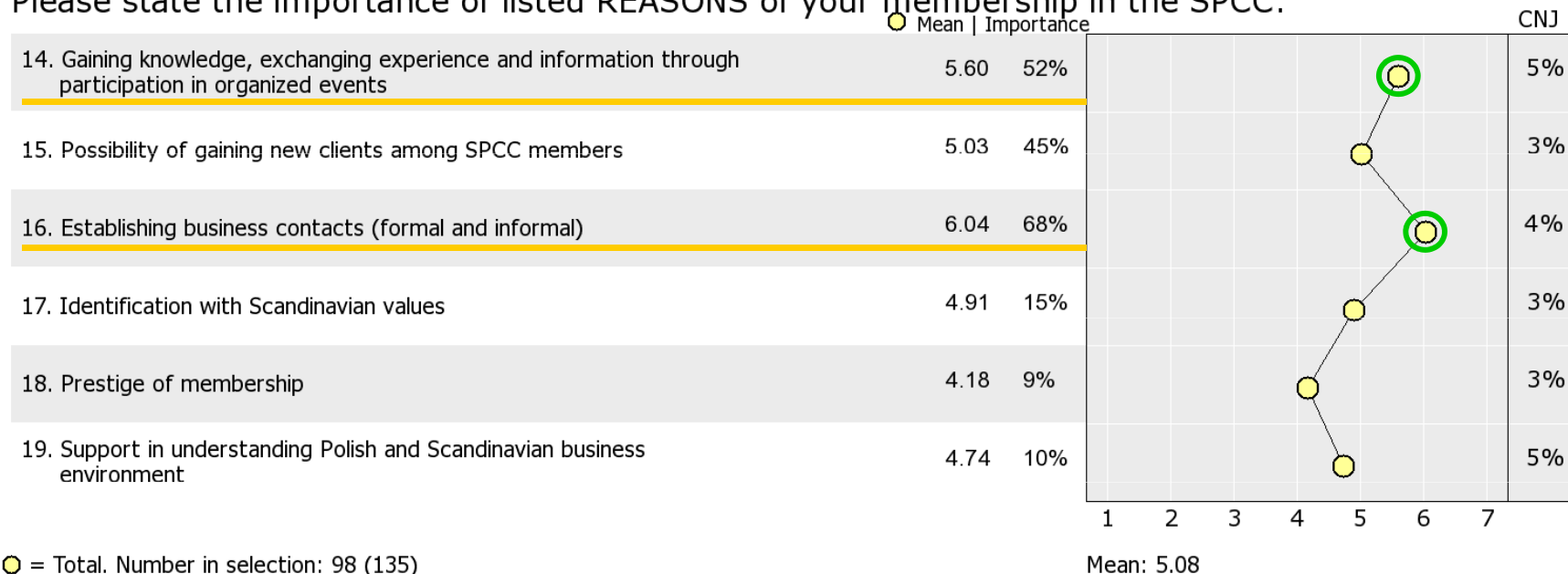
● = Total. Number in selection: 100 (135)



Median = 5.00

### Key area 3

Please state the importance of listed REASONS of your membership in the SPCC:



● = Total. Number in selection: 98 (135)

### Key area 3

Please state the importance of listed REASONS of your membership in the SPCC:



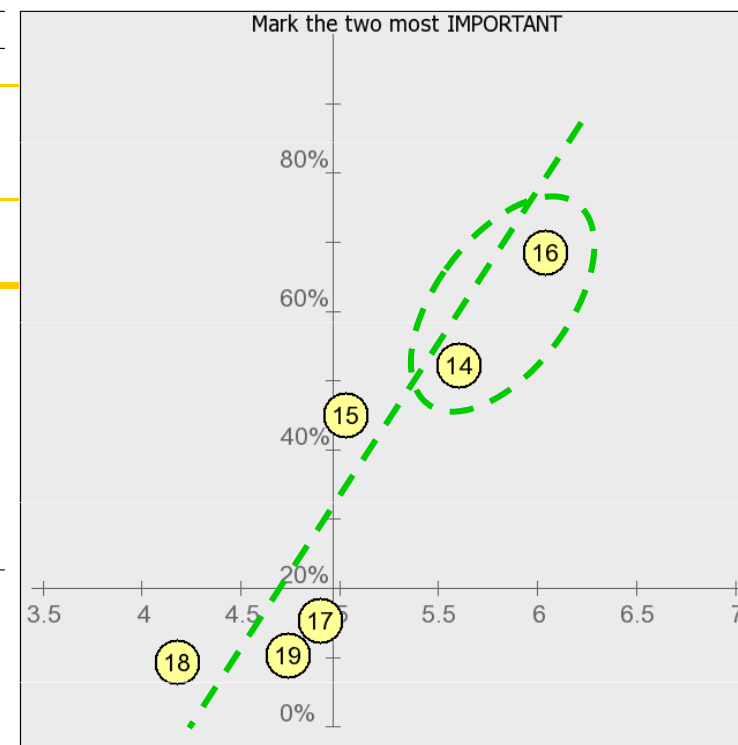
Total. Number in selection: 98 (135)

### Key area 3

Please state the importance of listed REASONS of your membership in the SPCC:

Question	Mean	Importance
14. Gaining knowledge, exchanging experience and information through participation in organized events	5.60	52%
15. Possibility of gaining new clients among SPCC members	5.03	45%
16. Establishing business contacts (formal and informal)	6.04	68%
17. Identification with Scandinavian values	4.91	15%
18. Prestige of membership	4.18	9%
19. Support in understanding Polish and Scandinavian business environment	4.74	10%

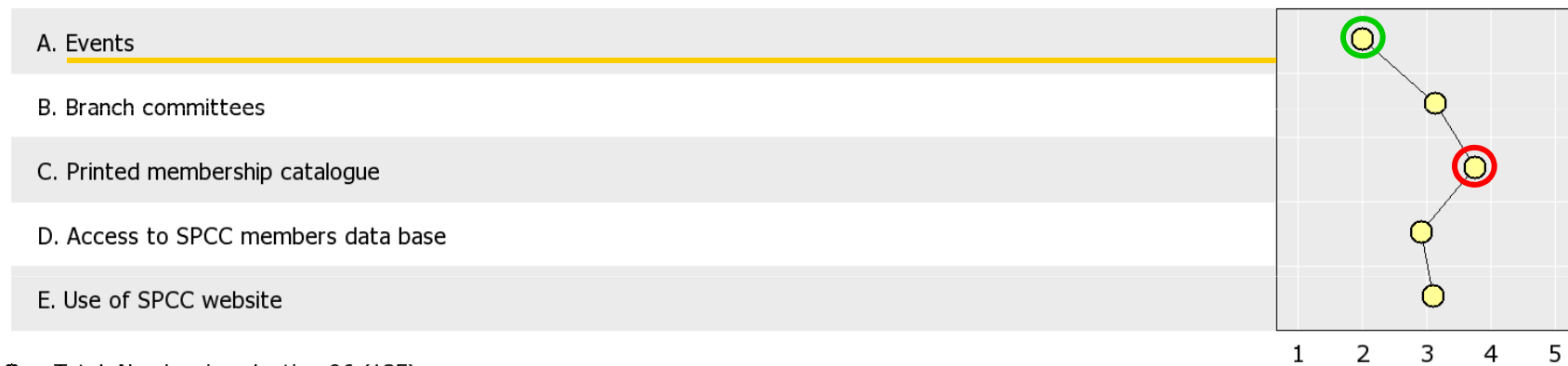
● = Total. Number in selection: 98 (135)



Median = 4.97

## Ranking 1

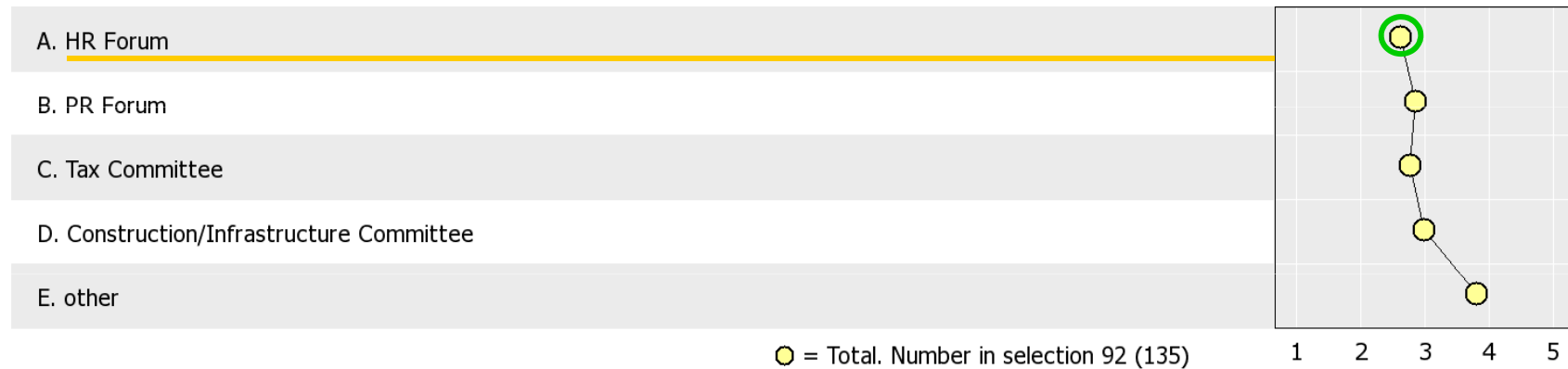
Please rank the IMPORTANCE for you of the listed services provided by SPCC:



○ = Total. Number in selection 96 (135)

## Ranking 2

Please rank the IMPORTANCE for you of the listed SPCC branch committees:

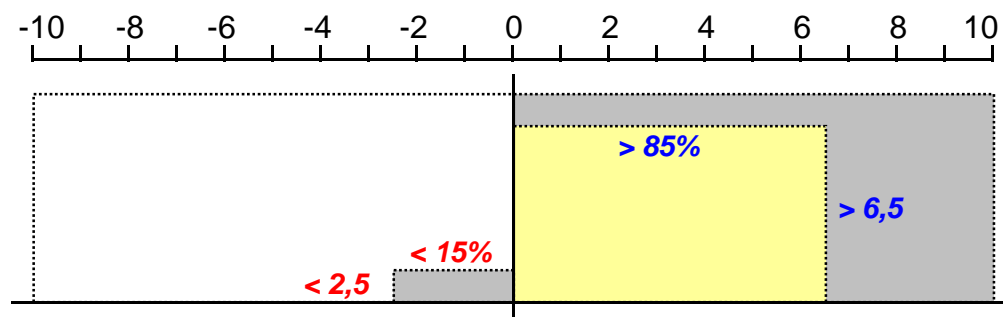




## ***RESULTS***

## ***Image***

## IMAGE Parameters – Satisfaction



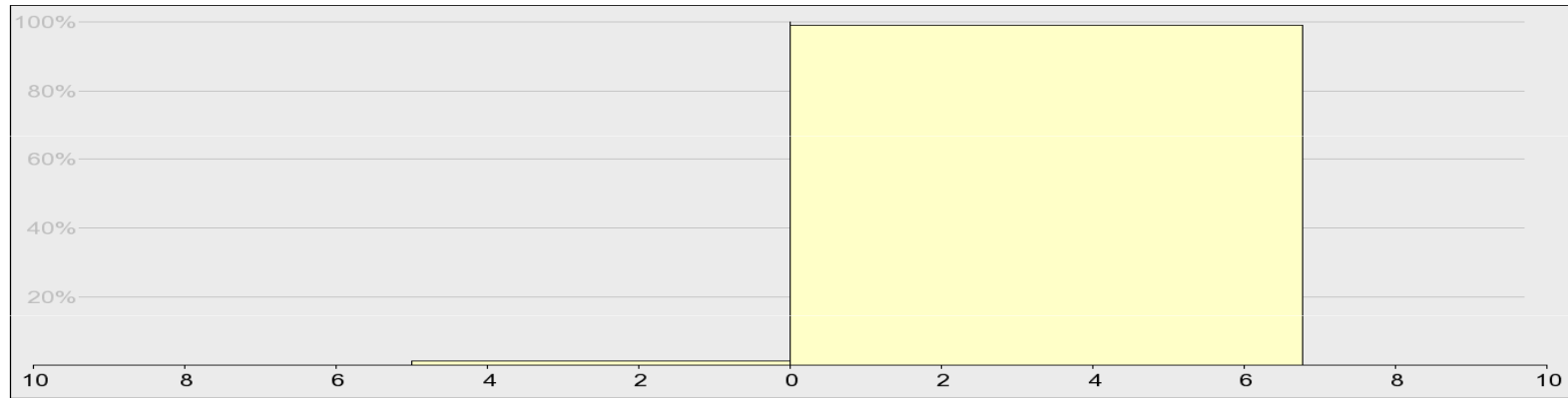
- > **Competitive values for „IMAGE Parameters” mean that 85% of the respondents have answered on the positive side with a strength of at least 6,5.**  
(Evaluation below 5,5 usually indicates problems)
- > **On the negative side there should be no more than 15% of the respondents, with the strength of 2,5 or less.**  
(Evaluation above 3,5 usually indicates problems)





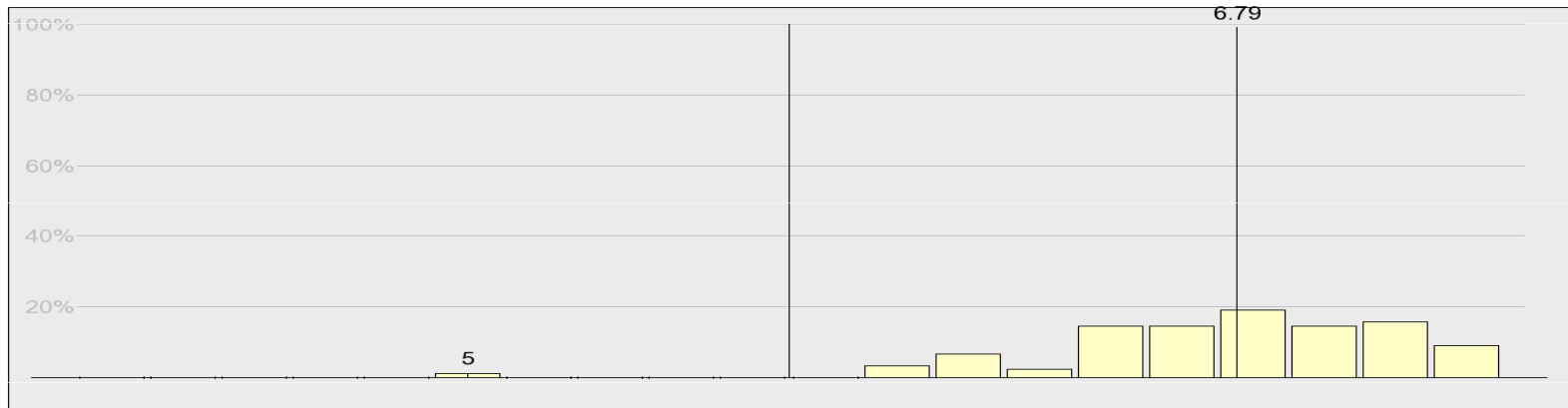
### Satisfaction

Are you satisfied with SPCC membership:



Extremely unsatisfied (5) 1%

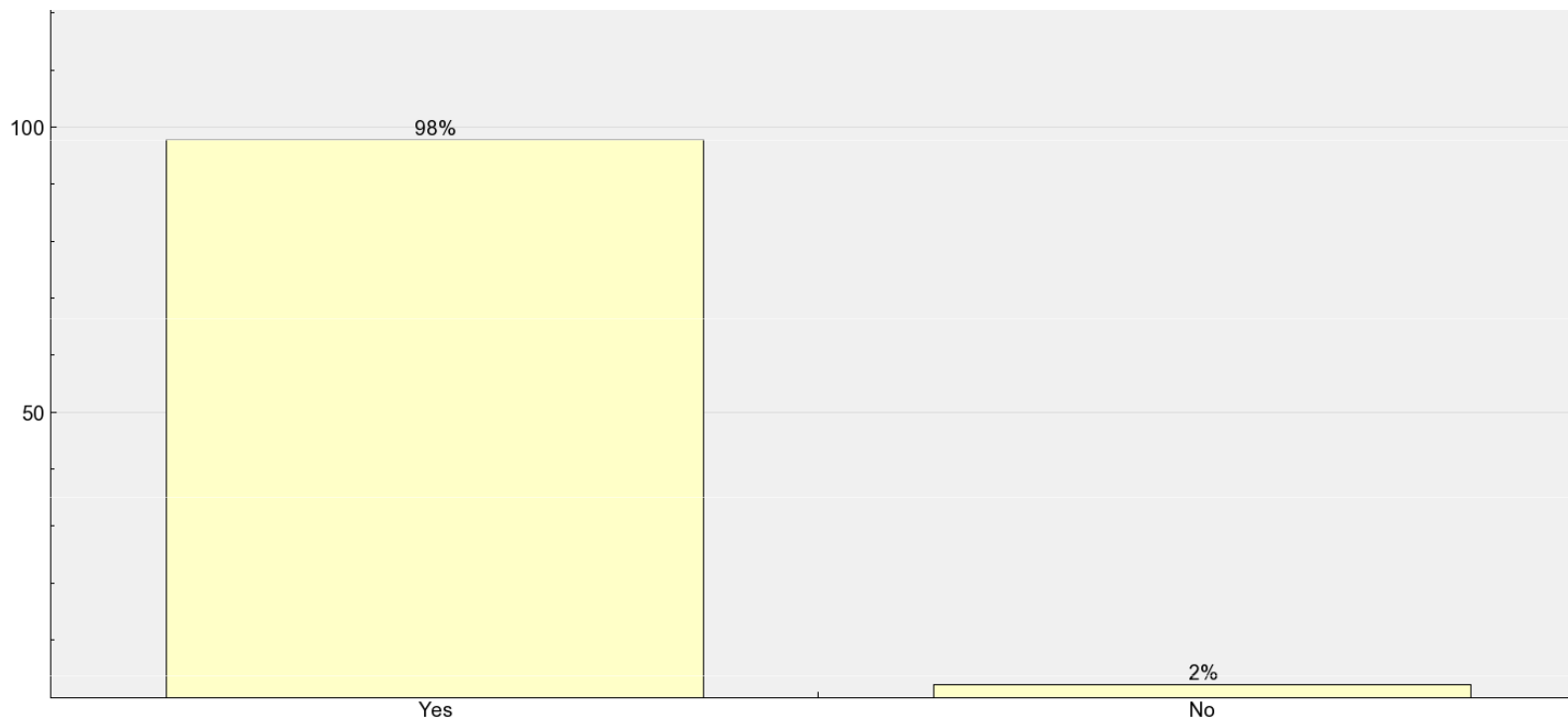
Extremely satisfied (6.79) 99%





### Satisfaction

Would you recommend the membership in SPCC to your business partner?



● = Total. Number in selection 90 (135)



**ICS**

**INDEX  
for  
Customer  
Satisfaction**

## **INDEX for Customer Satisfaction - ICS**



- > The purpose of the Mercuri International **Index for Customer Satisfaction** is to evaluate to what extent the customers are satisfied with co-operation.
- > The Index for Customer Satisfaction (**ICS**) is created through measuring how professionally the company is performing on the three most important issues for the customers within key areas.

The **ICS** for SPCC was created on the basis of Key Area 1  
(*General satisfaction level of the listed 7 types of SPCC meetings*)

- > A competitive value for ICS based on empirical experience is **0,80**

The value varies between companies, industries and countries.

The relevant comparison is the future follow-up with a second measurement.




## INDEX for Customer Satisfaction - ICS



**General satisfaction level  
in the 3 most important out of  
the listed 7 types of SPCC meetings**

### ICS

comments

- **Nationality: POLISH**      **0,83**       *HIGH customer satisfaction*
- **Nationality: NON-POLISH**      **0,77**       *LOWER customer satisfaction*
- **TOTAL**      **0,80**       *in general, SPCC is perceived to offer  
a GOOD level of customer  
satisfaction*



*Thank you !*