

## Eurofoil Customer Satisfaction Survey: Customer Opinions Matter

Ducker Research Europe, an independent research body, was appointed during the summer to survey the customers of Eurofoil's two aluminium foil rolling sites in order to appraise current levels of satisfaction and to guide Eurofoil towards areas for improvement.

The results were particularly pertinent, as this survey marked the first Customer Satisfaction Survey since becoming Eurofoil. The results of the survey were carefully analysed and compared to previous years.

Thanks to a very good rate of participation, the learnings from the survey were very rich; identifying the strengths in Eurofoil's portfolio and service as well as concrete areas of improvement. Andreas Zenz, Commercial Director of Eurofoil, commented: "The turnout to this survey was higher than in any previous year so we would like to thank our customers for taking their valuable time to give us feedback. The feedback has been analysed in detail and shared with plants and all departments. We are committed to continuously improving our service to our customers through changes and improvements following our customers' comments."

The main results as reported by Ducker Research are:

- A large majority of respondents (87% ) reported they were satisfied with the overall performance of Eurofoil – this is an improvement compared with the 2010 and prior results.
- High satisfaction rates were achieved in the categories Product Quality (92%), Consistent Product Quality (88%), Promptness of Response (91%), Sales Team (98%), Technical Support (93%). The results for these categories also show an increase since our last survey and reflect the effort concentrated into these areas over the period.
- Areas highlighted for improvement by the survey were Management of Claims and Delivery Times, which have been identified as a priority and action plans at plant level are currently being implemented.
- This year, customers involved in the Semi-Rigid Container, the Automotive Heat Exchanger and Industrial Heat Exchanger business responded very positively: 100% of respondents stated they were (very) satisfied with Eurofoil overall .

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Eurofoil is a leading European aluminium foil producer and a leading supplier of packaging laminates to the tobacco and packaging industries. Based on its unique expertise in continuous casting, Eurofoil has a highly flexible and autonomous supply system. Eurofoil delivers to top packaging, automotive and industrial brands in Europe and worldwide. The Eurofoil Innovation Center in Luxembourg is the only R&D center which focuses on aluminium foil and its use in laminates and systems. Eurofoil – Experts In Foil.