

Customer Satisfaction Survey

DB Schenker 2018

Study Information

Objective	<ul style="list-style-type: none"> Measure of customer satisfaction, customer loyalty, brand image among competition 		
Questionnaire	<ul style="list-style-type: none"> Awareness/ Usage Awareness of relevant providers and usage of different modes of transportation 	<ul style="list-style-type: none"> Image Image related to customer interaction, global network, industry knowledge, consulting, etc. 	<ul style="list-style-type: none"> Satisfaction Satisfaction for specified contact points along the transportation process (for example customer service)
Basis	<ul style="list-style-type: none"> Current customers of DB Schenker 		
Method	<ul style="list-style-type: none"> Computer-assisted web interviews (CAWI) 		
Field Period	23.05.2018 - 15.06.2018		
Analysis	<ul style="list-style-type: none"> Including explicit competitor benchmarks General satisfaction among competition Satisfaction along the transportation process 	<ul style="list-style-type: none"> Calculation of relevance for each contact point Image profile Evaluation of DB Schenker's digitization level 	

Agenda

1. Management Summary

2. Overall

3. Land Transportation

4. Ocean Freight

Agenda

1. Management Summary

2. **Overall**

3. Land Transportation

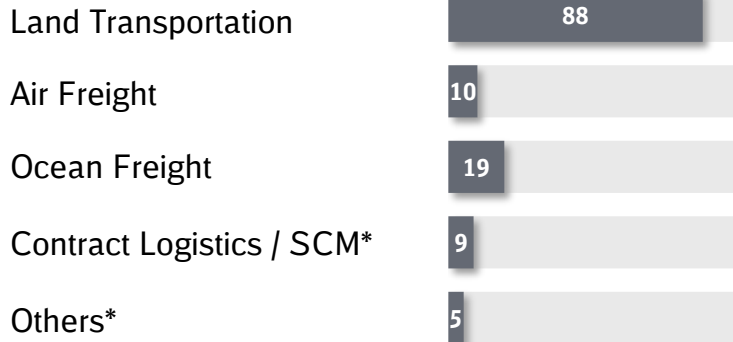
4. Ocean Freight



Usage of transportation modes with DB Schenker

Values in %; Usage / Importance: multiple answers possible, Relevance: single answer

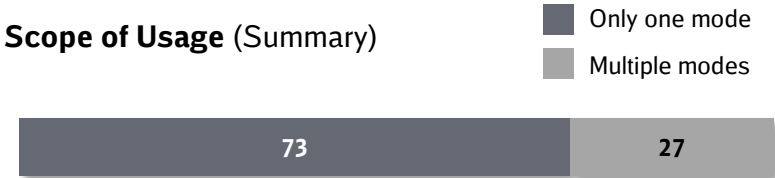
Used modes with DB Schenker



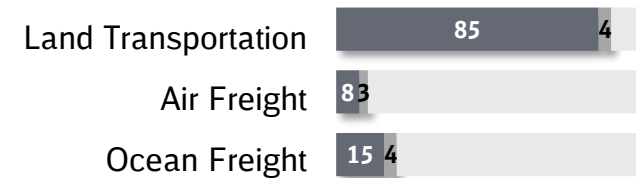
Product Usage - Land Transportation

Domestic: 53%
International: 89%

Scope of Usage (Summary)



Importance



Important for my daily business, incl. one mode user
 Also used
 Not used

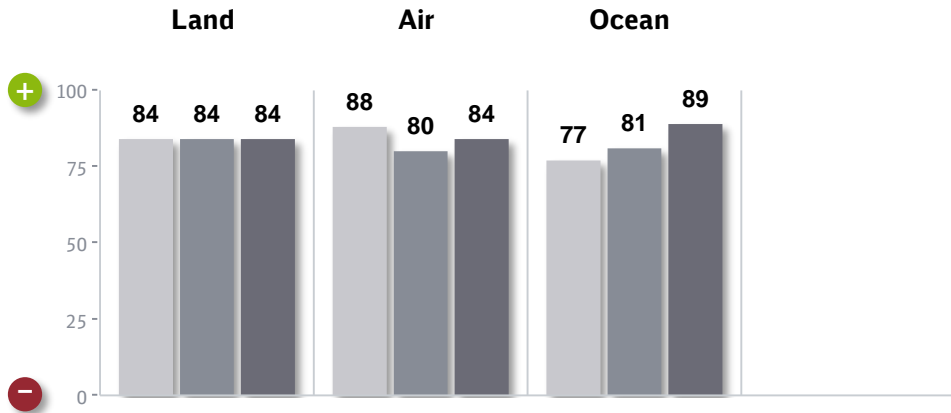
Basis: All respondents; Product Usage Land Transportation: Respondents using Land Transportation

Question: In general, which logistics modes have you used with DB Schenker in the past 12 months? Please state the importance of each of the DB Schenker modes below for your daily business. In your opinion which mode is most relevant for you? By relevant we mean the one you use most frequently with DB Schenker.

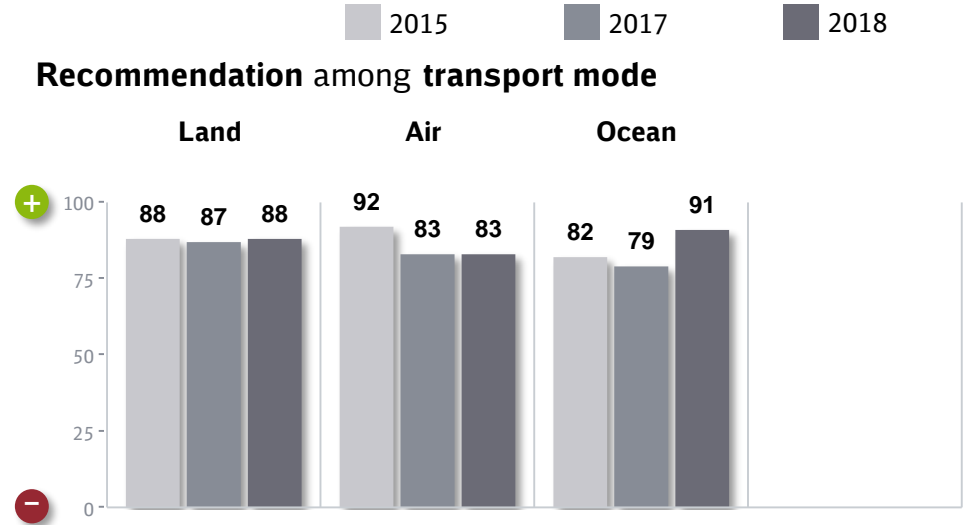
* Not in scope for evaluation within this questionnaire
<30 cases: low sample, data has less explanatory power!

Index on a scale from 0 to 100

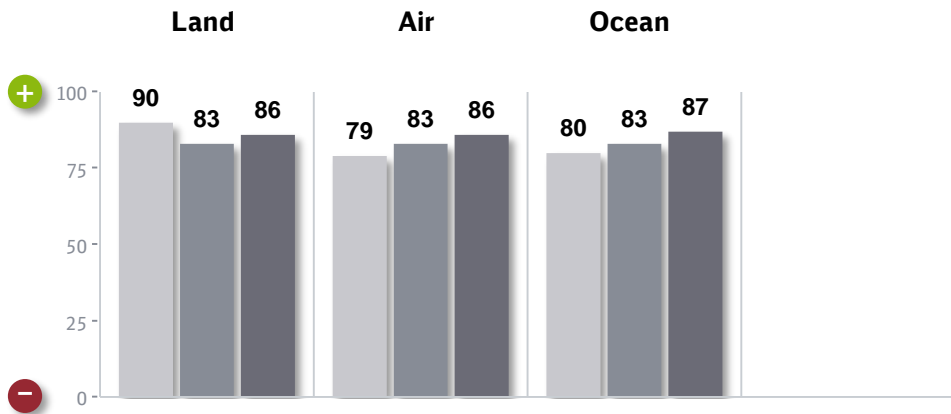
Satisfaction among transport mode



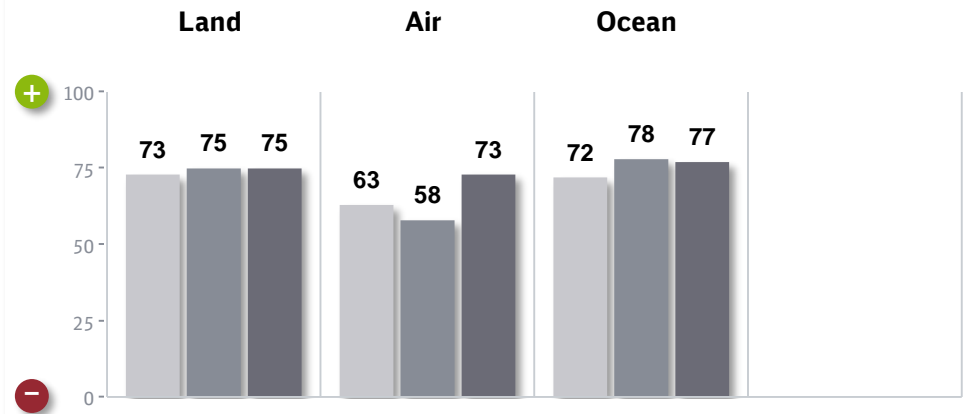
Recommendation among transport mode



Reuse among transport mode



Price performance among transport mode

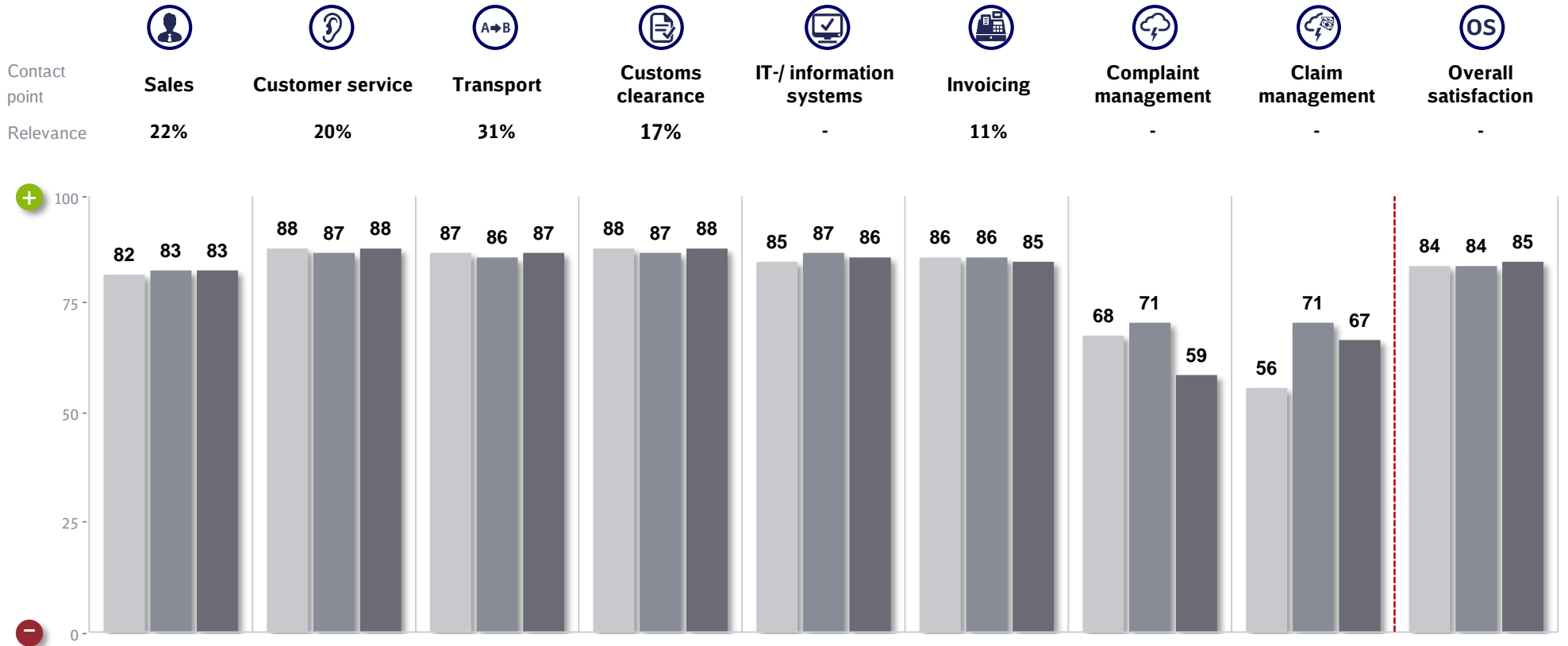


Basis: All respondents

Index on a scale from 0 to 100

2015 2017 2018

Satisfaction along transport process – year-on-year comparison

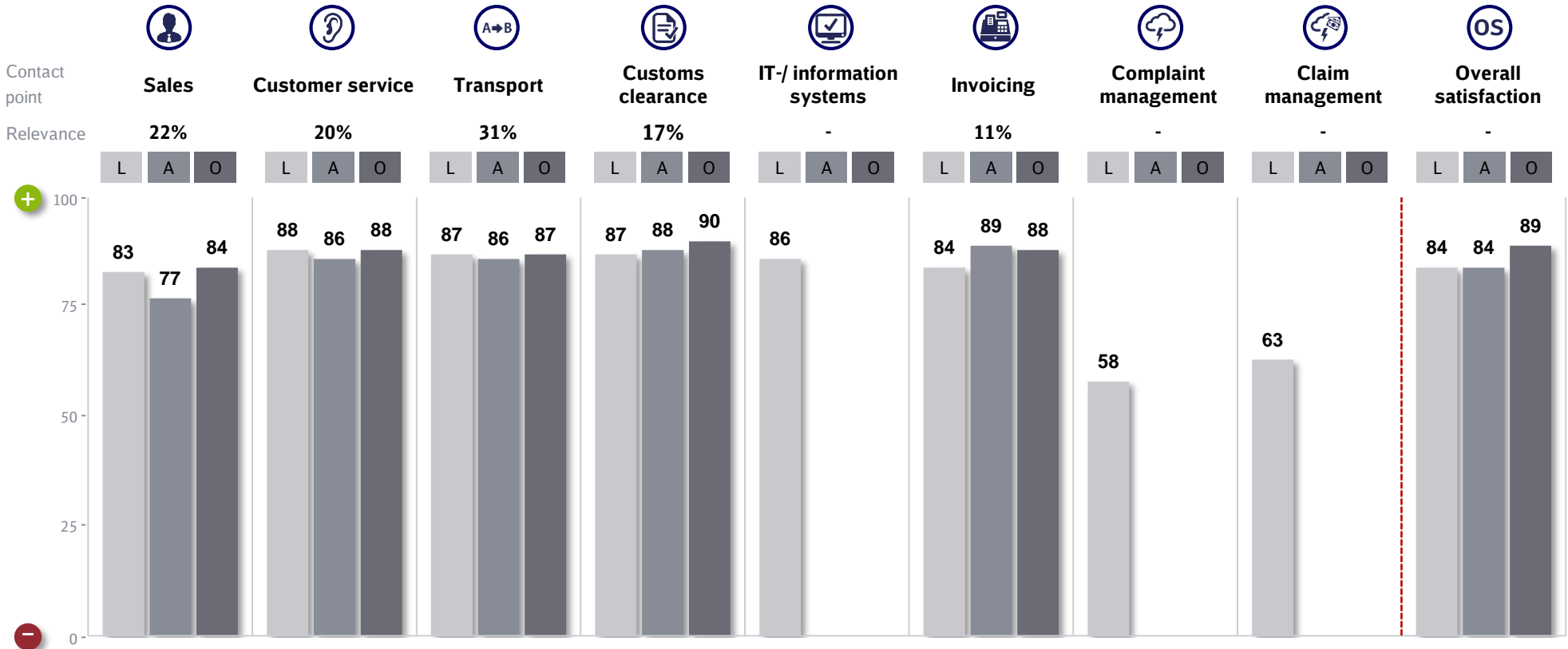


Question: How satisfied are you with ... with regards to ... in general?

Index on a scale from 0 to 100

L Land A Air O Ocean

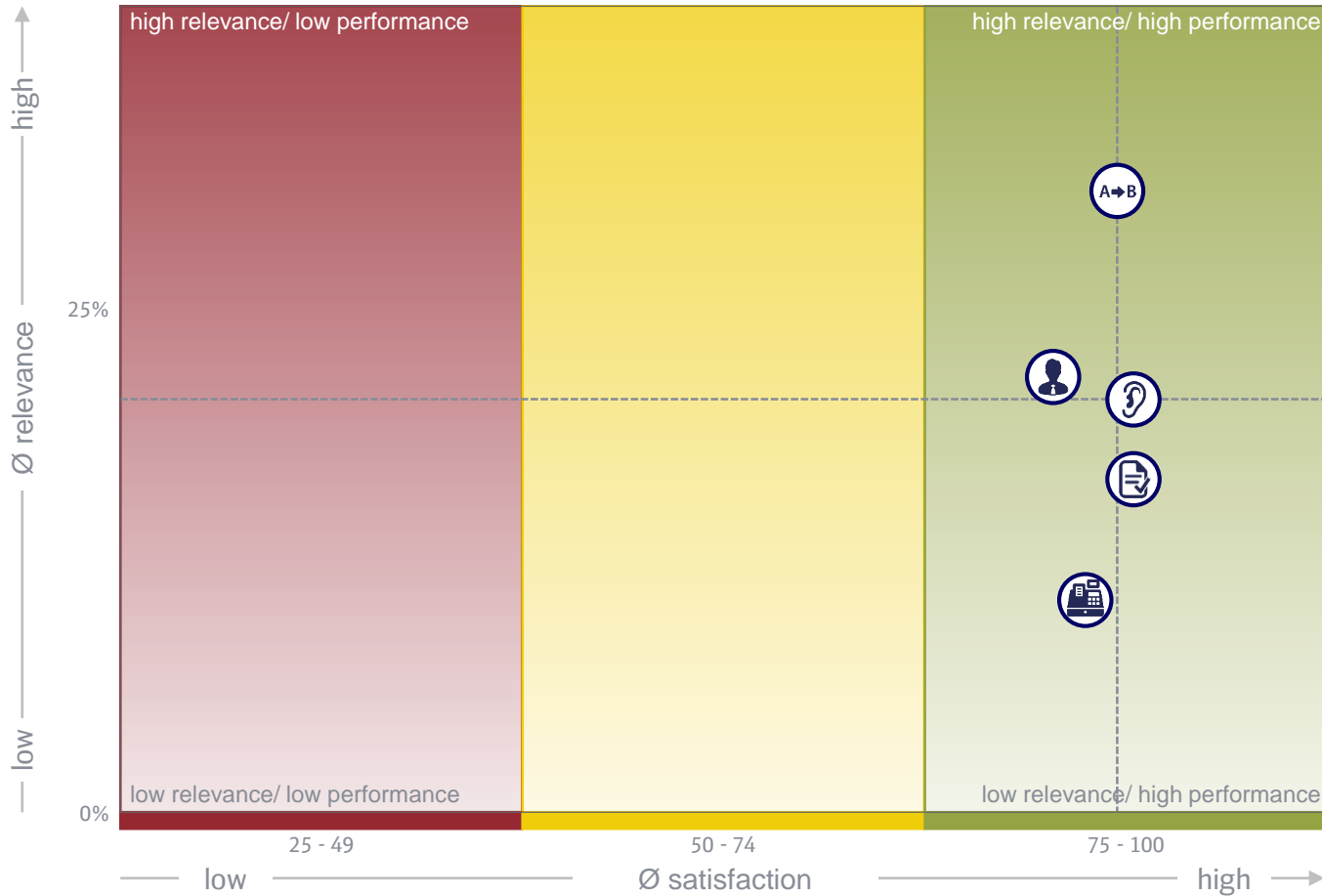
Satisfaction along transport process – transport modes



Basis: All respondents
 Question: How satisfied are you with ... with regards to ... in general?

Index on a scale from 0 to 100

Action portfolio along transport process



Touchpoints

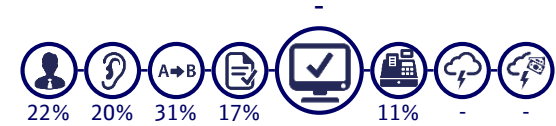
- Sales
- Customer service
- Transport
- Customs clearance
- IT-/ information systems
- Invoicing
- Complaint management
- Claim management

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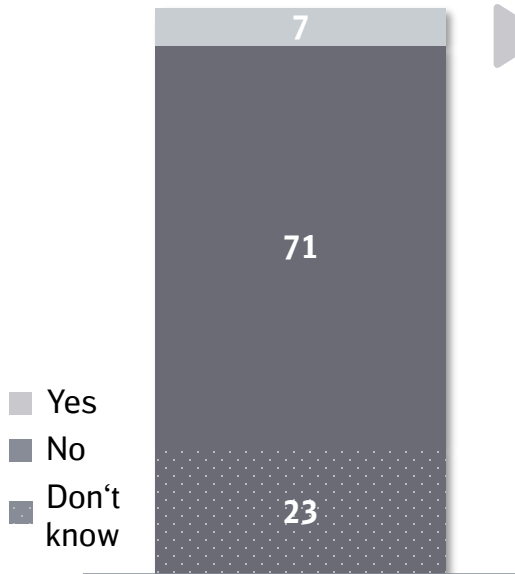
Basis: All respondents
 Question: How satisfied are you with ... with regards to ... in general?

Values in %; Index on a scale from 0 to 100

EDI - Connection Overall



Do you have an **EDI - Connection** with DB Schenker?



Satisfaction with EDI - Connection

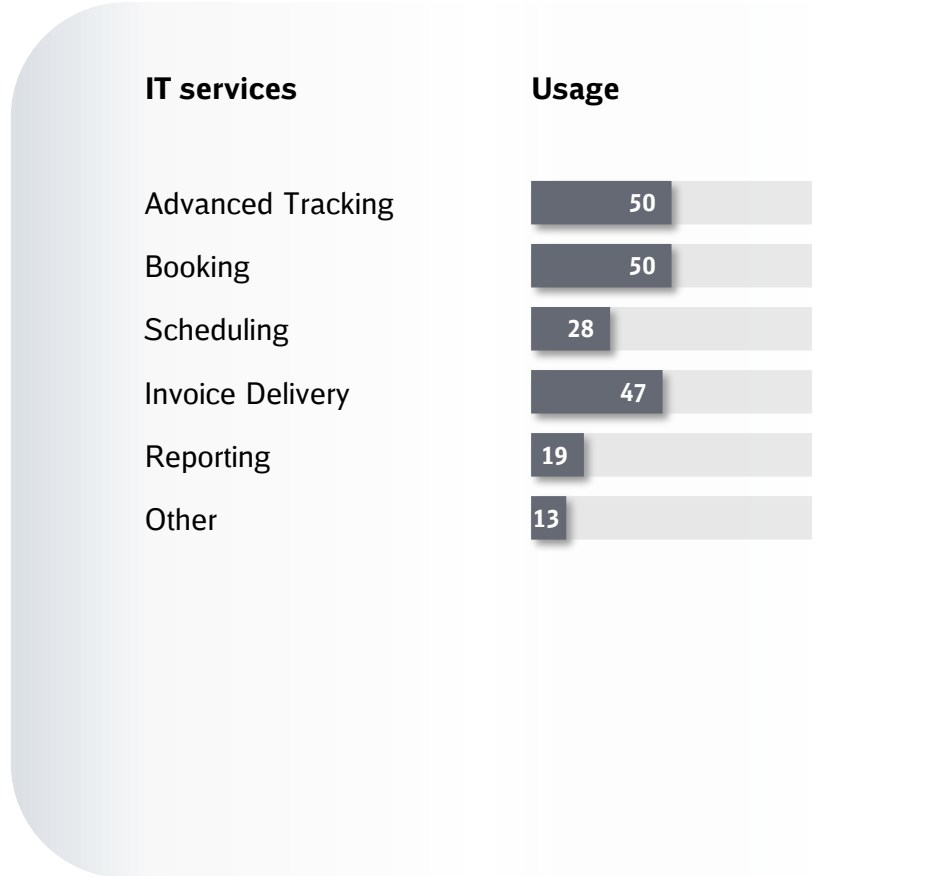
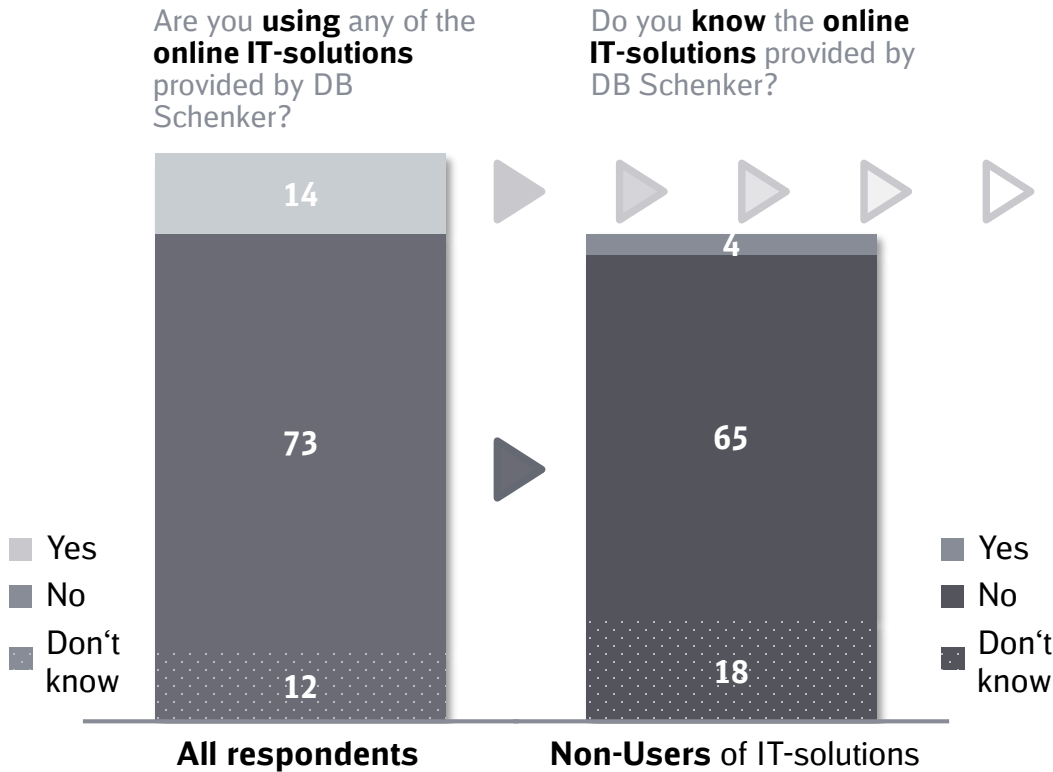
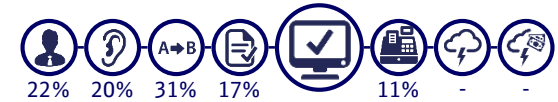


Basis: All respondents; Respondents with EDI-Connection

Question: Do you have an EDI - Connection with DB Schenker?; How satisfied are you with the EDI connection (Electronic Data Interchange) you have with DB Schenker?

Values in %; multiple answers possible

IT-Tools and solutions Overall

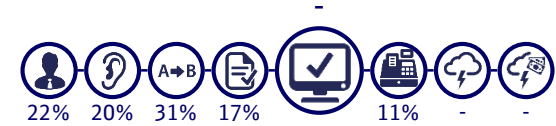


Basis: All respondents

Question: Are you using any of the online IT-solutions provided by DB Schenker?; Do you know the online IT solutions provided by Schenker?; Which IT services provided by Schenker are you using?

Index on a scale from 0 to 100

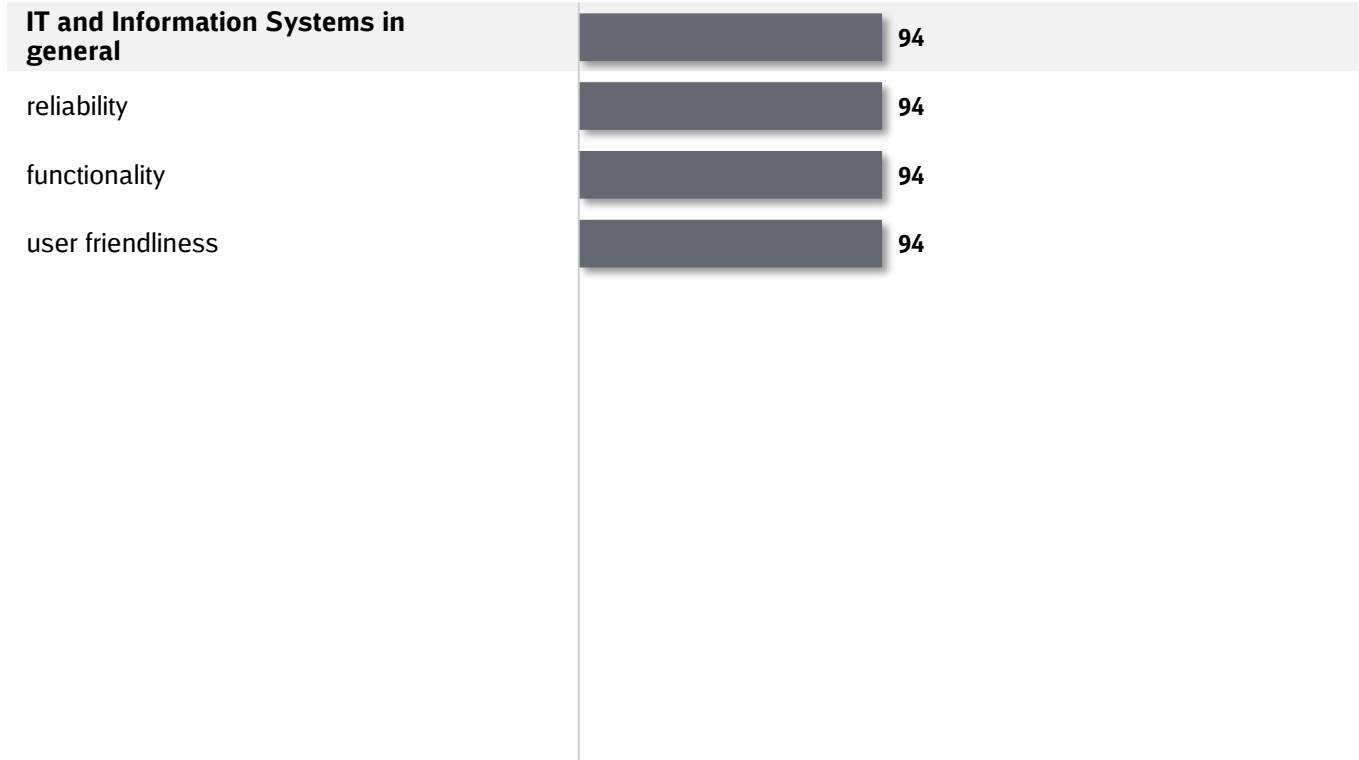
Satisfaction regarding IT-tool: Invoice Delivery



Contact points

Satisfaction with
DB Schenker 2018

Trend
DB Schenker 2017

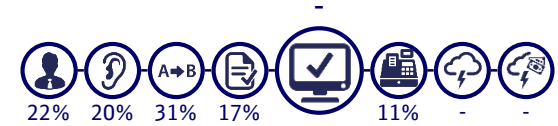


Basis: Respondents using IT-Tools

Question: How satisfied are you with the IT service provided by DB Schenker for ... with regard to ...?

Index on a scale from 0 to 100

Satisfaction regarding IT-tool: Advanced Tracking



Contact points

Satisfaction with
DB Schenker 2018

Trend
DB Schenker 2017

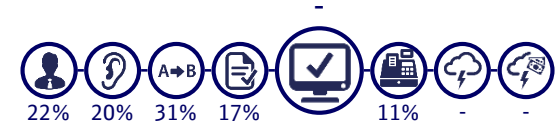
Contact points	Satisfaction with DB Schenker 2018	Trend DB Schenker 2017
IT and Information Systems in general	85	±0
reliability	88	+10 ↗
functionality	86	+1
user friendliness	82	-8 ↘

Basis: Respondents using IT-Tools

Question: How satisfied are you with the IT service provided by DB Schenker for ... with regard to ...?

Index on a scale from 0 to 100

Satisfaction regarding IT-tool: Booking



Contact points

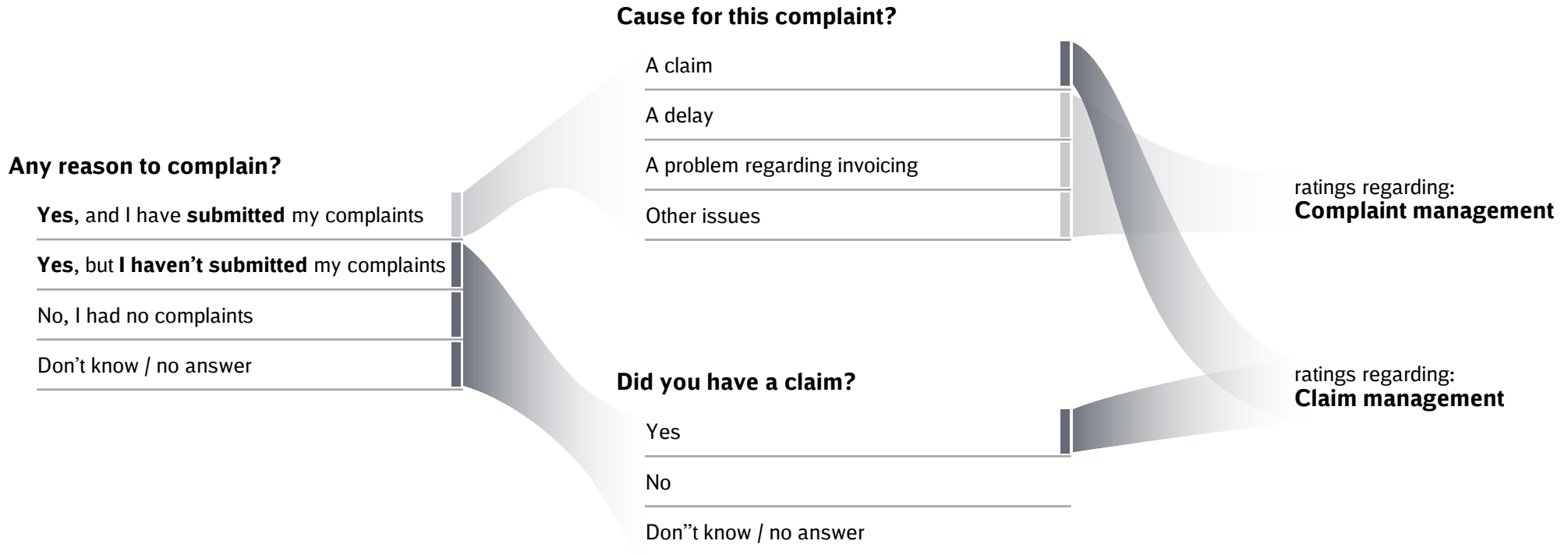
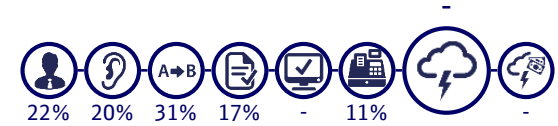
Satisfaction with **DB Schenker 2018** Trend **DB Schenker 2017**

Contact points	Satisfaction with DB Schenker 2018	Trend DB Schenker 2017
IT and Information Systems in general	75	-11 ↓
reliability	79	-7 ↓
functionality	75	-18 ↓
user friendliness	79	-18 ↓

Basis: Respondents using IT-Tools

Question: How satisfied are you with the IT service provided by DB Schenker for ... with regard to ...?

Claims and Complaints



Basis: All respondents

Question: Has there been any reason to complain at ... about the ... mode within the last 12 months?; What was the cause for this complaint?; Did you have a claim with ... in the last 12 months?

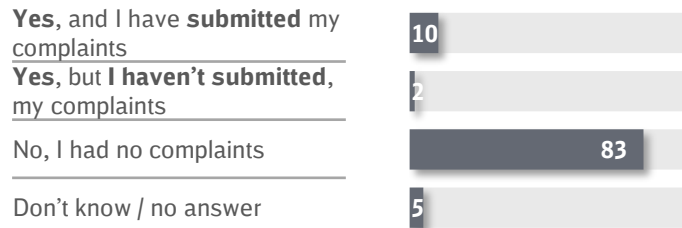
Values in %

Claims and Complaints

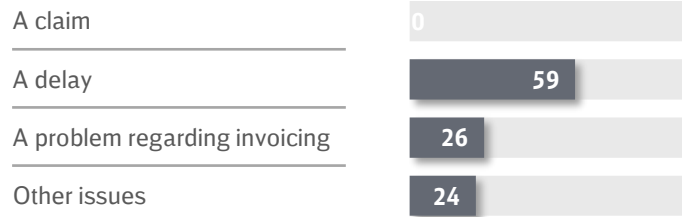


DB Schenker 2018

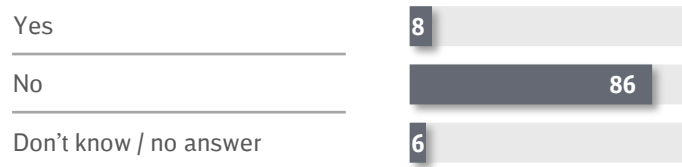
Any reason to complain?



Cause for this complaint?



Did you have a claim?



Basis: All respondents

Question: Has there been any reason to complain at ... about the ... mode within the last 12 months?; What was the cause for this complaint?; Did you have a claim with ... in the last 12 months?

Index on a scale from 0 to 100

Overall image among competition:

Excellent image overall

Professional

Globally positioned

Customer oriented

Wide service range

High quality

Reliable

Easy-to-use

Accessible

Future oriented

Digital minded

Environmentally friendly

Innovative



Basis: All respondents

Question: For each statement, please judge how well it applies to what you think of the providers.

Agenda

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2. Overall

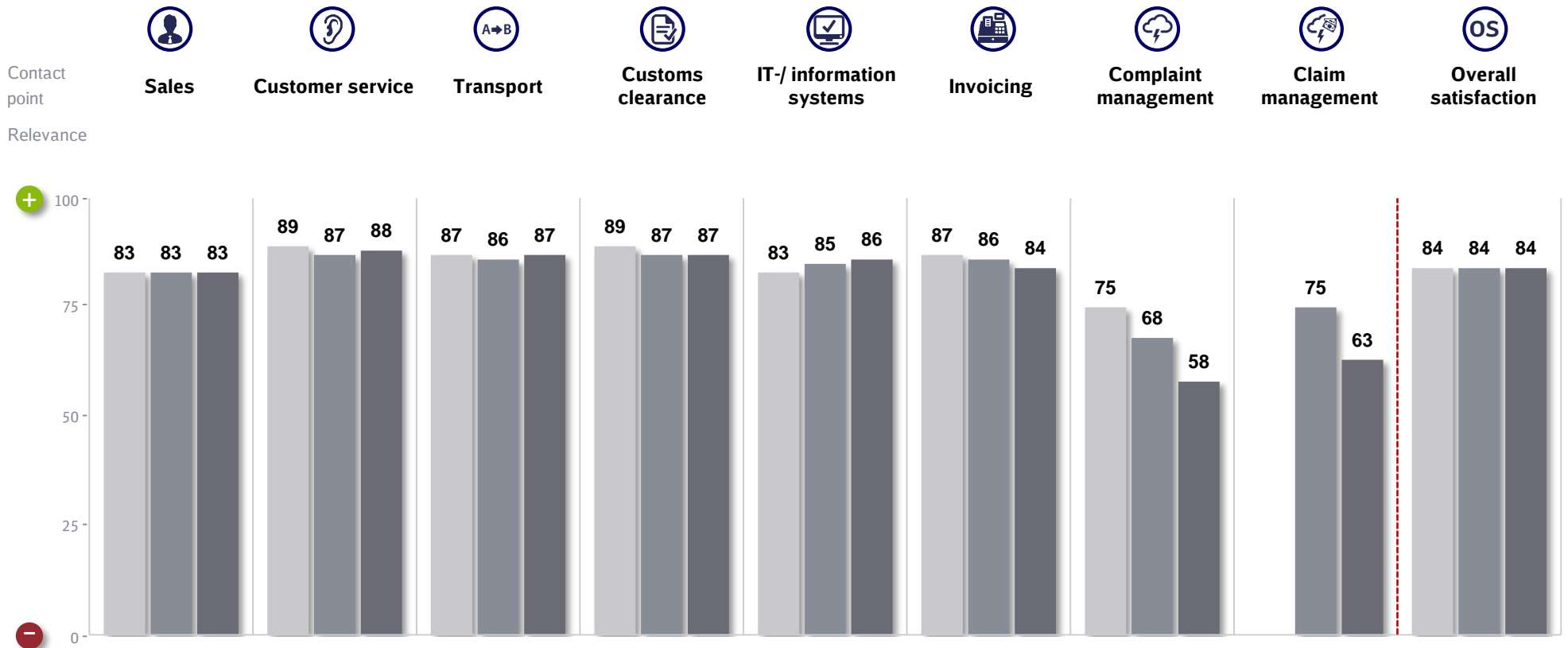
3. Land Transportation

4. Ocean Freight

Index on a scale from 0 to 100

2015 2017 2018

Satisfaction along transport process – year-on-year comparison



Basis: All respondents (LAND TRANSPORTATION)
 Question: How satisfied are you with ... with regards to ... in general?



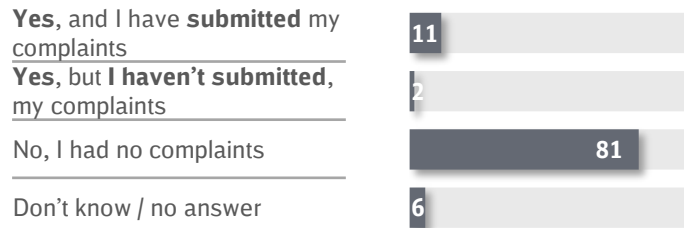
Values in %

Claims and Complaints

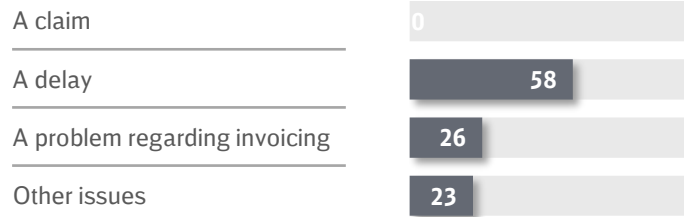


DB Schenker 2018

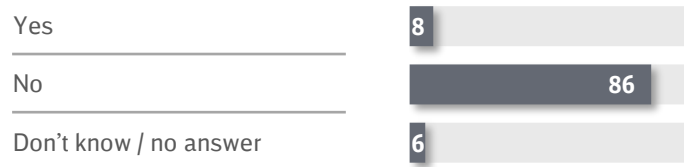
Any reason to complain?



Cause for this complaint?



Did you have a claim?



Basis: All respondents (LAND TRANSPORTATION)

Question: Has there been any reason to complain at ... about the ... mode within the last 12 months?; What was the cause for this complaint?; Did you have a claim with ... in the last 12 months?

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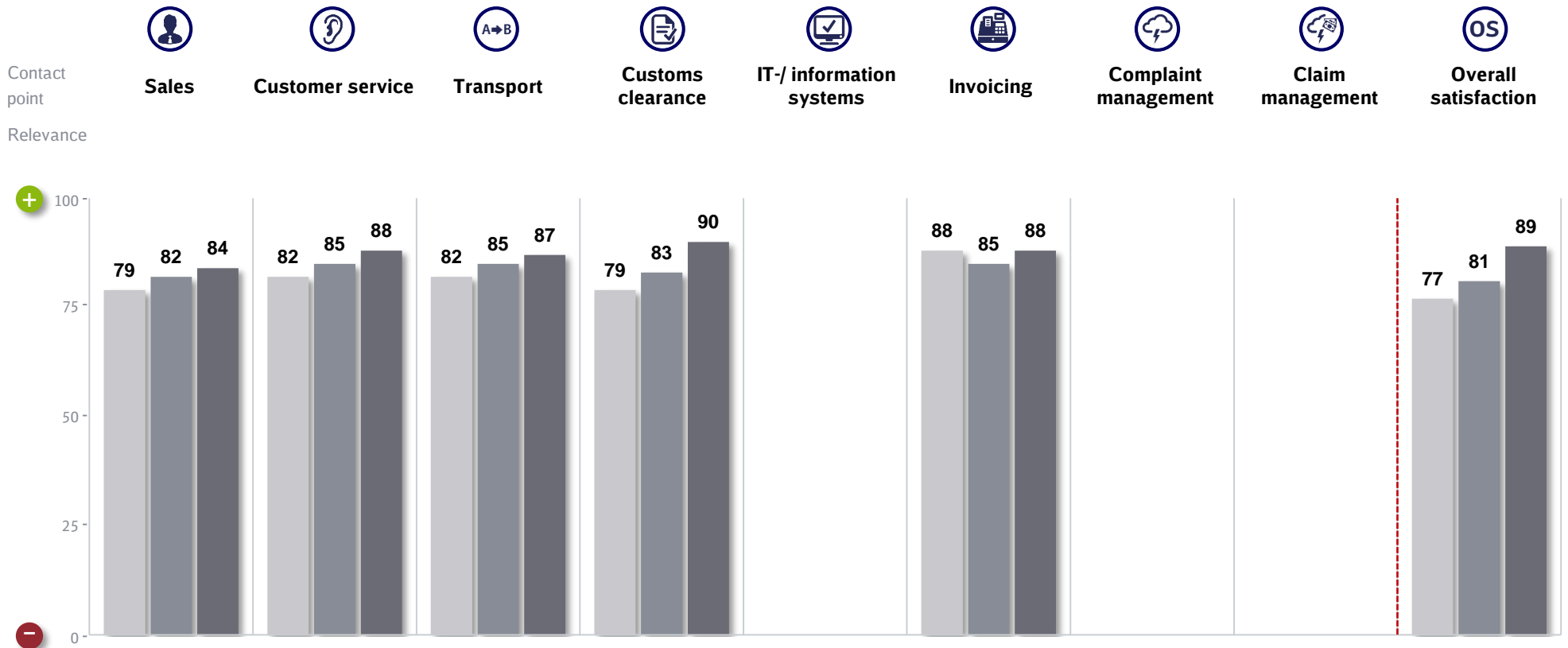
3. Land Transportation

4. **Ocean Freight**

Index on a scale from 0 to 100

2015 2017 2018

Satisfaction along transport process – year-on-year comparison



Basis: All respondents (OCEAN FREIGHT)
 Question: How satisfied are you with ... with regards to ... in general?

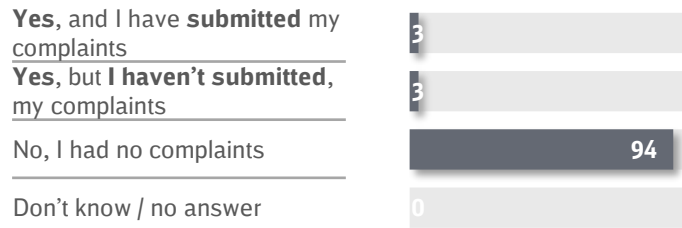
Values in %

Claims and Complaints



DB Schenker 2018

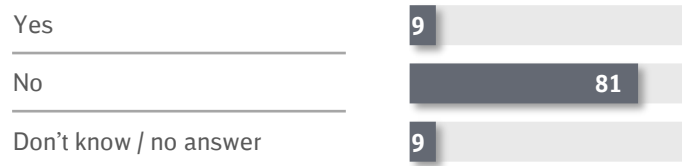
Any reason to complain?



Cause for this complaint?

- A claim
- A delay
- A problem regarding invoicing
- Other issues

Did you have a claim?



Basis: All respondents (OCEAN FREIGHT)

Question: Has there been any reason to complain at ... about the ... mode within the last 12 months?; What was the cause for this complaint?; Did you have a claim with ... in the last 12 months?