

# Gerda Summit' Satisfaction & Preference Survey

## Summary Report: methodology and results 2018 / 2020



## Team:

**Luiz Felipe de Oliveira:** [luiz.oliveira@gerdausummit.com](mailto:luiz.oliveira@gerdausummit.com)

**Julia de Brito Frazili:** [julia.frazili@gerdausummit.com](mailto:julia.frazili@gerdausummit.com)





This market research project is part of Gerdau Summit's commitment to evaluating and ensuring the **Satisfaction and Preference** of its Customers in all its areas and countries of operation.

Always committed to the **transparency** of its actions, Gerdau Summit provides its Customers and Partners with a summary of the results obtained in surveys carried out in 2018 and 2020.

It is part of our culture to understand all the needs of our Customers and generate action plans that results on improvements in terms of Preference for our brand.

For Gerdau Summit, this project goes beyond auditing its qualifications, being also a channel for Customers to demonstrate opportunities for evolution in our products, services and customer care, and thus, exceed **Expectations**.

We contracted an independent consultancy, which preserves the integrity of the interviewees' individual information and uses international and consistent methodologies, providing us with the knowledge to work more and more to **increase our Customers' Satisfaction and Preference**.





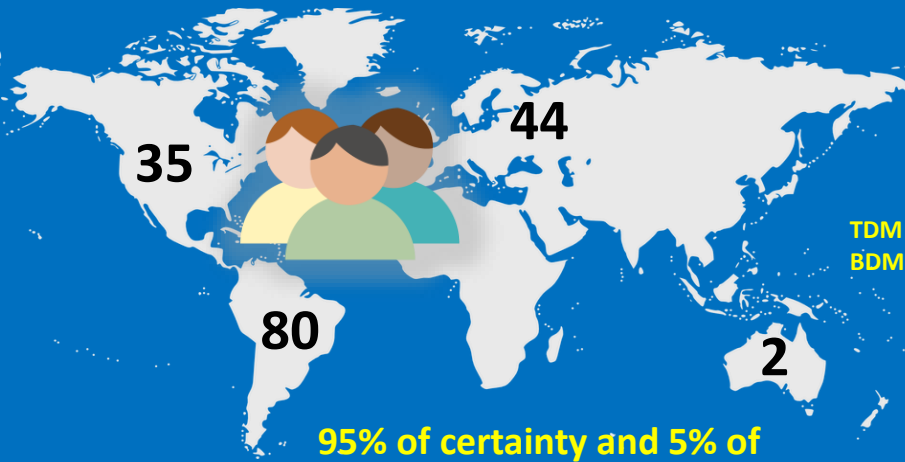
## Methodology:

Survey carried out on the web every 2 years by Independent Consulting



Customers around the world participate

**2020 = 161 interviews**



**95% of certainty and 5% of standard deviation**

Involvement of technical and commercial decision makers

**2020**



**TDM**  
**92**



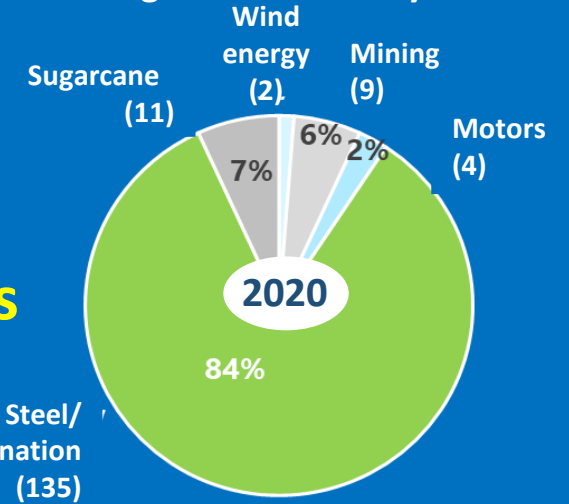
**BDM**  
**69**

**TDM** = Technical Decision Maker  
**BDM** = Business Decision Maker

All business segments are analyzed



**evaluated**  
**30 KPI's**



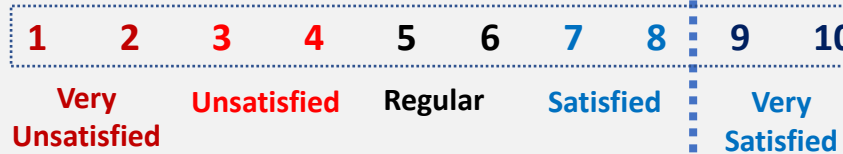
All active customers in the last 12 months are invited



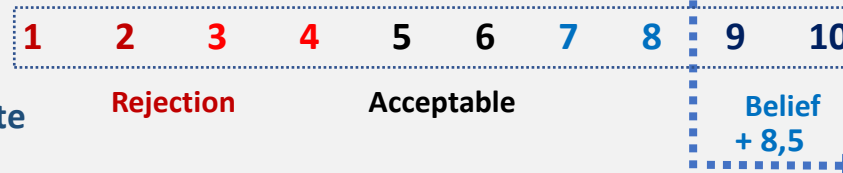
**SAMPLE**

**2018 = 177 interviewed**  
**2020 = 161 = 68% return rate**

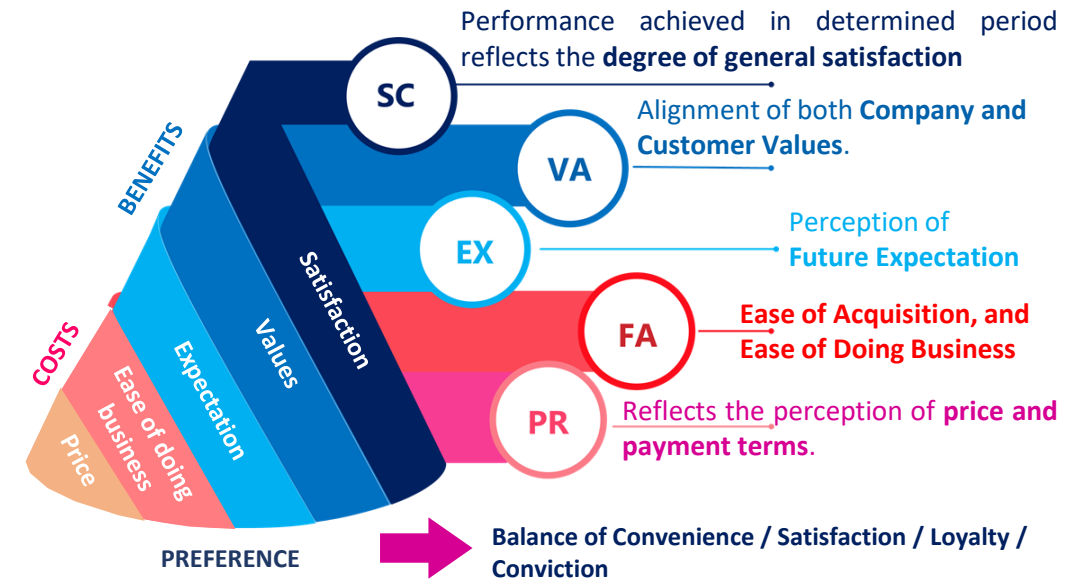
**SATISFACTION (SC) scale**



**PREFERENCE (PRE) scale**



## Elements of the Concept of PREFERENCE





Our initial objective is to understand the **VALUE CHAIN**, in order to direct our investments and efforts towards the priorities of our Customers.

## Most important indicators for Gerdau Summit's Customers– **TOP 10**



PRIORITIES

1<sup>st</sup>

Product quality as specified

6<sup>th</sup>

Information response time

2<sup>nd</sup>

Product performance in your process

7<sup>th</sup>

Technical assistance quality differentiation

3<sup>rd</sup>

Physical conditions of delivery of products

8<sup>th</sup>

Knowledge of the business / customer needs

4<sup>th</sup>

Delivery on time

9<sup>th</sup>

Service quality and logistics effectiveness

5<sup>th</sup>

Packaging quality

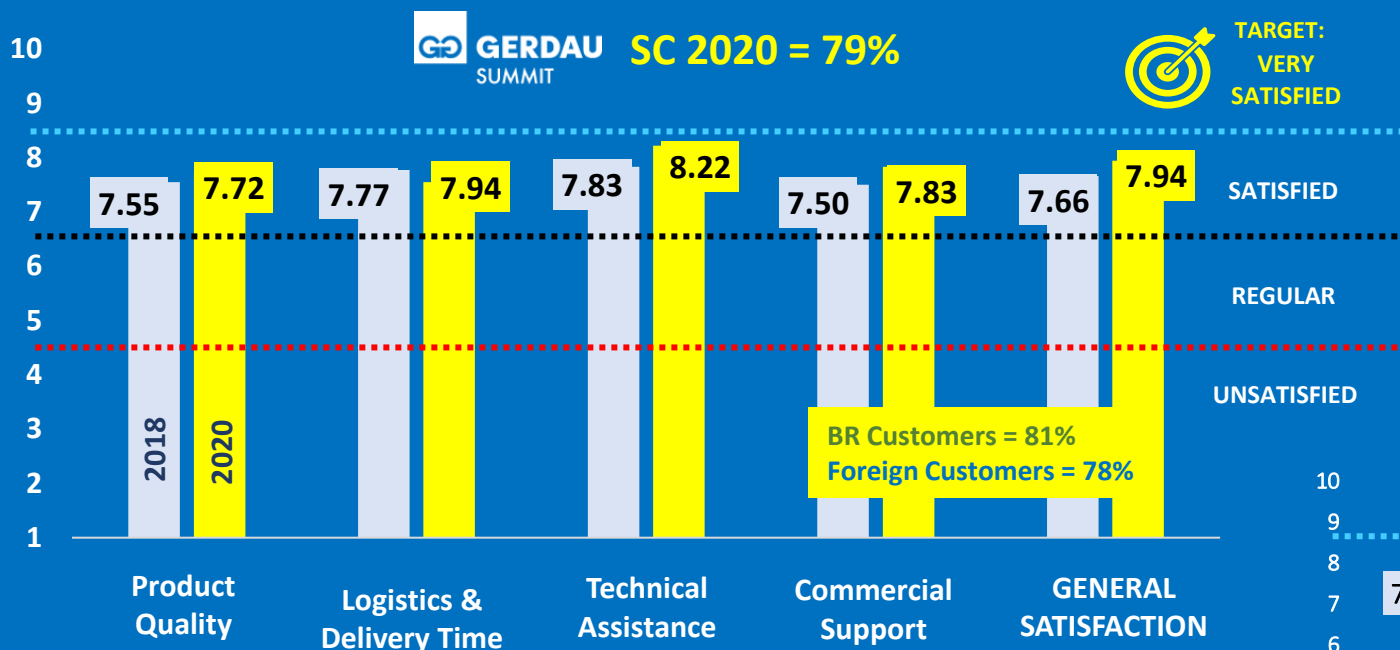
10<sup>th</sup>

Technical assistance value added

## Overview of the evolution of Gerdau Summit's Customer Satisfaction Level:

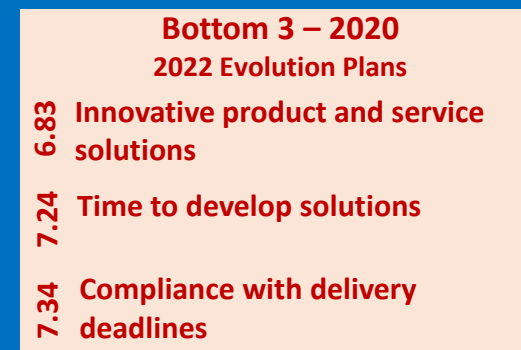
In 2020, Gerdau Summit significantly evolved its overall satisfaction rate, reaching an average of 7.94 (in a 1 to 10 scale), reaching the goal of improving its score compared to the last satisfaction survey. However, it continues with the challenge of reach the Excellence level (average above 8.5).

### Critical Success Factors – 1 to 10 scale average (2020 vs. 2018) : SATISFACTION (SC)

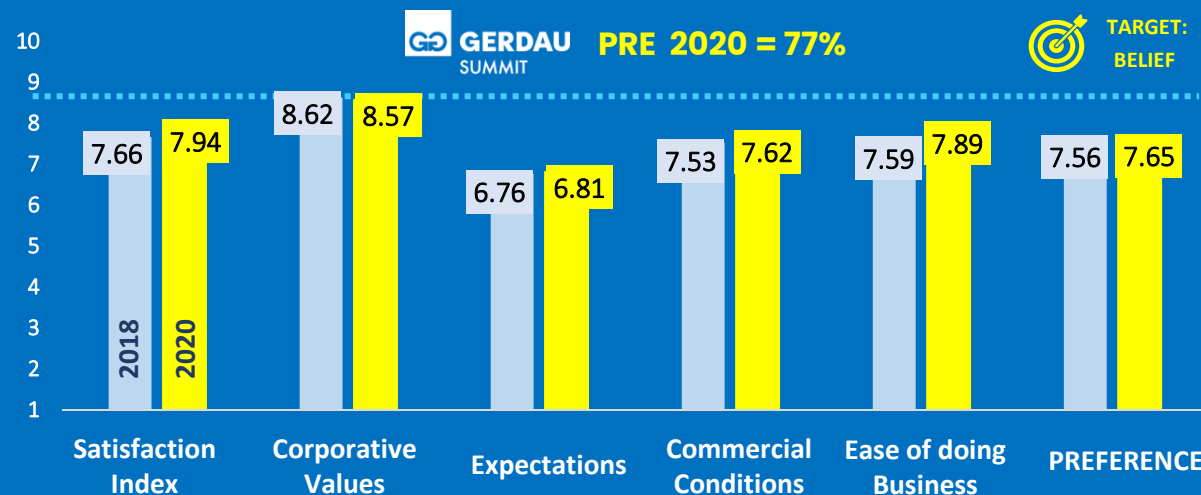


Since the 2018 wave, Customers have demonstrated that they are satisfied with Gerdau Summit's performance in all critical success factors.

In 2020, Gerdau Summit evolved its Satisfaction Level in all critical success factors, with emphasis on Technical Assistance.



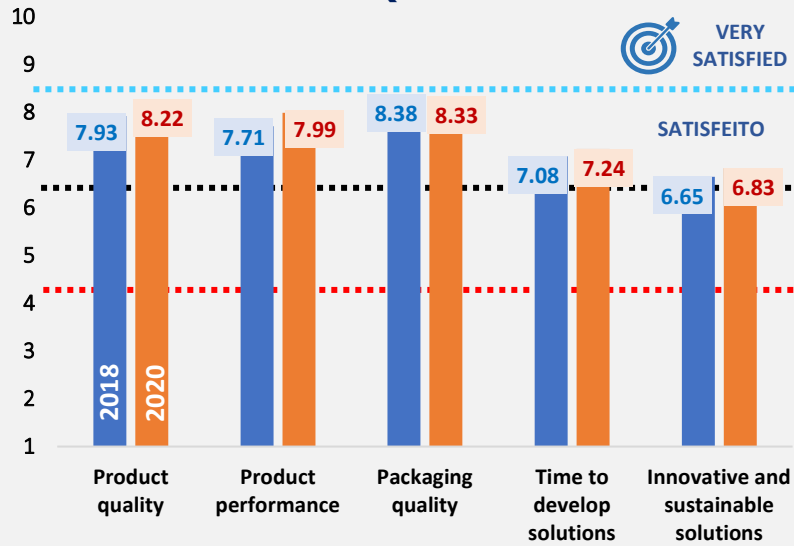
### PREFERENCE Attributes (PRE) – 1 to 10 scale average



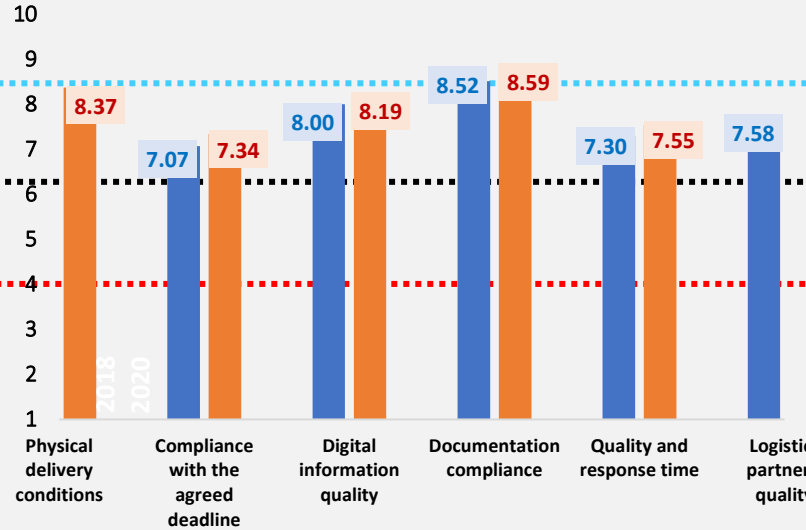
Gerdau Summit will continue with a plan to maintain the excellent results in knowledge, compliance and technical assistance value-added; as well as plans for evolution in innovative solutions and delivery deadlines.

In 2020, Gerdau Summit had an evolution in the PREFERENCE of its Customers compared to 2018, reaching an index of 77%.

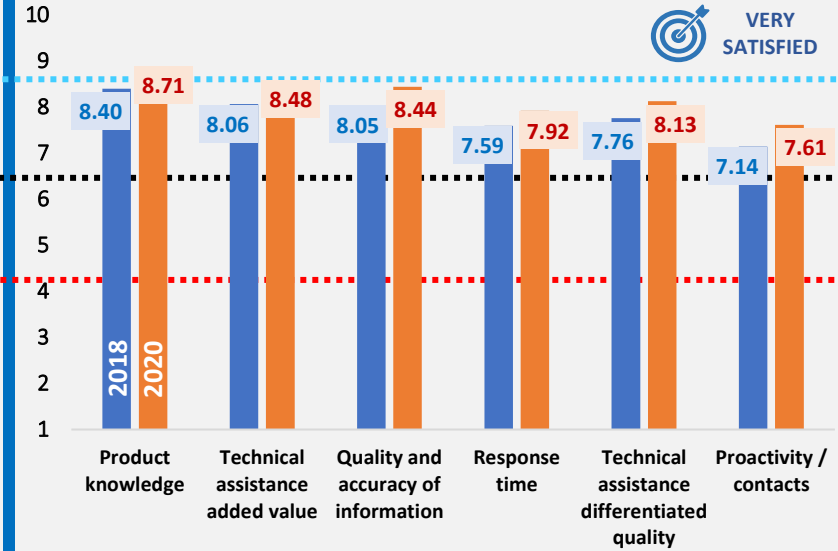
## PRODUCT QUALITY = 7.72



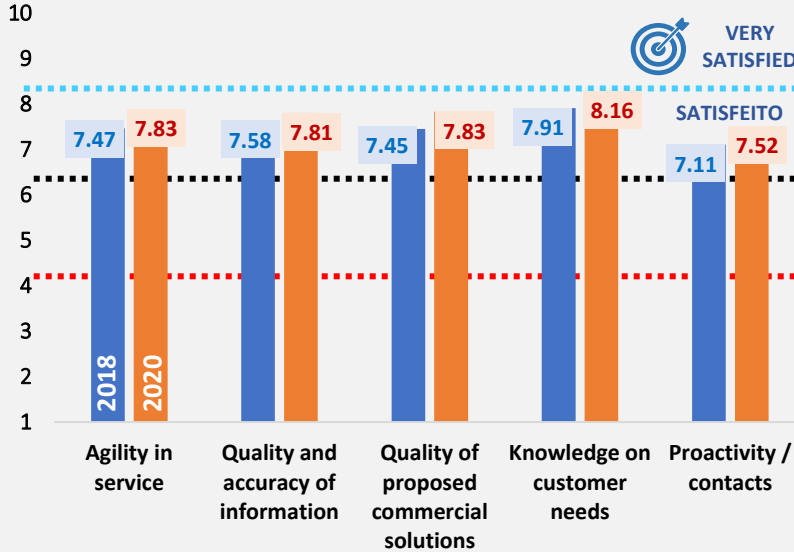
## LOGISTICS AND DELIVERY TIME = 7.94



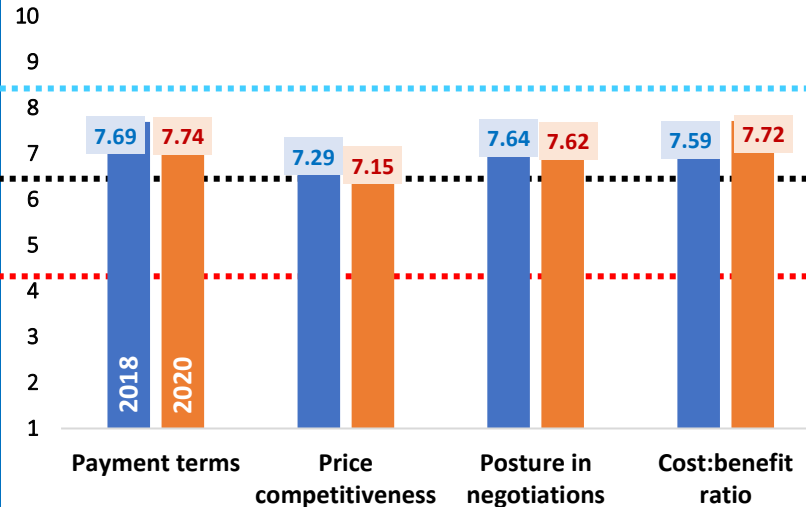
## TECHNICAL ASSISTANCE = 8.22



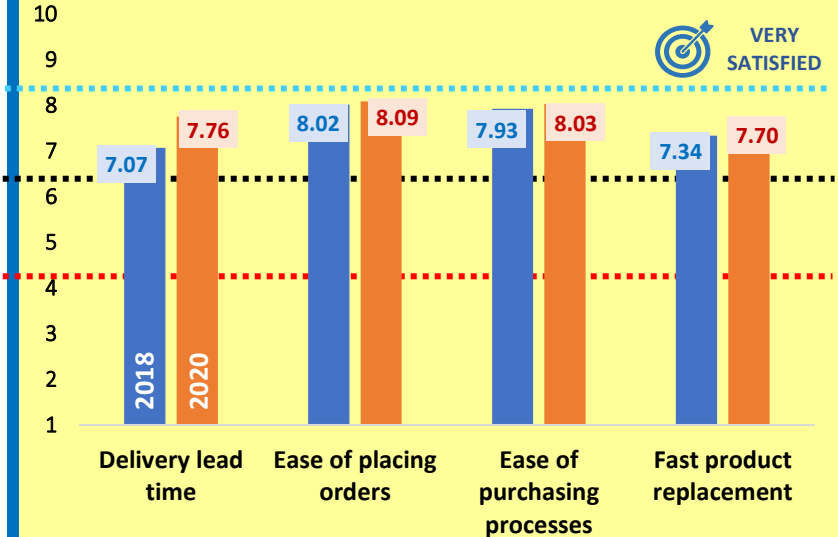
## COMMERCIAL SUPPORT = 7.83



## COMMERCIAL CONDITIONS = 7.62



## EASE OF DOING BUSINESS = 7.89







**Gerdau Summit will always have its doors open and will follow its commitment increasing the satisfaction and preference of our Customers.**

**We are very grateful to everyone who collaborates with our project of continuous evolution.**

