



KAUPAN LIITTO

Customer satisfaction in services in Finland 2019

Jaana Kurjenoja

Excerpts from the survey.

The full report is available to members of the Finnish Commerce Federation in the members' section at [Kauppa.fi](https://www.kauppa.fi) within the Research section.



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[Excerpts from the survey.](#)

Survey background: why?

- Private sector services employ approximately half of the employed workforce in the economy, and trade is the number one employer in the private sector. The performance of the service sector in the international competition is of utmost importance for the Finnish economy and employment.
- The competitive strength, vitality, and development of consumer services are important for each service company individually, but also for the economy as a whole.
- One of the biggest basic factors enabling vital services in Finland is consumer knowledge as well as respect for customers, both current and prospective.
- The customer satisfaction index is developed with the above mentioned notions as a starting point. The index provides to various sectors and companies a picture of
 - how they are placed in a general comparison, and
 - helps identify the factors that are their strengths or weaknesses.
- Identifying one's own strengths and weaknesses better than your competitors or other sectors, helps in laying the groundwork for developing operations. Knowing the consumers' views regarding the sector also a source of information for companies not involved in the customer satisfaction index. This is important for smaller companies, in particular, which lack the resources to carry out extensive surveys.
- The customer satisfaction index is part of the research cooperation between Professor of Practice Lasse Mitronen from Aalto University and the Finnish Commerce Federation.

Survey background: how?

- The data collection for the index was carried out by Kantar TNS.
 - The sample represents the population of mainland Finland, and consists of 5,035 Finns between the ages of 15 and 79. Each respondent has evaluated 2-3 service companies, and the data consists of 12,884 customer evaluations in total.
 - Data collection was carried out by Kantar TNS on the Forum internet panel in three rounds in January, May and August 2019.
- The customers have evaluated 78 service companies within 9 different sectors (the medical services sector included public health centres grouped into one unit, not a company as such). Since the public health care is mainly publicly financed and not business as such, the public health centres are not included in statistical regression analyses).
 - The companies represent national chains.
 - The companies have been weighted in the sector average values based on their turnover (for medical services, a mathematical average has been used).
- Customers have evaluated the companies by answering 16 questions. The answers have been utilised to develop six separate indexes: the actual customer satisfaction index, and five other indexes:
 - Customer expectations, service experience, price experience, customer satisfaction, loyalty, referral intent. The values of each index are between 1 and 100.
 - Different sectors have been evaluated using a set of questions as similar as possible, but the wordings have been modified to suit each sector.
 - The customers have evaluated the companies on a scale of 1 to 10.
- Professor of Practice Lasse Mitronen and Chief Economist Jaana Kurjenoja have prepared the questionnaires, defined the calculation formulae, and chosen the sectors and business chains covered.

Survey background: how?

- The customers were asked about their experience on their last visit of various sectors:
- Within a month: customer experience on daily consumer goods and supermarkets.
- Within six months: experiences on
 - department stores and household goods stores with a large range of goods,
 - clothing and footwear stores,
 - restaurant and cafe chains.
- Within twelve months: experiences on
 - sporting goods and leisure stores,
 - hardware stores,
 - domestic hotel chains,
 - domestic long-haul transportation, and
 - medical services.

Content of indexes

Scale 1-100

1. Customer expectations

- Location, accessibility
- Tidiness, atmosphere, display of products
- Correspondence with personal service needs
- Successful service situations

2. Service experience

- Location, accessibility
- Tidiness, atmosphere, display of products
- Correspondence with personal service needs
- Successful service situations

3. Price experience

- Price–quality ratio in relation to other operators in the sector
- Price competitiveness in relation to other operators in the sector

4. Customer satisfaction

- Overall satisfaction in company
- Fulfilment of expectations and needs
- Conformity with the best possible entity in terms of location, products, and services

5. Loyalty

- Revisit intention
- Avoidance intention

6. Referral

- Referral intent among circle of acquaintances or in social media

Sectors and companies surveyed

Note! For the commercial companies that provided at least 125 replies (100 for hardware stores), a company specific report is available upon request

*Fewer than 125 replies (100 for hardware stores)

Daily consumer goods and supermarkets

- S-market
- Prisma
- Sale
- Alepa
- Lidl
- Citymarket
- Minimani*
- K-supermarket
- K-market
- R-kioski

Household goods and department store chains

- J.Kärkkäinen
- Sokos
- Stockmann
- Tokmanni
- Hong Kong
- Motonet
- Clas Ohlson
- IKEA
- Biltema

Sporting goods and leisure

- Stadium
- XXL Sports & Outdoor
- Partioaitta
- Scandinavian Outdoor
- Intersport
- Budget Sport

Clothing and footwear

- H&M
- Marimekko
- Lindex
- Dressmann
- KappAhl
- Jack & Jones*
- Vero Moda*
- Vila*
- Cubus*
- Zara*
- Bik Bok*
- Aukia*
- Halonen
- Kookenkä
- Din Sko*
- Kekäle*

Hardware store

- Bauhaus
- Carlson hardware stores*
- K-Rauta/Rautia
- Byggmax
- Stark
- RTV
- Värilsilmä

Sectors and companies covered in the survey

Hotel chains	Restaurant and cafe chains	Domestic long-haul transportation	Medical services
<ul style="list-style-type: none">• Sokos Hotels• Radisson Blu• Scandic Hotels• Cumulus City & Resort• Lapland Hotels• Omenahotellit Omenahotels	<ul style="list-style-type: none">• HuviRetki (attached to Cumulus hotels)• Rax Buffet• Burger King• Hanko Sushi• McDonald's• Fazer restaurants and cafes• Picnic• Subway• Amarillo (attached to Sokos Hotels)• Rosso• Hesburger• Kotipizza	<ul style="list-style-type: none">• Finnair• VR• Onnibus• Pohjolan liikenne• Koiviston auto• Paunu• Savonlinja	<ul style="list-style-type: none">• Mehiläinen• Pihlajalinna/Dextra• Terveystalo/Diacor• Medical centre Aava• Public health centres

Customer satisfaction in consumer services: indexes and relationships

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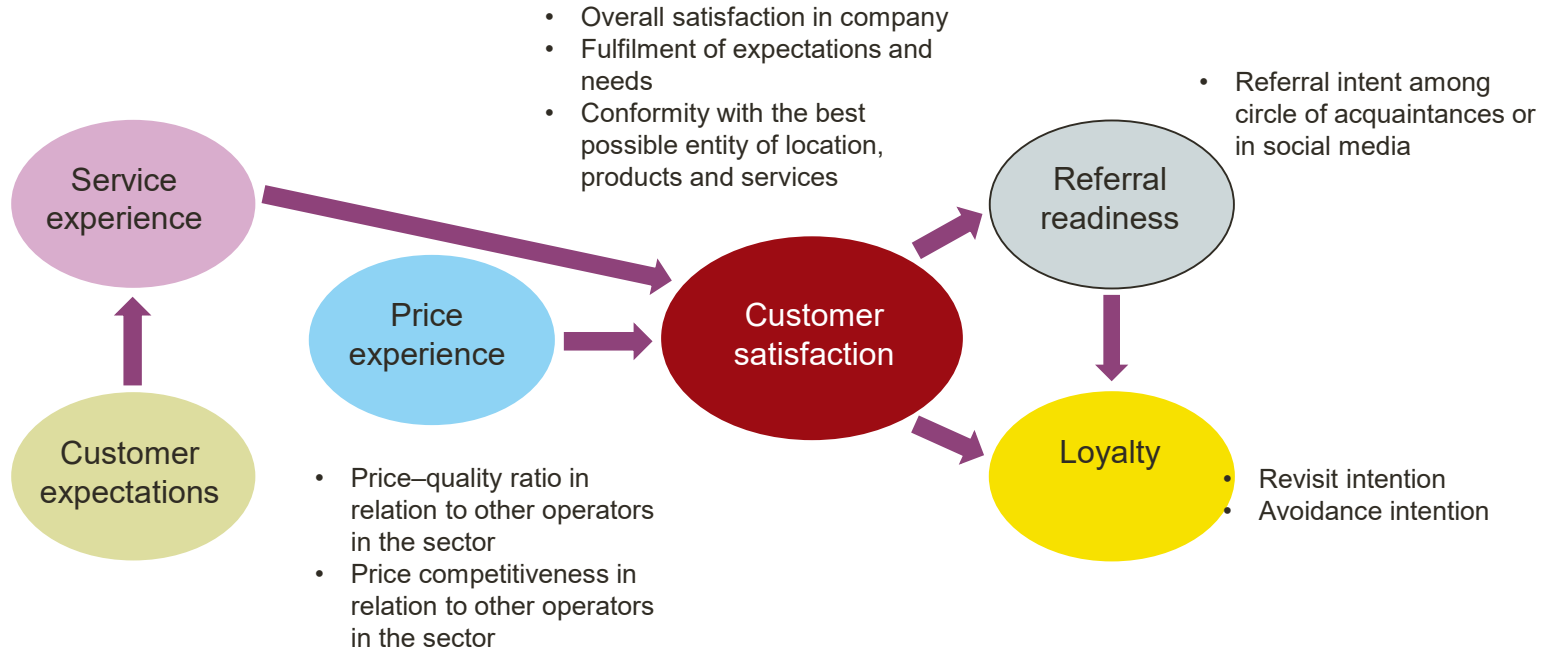
Customer experience regarding the service and the price is directly connected with customer satisfaction

Causal relationships between partial indexes

Statistically significant cause-effect relationships based on regression analysis
78 companies, 12,884 evaluations

- Location, accessibility
- Tidiness, atmosphere, display of products
- Correspondence with personal service needs
- Successful service situations

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Customer satisfaction

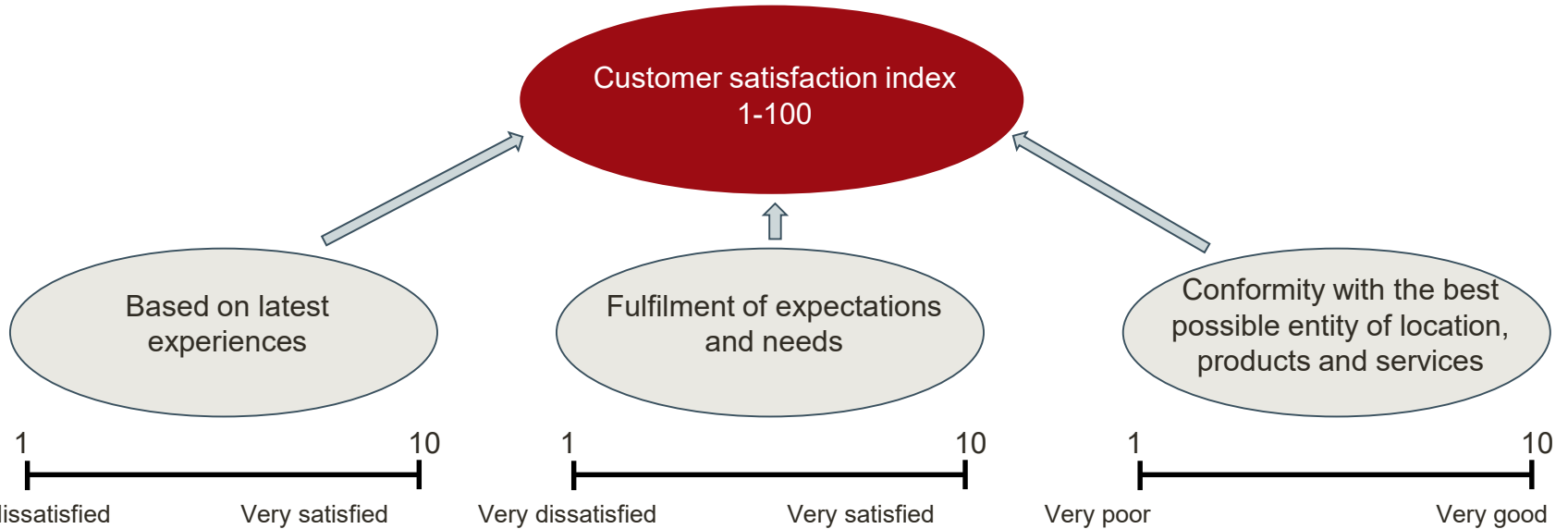
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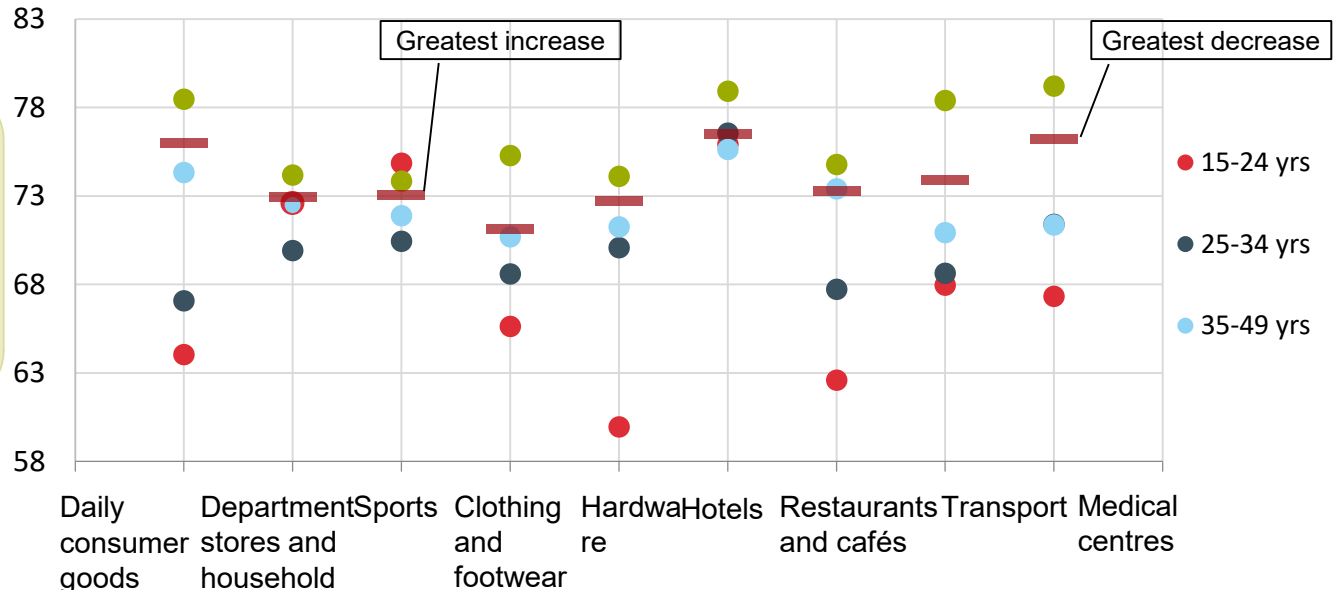
The three factors of customer satisfaction index

78 companies, 12,884 evaluations



The over-50s' experience on customer satisfaction is the greatest in next to all sectors, while sporting goods has won the hearts of the young

Customer satisfaction
78 companies, 12,884 evaluations



Customer satisfaction has improved the most for R-kioski, Scandinavian Outdoor stores, K-Supermarkets, Partioaitta, and Värಿಸilmä.

Service experience

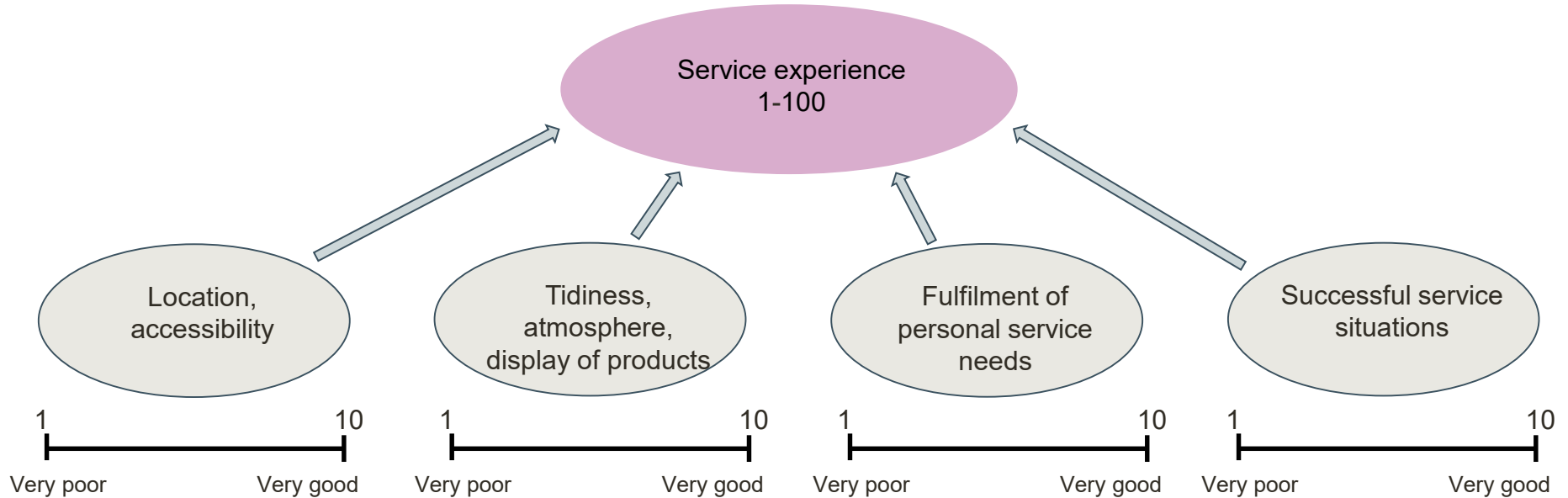
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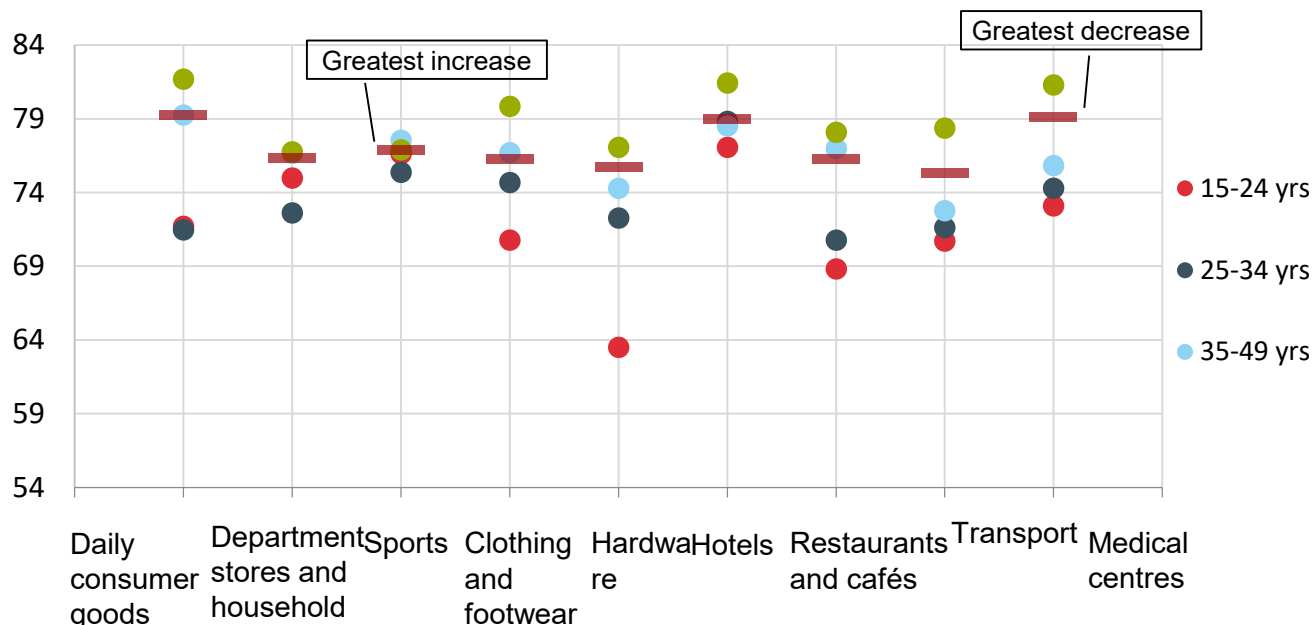
The four factors of service experience

78 companies, 12,884 evaluations



Daily consumer goods among top sectors in service experience overall, number one among over-50s

Service experience by age group: Location, atmosphere, service needs and succeeding in service situations
78 companies, 12,884 evaluations



Service experience within daily consumer goods trade boosted by good availability and succeeding in service situations.

The service experience has improved the most in R-kioski, Partioaitta and RTV.



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