



Taste of success

The study aimed to map the customer satisfaction of MP-Maustepalvelu Oy and monitor the development of the results. The research was carried out in the form of telephone interviews and email surveys in September 2022. The study is based on 165 responses (2019: 100). The target group was the customers of MP-Maustepalvelu Oy. The results of the study are compared to the results of the 2019 study where applicable.

Share of promoters and satisfied customers is increasing

NPS is still excellent and has increased since 2019. 61% of satisfied customers are promoters. In 2019, the NPS was 56 and the share of the promoters was 59%.

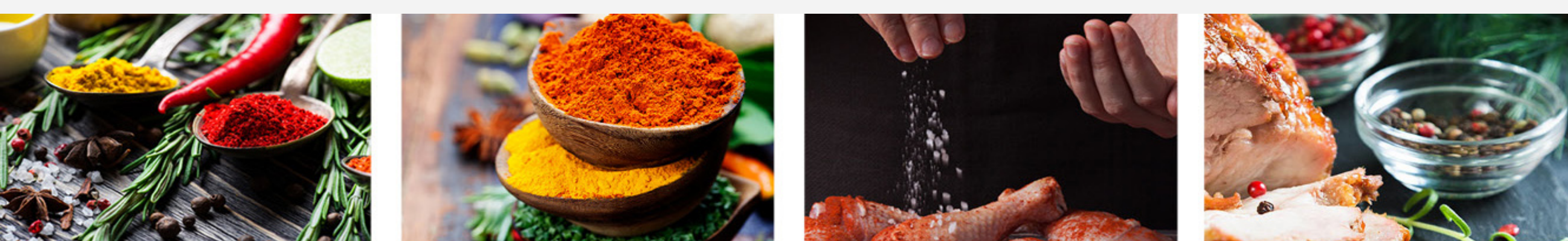


Innolink's benchmark value in B2B-surveys is 37

97 % of the respondents believe that their purchases from Maustepalvelu will remain unchanged or increase during the next year (2019: 99%).

91 % of the respondents estimated that Maustepalvelu promotes the realization of their business goals (2019: 91%).

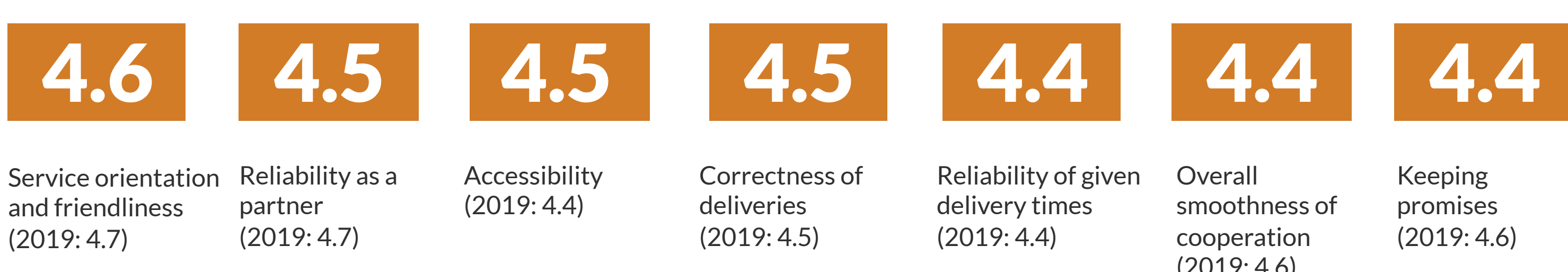
14 % of the respondents wished for a more active frequency of contact (2019: 13%).



The success factors are at a good level

Maustepalvelu's customers are more than average satisfied with the company's operations. In particular, satisfaction with reachability, the correspondence of products and services to customer needs, and the company's image was perceived to have improved.

According to the results of 2022, the following factors are at the top of the list:



4.2

The overall rating given by the respondents for maustepalvelu in 2022 (2019: 4.2) and the respondents gave an overall rating of 3.8 to the competitors. (2019: 3.9)

(Scale: 1 = succeeded very badly... 5 = very well)

91 % **Innovativeness** of the respondents estimated that Maustepalvelu at least follows the development of service solutions in the industry and strives to be involved in it (2019: 97%). 14% of these respondents consider Maustepalvelu to be a pioneer for new solutions in the industry.

94 % **Competitor comparison** of the respondents estimated that the operations of Maustepalvelu improved faster than competitors or remained at the same level during the last year (2019: 91%).

What factors you consider to be the strengths of Maustepalvelu?



Spontaneously, the adjectives that come to mind of Maustepalvelu's strengths are especially speed, reliability, and professionalism and expertise, when the respondents were asked to mention 2-3 adjectives.



Thanks to all respondents. We are excited and happy to receive the very nice feedback from customers. The feedback you give us is valuable in developing our operations to meet your needs.

Managing Director Mikko Salonen