

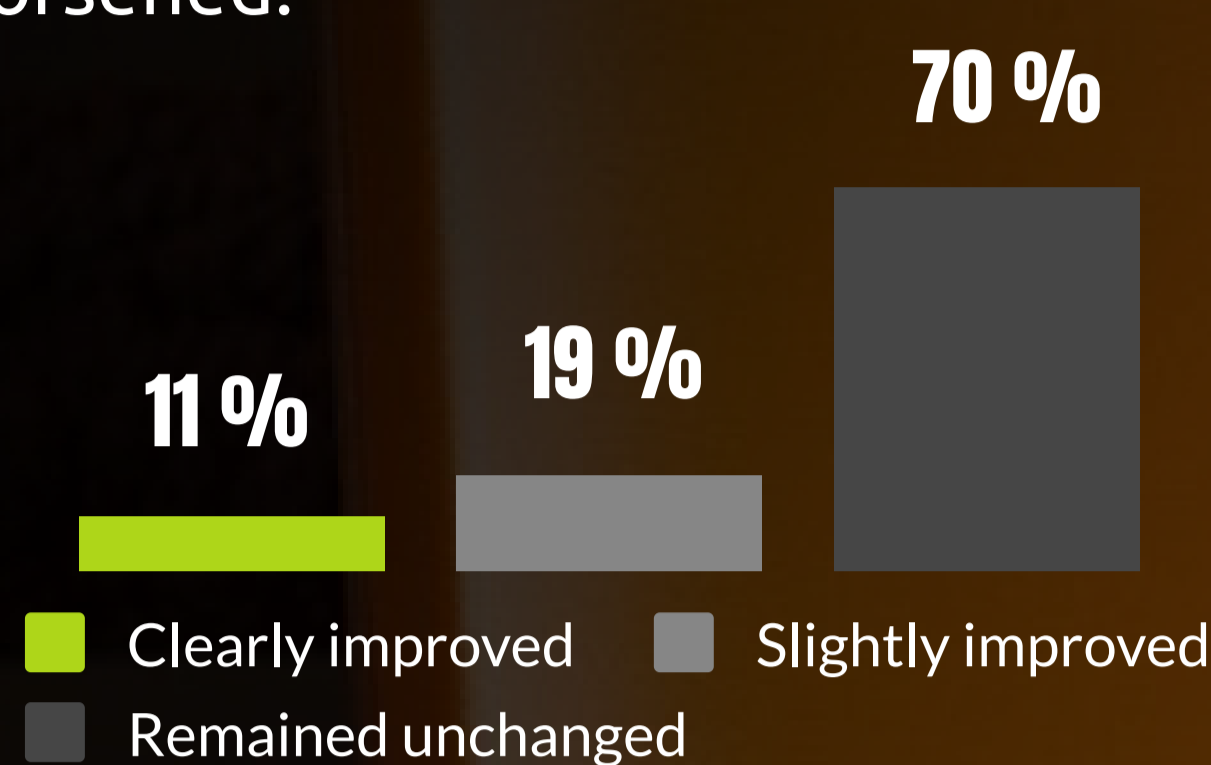
MSK PLAST OY - CUSTOMER SURVEY 2020

The goal for the MSK Plast Oy customer survey was to map out the satisfaction of strategic injection and reaction moulding customers for business development purposes. The results of the study, carried out as a series of telephone interviews by Innolink in September 2020, are based on 34 responses, and they are partly comparative with the results from 2019.

IMPROVEMENT IN OPERATIONS

100 %

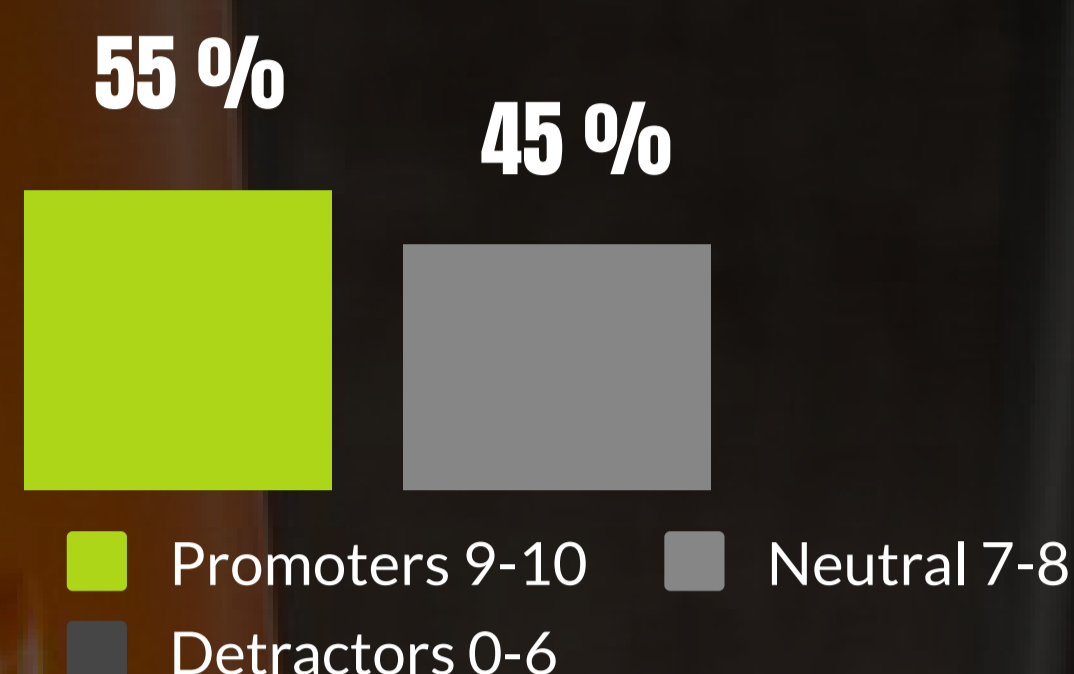
of the respondents said that MSK Plast's operations remained unchanged or improved over the last year. No-one thought that the operations had worsened.



LIKELIHOOD TO RECOMMEND

100 %

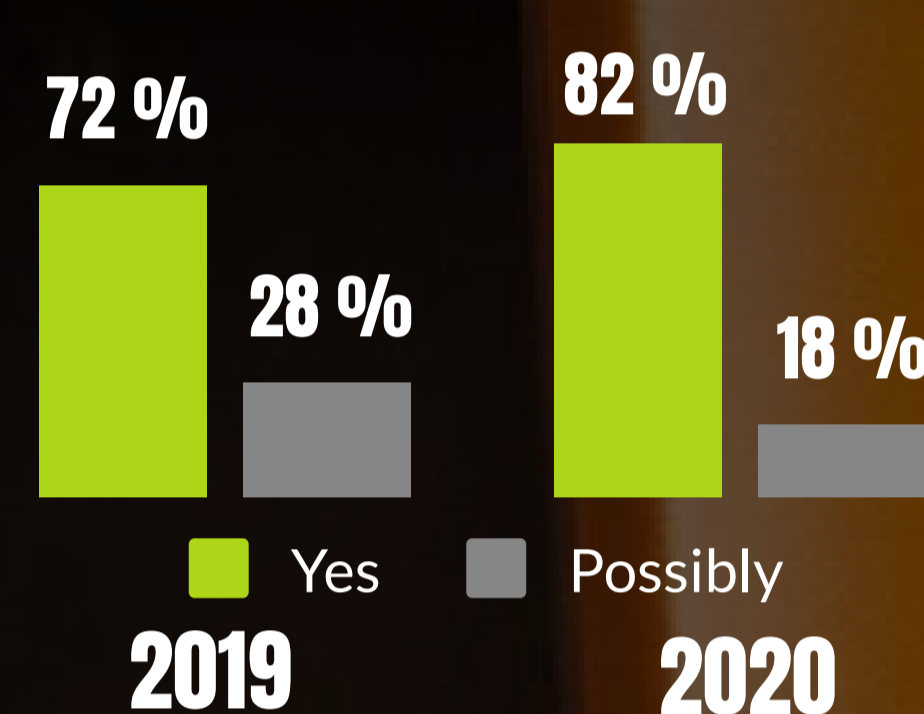
of respondents gave a score of 7 or higher when prompted about their likelihood to recommend on a scale of 0 to 10. More than half (55%) of respondents gave a promoter score of 9 or 10.



RETURNING PARTNERS

82 %

of respondents would be very happy to re-select MSK Plast as their partner. The number of respondents responding with a Yes was increased by 10% from the previous year.



NET PROMOTER SCORE

55

The Net Promoter Score (NPS) for MSK Plast is 55. The NPS has remained above the strategic target of NPS 50 set by MSK Plast Oy.

NPS is calculated by subtracting the percentage of detractors from the percentage of promoters. The average NPS of businesses in the Innolink comparison database is 37. The number may be anything between -100 and +100.

OPERATIONAL SUCCESS

REACTION MOULDING

4,0 | 4,3
2019 | 2020

INJECTION MOULDING

4,0 | 4,0
2019 | 2020

MSK Plast Oy has been rather successful in their operations. On a scale of 1 to 5, the total score is 4.0 for injection moulding and 4.3 for reaction moulding. The reaction moulding score was improved from last year when the average was 4.0. In particular, customers appreciate the company image (4.2) and their reliability as a partner (4.5).

MOST SUCCESSFUL OPERATIONAL FACTORS

REACTION MOULDING

- 4,7 Expertise
- 4,5 Accessibility
- 4,3 Project management quality

INJECTION MOULDING

- 4,4 Accessibility
- 4,3 Ease of cooperation
- 4,2 Expertise

Scale: 1 = Very unsuccessful ... 5 = Very successful

IMPRESSIONS ON THE STRENGTHS OF MSK PLAST



Above are some of the impressions about MSK Plast given by respondents when they were prompted to describe MSK Plast with two adjectives that came to mind first. Expertise, quality, supply security, experience, and accessibility were mentioned the most.

THANK YOU!

"Thanks to all respondents for your feedback. It's great to see that our strategic customers are happy with what we do. Thank you for your important feedback as well, we will go through it carefully. We hope that you keep providing us with feedback in the future too!"



Jaakko Lipponen
Managing Director

