



2022
CUSTOMER SATISFACTION SURVEY
EXECUTIVE SUMMARY

In Petkim, a Customer Satisfaction Survey (MMA) is conducted to determine customer expectations and perceptions regarding our products and services, to analyze the findings and see opportunities, and to support improvement efforts.

Survey questions were reviewed at the November 2022 MİK (Customer Relations Board) meeting. It has been adopted to send the survey to domestic customers who purchased 1 pallet or more between 01.01.2022 and 31.12.2022. The survey prepared electronically was sent to the e-mail addresses of 1427 domestic customers registered in our Company on 20.01.2022. A total of 189 customers answered the survey. The response rate of customers who responded to the survey was 13.24%. (Return rate for 2021 is 14.29%)

RESULTS

Customer satisfaction results are shown in Chart 1, value results are shown in Chart 2.

While the average customer satisfaction of all questions asked in the survey was 85.07% in 2021, it increased by 2% in 2022 and reached 87.07%.

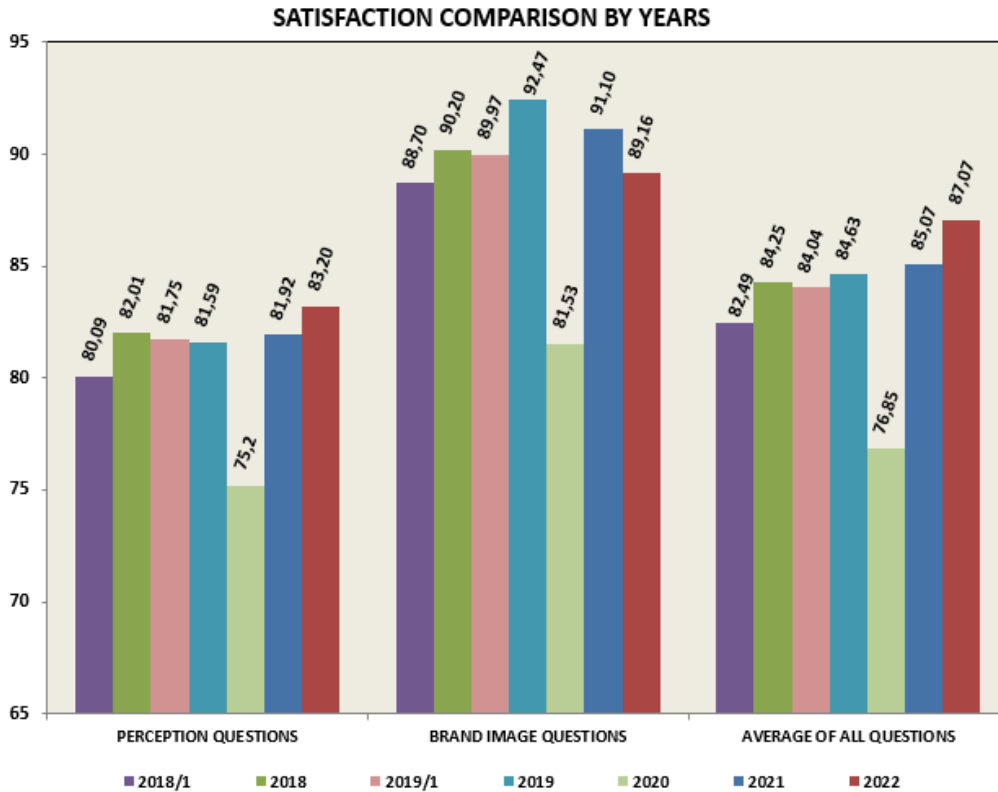


Chart 1: Customer Satisfaction Rates by Years

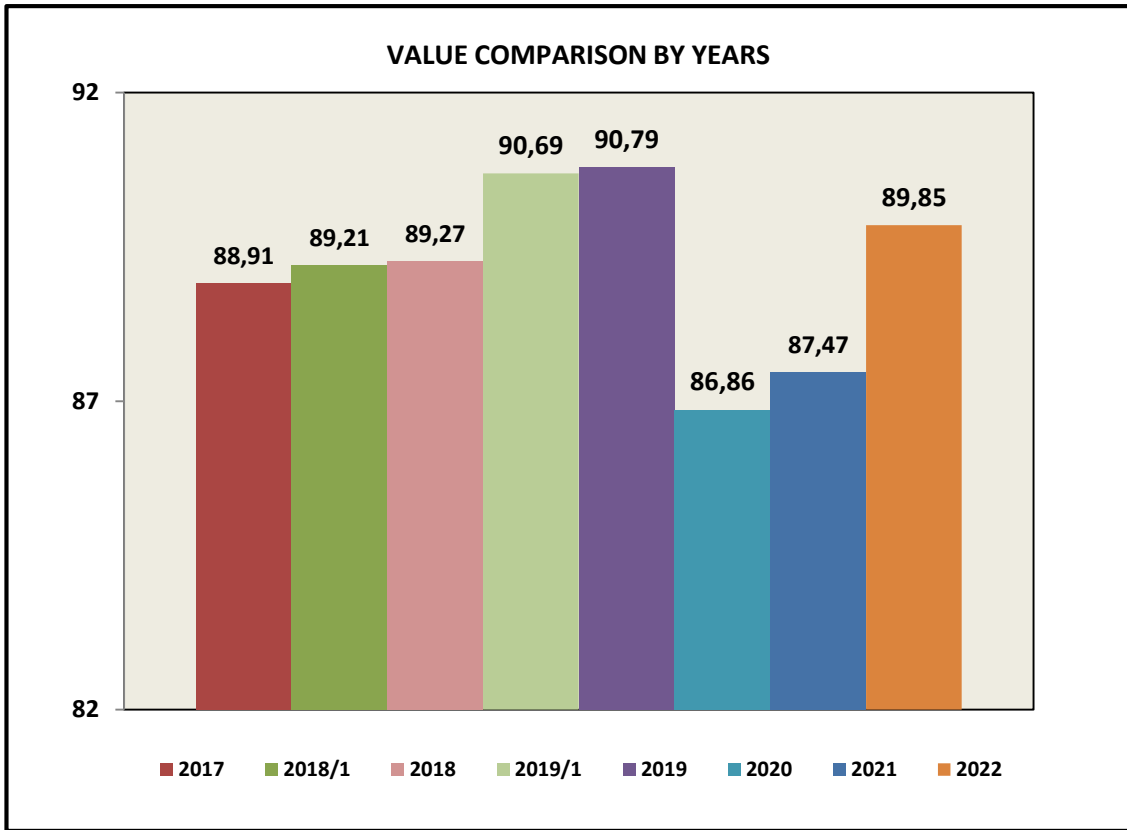


Chart 2: Value Rates by Years

Despite the fluctuation in customer satisfaction, it appears that our customers continue to attach importance to the questions asked in our survey from 2017 to 2020. In the 2022 survey, it is seen that there is an increase of 2.38% compared to 2021.

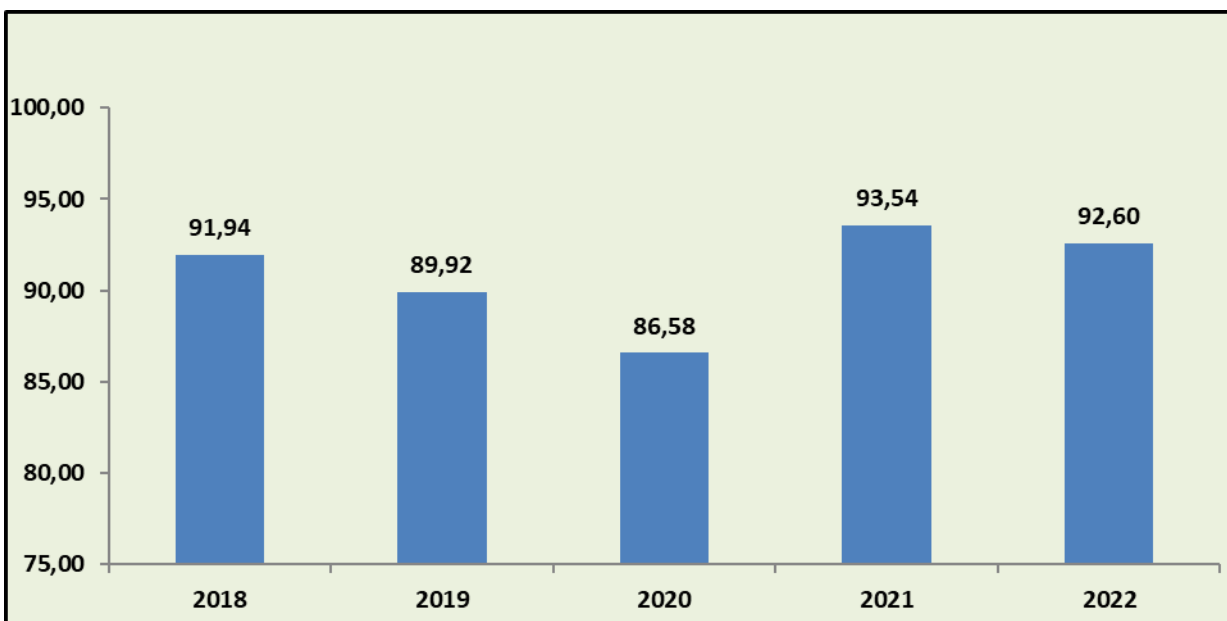


Chart 3: Meeting Rates of Customer Expectations by Years

While the satisfaction rate of customer expectations was 93.54% in 2021, it decreased by 0.94% in 2022 and reached 92.60%.

SURVEY QUESTIONS	2022			2021	Satisfaction Difference %
	Satisfaction Ratio %	Value %	Meeting Customer Expectations Ratio %	Satisfaction Ratio %	
Quality of product packaging	89,84	91,85	97,81	92,78	-2,94
Error-free shipment	89,63	95,24	94,11	90,34	-0,71
Adequacy of the order system (Customer Information System)	89,21	92,17	96,79	89,17	0,04
Easy access to relevant people	89,21	95,56	93,36	88,59	0,62
Delivery time of products	89,21	94,81	94,08	87,32	1,89
Quality of the product	88,8	96,19	92,32	88,63	0,17
Satisfaction with the complaint process	88,25	93,86	94,02	86,05	2,2
Efficiency and speed of resolution of complaints	88,15	94,29	93,49	87,02	1,13
Employees' approach and competence to requests, questions and suggestions	87,41	91,22	95,82	88,88	-1,47
Continuity of product quality	87,4	95,87	91,16	79,2	8,2
Preventive approach to complaints and problems regarding products and services	87,3	93,44	93,43	87,71	-0,41
Information and promotion via e-mail and other channels	86,35	84,87	101,75	86,15	0,2
Announcement of changes/innovations regarding products and services	82,54	87,2	94,66	80,2	2,34
Cleaning/Hygiene of Plastic Pallets	81,59	82,33	99,1	83,22	-1,63
General Application of Plastic Pallet	81,16	80,11	101,32	81,27	-0,11
Appearing in written and visual media (newspapers, sector magazines, etc.)	79,79	75,24	106,05	77,66	2,13
Durability of Plastic Pallets	78,94	86,88	90,86	78,83	0,11
Availability of products	78,94	96,4	81,89	79,02	-0,08
Adequacy of training and information activities regarding products and services	78,1	84,97	91,91	76,1	2
Timely Collection of Plastic Pallets	76,3	80,63	94,62	74,24	2,06
Suitability of payment terms	74,6	94,81	78,68	74,54	0,06
Product prices	70,48	96,19	73,27	64,78	5,7
Customer visits	70,48	82,43	85,49	62,44	8,04
Product and Service Average/Satisfaction Difference	83,2	89,85	92,87	81,92	1,28

BRAND IMAGE QUESTIONS	2022 Satisfaction	2021 Satisfaction	Satisfaction Difference %
Petkim is a well-known brand	96,51	97,17	-0,66
Petkim contributes to the local and national economy	93,12	94,83	-1,71
Petkim has an activity/presence in the domestic market	92,59	93,85	-1,26
Petkim is a reliable business partner for me	91,11	91,32	-0,21
I recommend Petkim products to third parties	90,26	92,39	-2,13
Petkim is a company that attaches importance to sustainability	89,74	91,22	-1,48
When producing a new product/type, I prefer Petkim products	89,21	91,41	-2,2
I constantly request Petkim products	88,78	90,93	-2,15
Petkim attaches importance to customer satisfaction	85,5	86,24	-0,74
Petkim is sensitive to society and environmental needs	85,29	88,88	-3,59
Petkim has advanced technology	84,55	88,78	-4,23
Petkim is a company that acts ethically	83,28	86,15	-2,87
Average of Brand Image Questions	89,16	91,1	-1,94

Table 1: 2021 - 2022 Question Based Satisfaction Results and Differences

The scores given by our customers to the 2022 customer satisfaction survey are given in Table 1, in order of satisfaction.

While the quality of product packaging and error-free delivery were the most satisfied issues, product prices and customer visits were the least satisfied issues.

There is a 1.94% decrease in satisfaction in general image perception compared to 2021.