

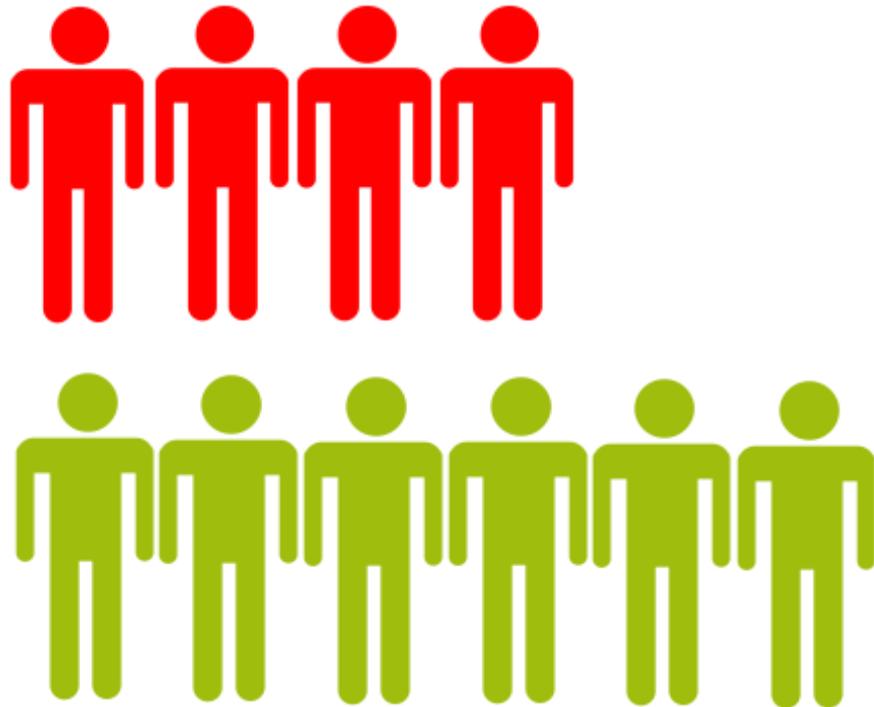
## **customer service quality in Luxembourg**

survey with 500 residents in Luxembourg and 100 commuters

## survey method & sample

- This survey was developed by Quest Market research and Rudi Bringtown from Customer Xperience First to highlight the importance of customer service and to show areas of improvement for Luxembourg businesses.
  - the survey was conducted through the cawi method (computer aided web interviews).
  - the questionnaire was implemented through our **consumer panel called [www.questions.lu](http://www.questions.lu)**
  - the survey data was generated between 25<sup>th</sup> September and 5<sup>th</sup> October 2014.
- The **sample of residents is representative** of the population of Luxembourg according to gender, age groups and nationality categories.
- The sample of 100 commuters is a random.
- This report focuses on the **main findings**.

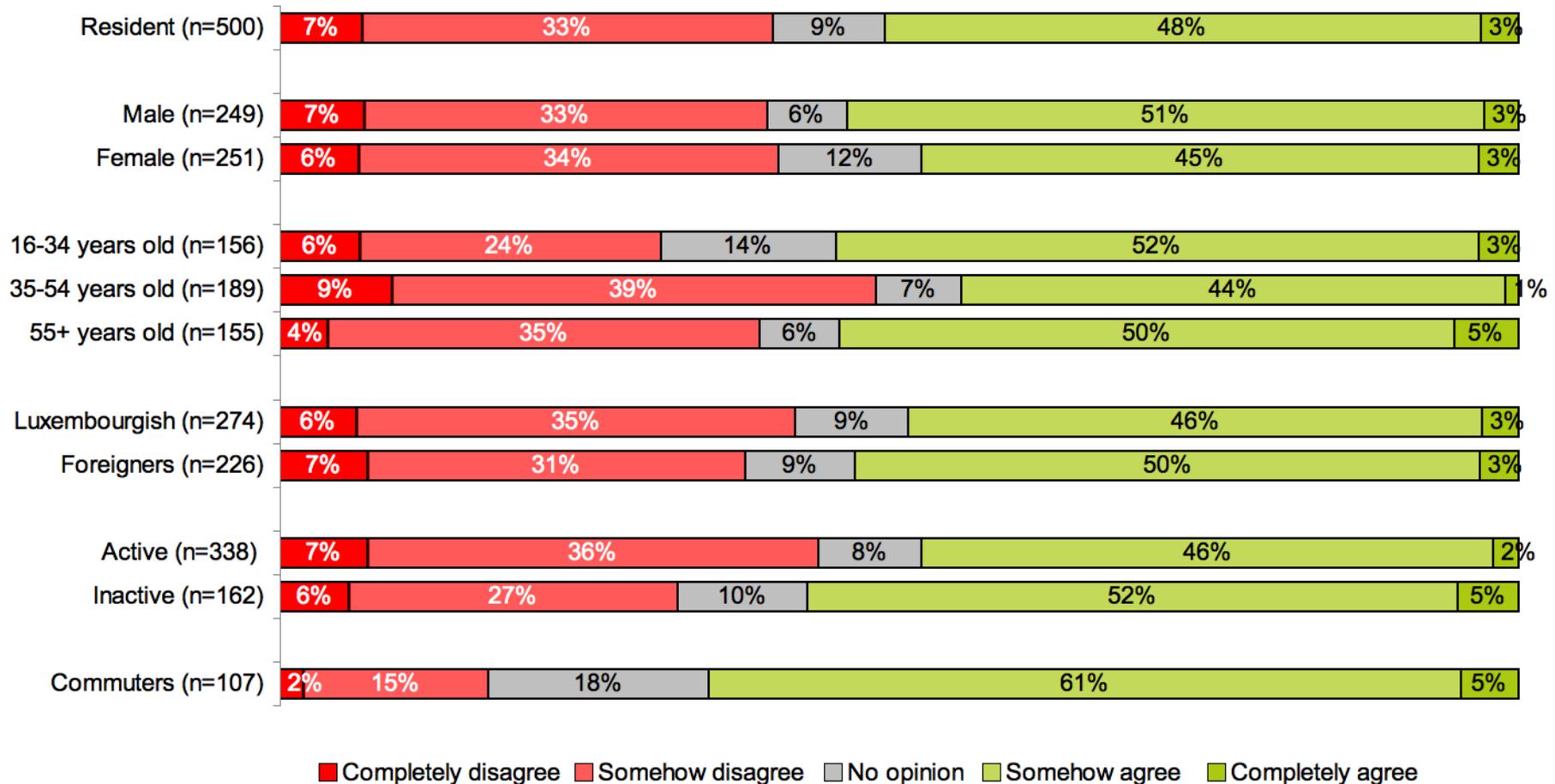
	N
<b>Total Residents</b>	<b>500</b>
<b>Gender</b>	
Male	249
Female	251
<b>Age</b>	
16-34 years old	156
35-54 years old	189
55+ years old	155
<b>Nationality</b>	
Luxembourgish	274
Other nationality	226
<b>Professionally active</b>	
Active	338
Inactive	162
<b>Total Commuters</b>	<b>107</b>



**Four out of ten**  
consumers are  
**not satisfied**  
with customer  
service in  
Luxembourg

**Question:** To which extent do you agree with the below statements regarding the businesses and shops in Luxembourg?

« **The customer service quality in Luxembourg satisfies me.** »

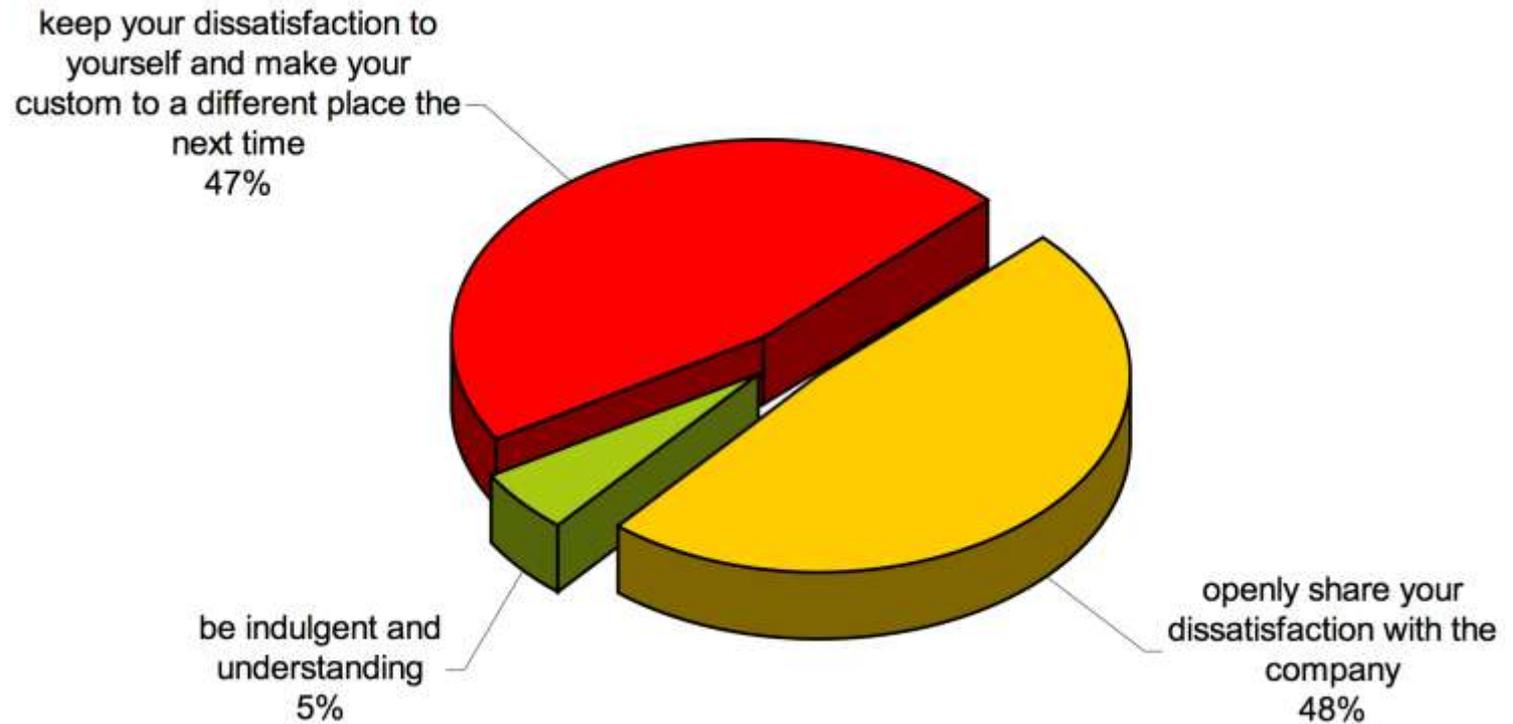




**One out of two  
unhappy clients  
will not even talk  
to you**

**...he/she will just  
walk away**

**Question:** When you are not happy with the service delivered by a company or business; you tend to... (n=500)

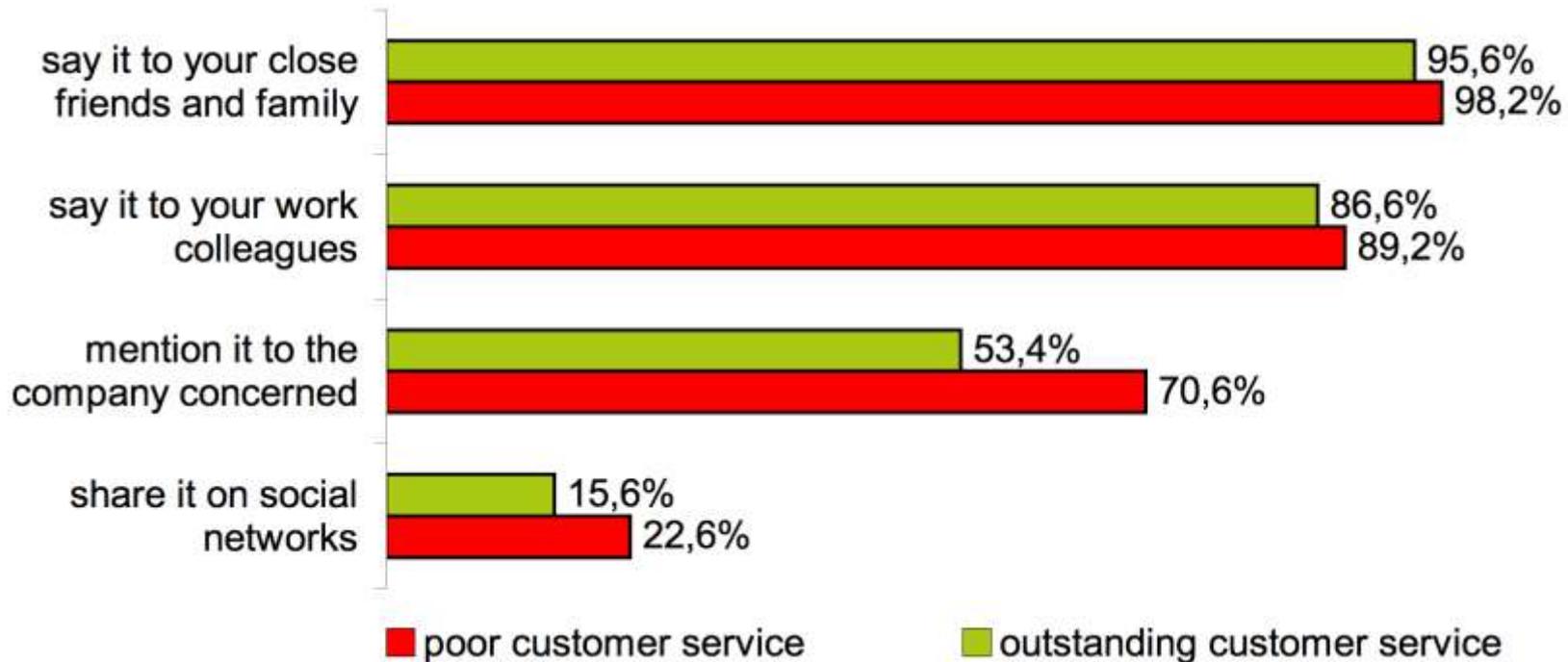


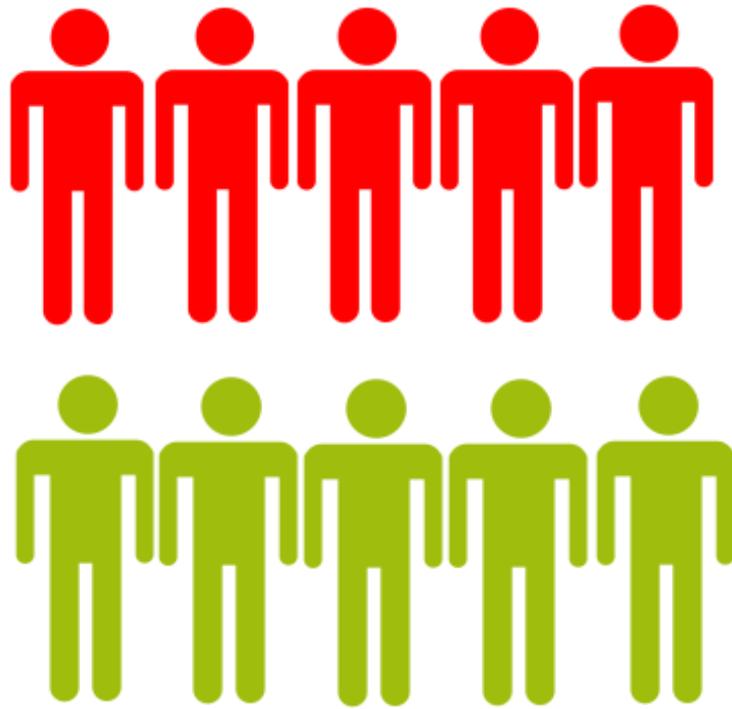


**Consumers share their experience:**  
you have everything to win with outstanding service  
or everything to lose with poor service

**Question:** When you experience **outstanding customer service**; you tend to... (n=500) &

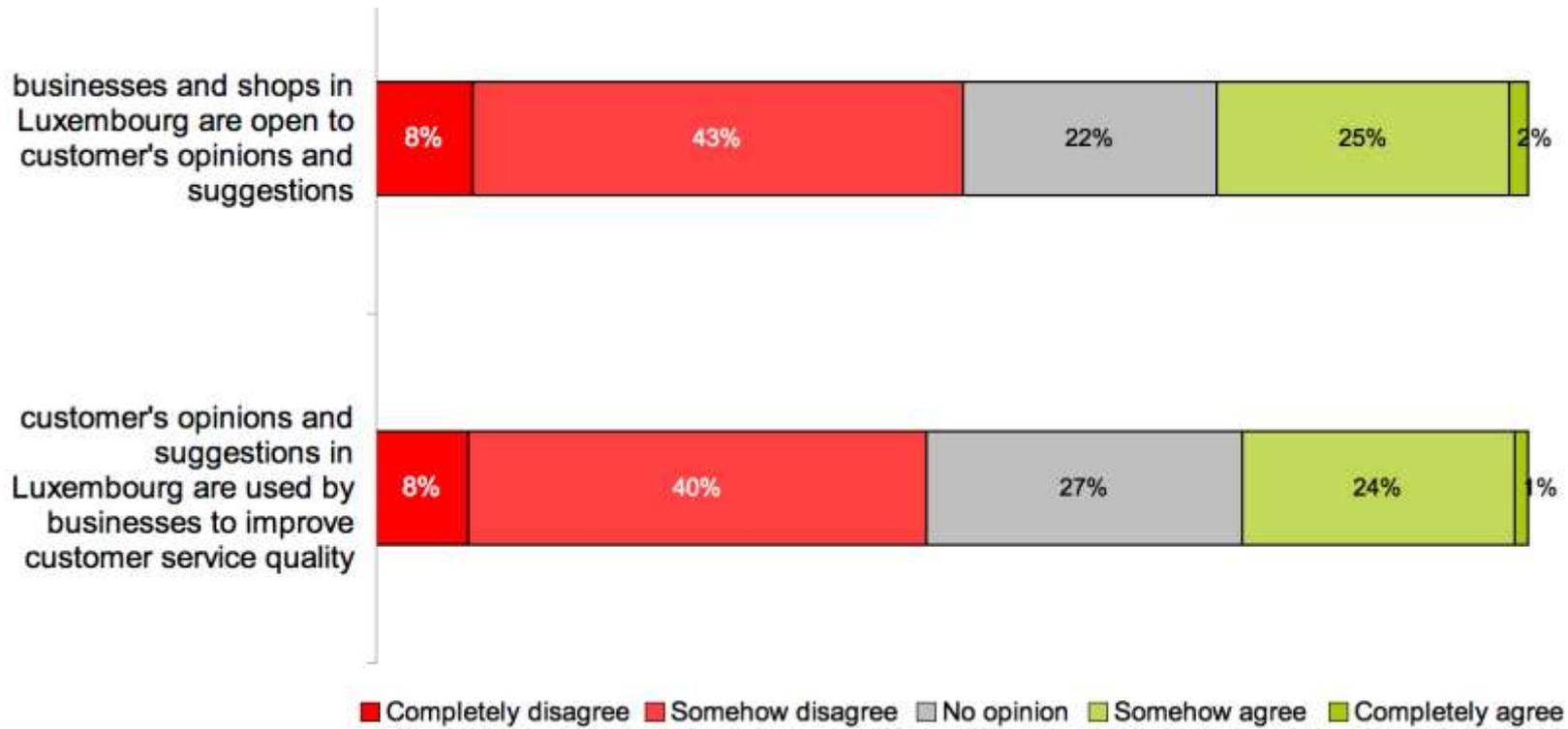
**Question:** When you experience **poor customer service**; you tend to... (n=500)



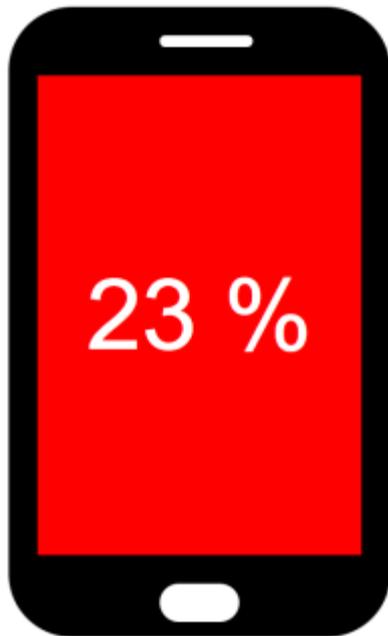


**More than five out of ten** consumers think businesses are not open to their suggestions

**Question:** To which extent do you agree with the below statements regarding the businesses and shops in Luxembourg?

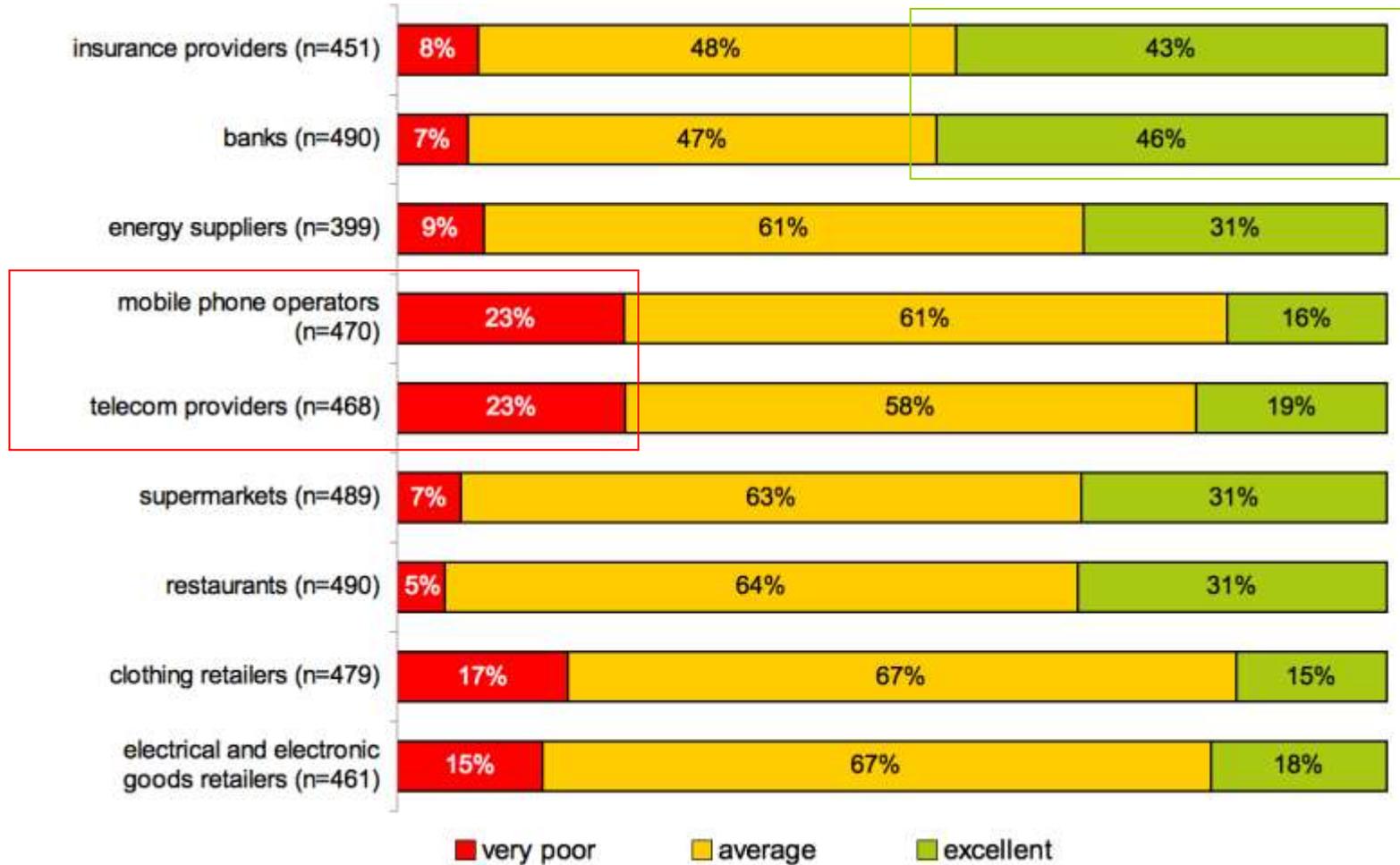


Few sectors feature professional excellence



**mobile phone operators and telecom providers are particularly exposed to criticism - almost 1 out of 4 clients is unhappy**

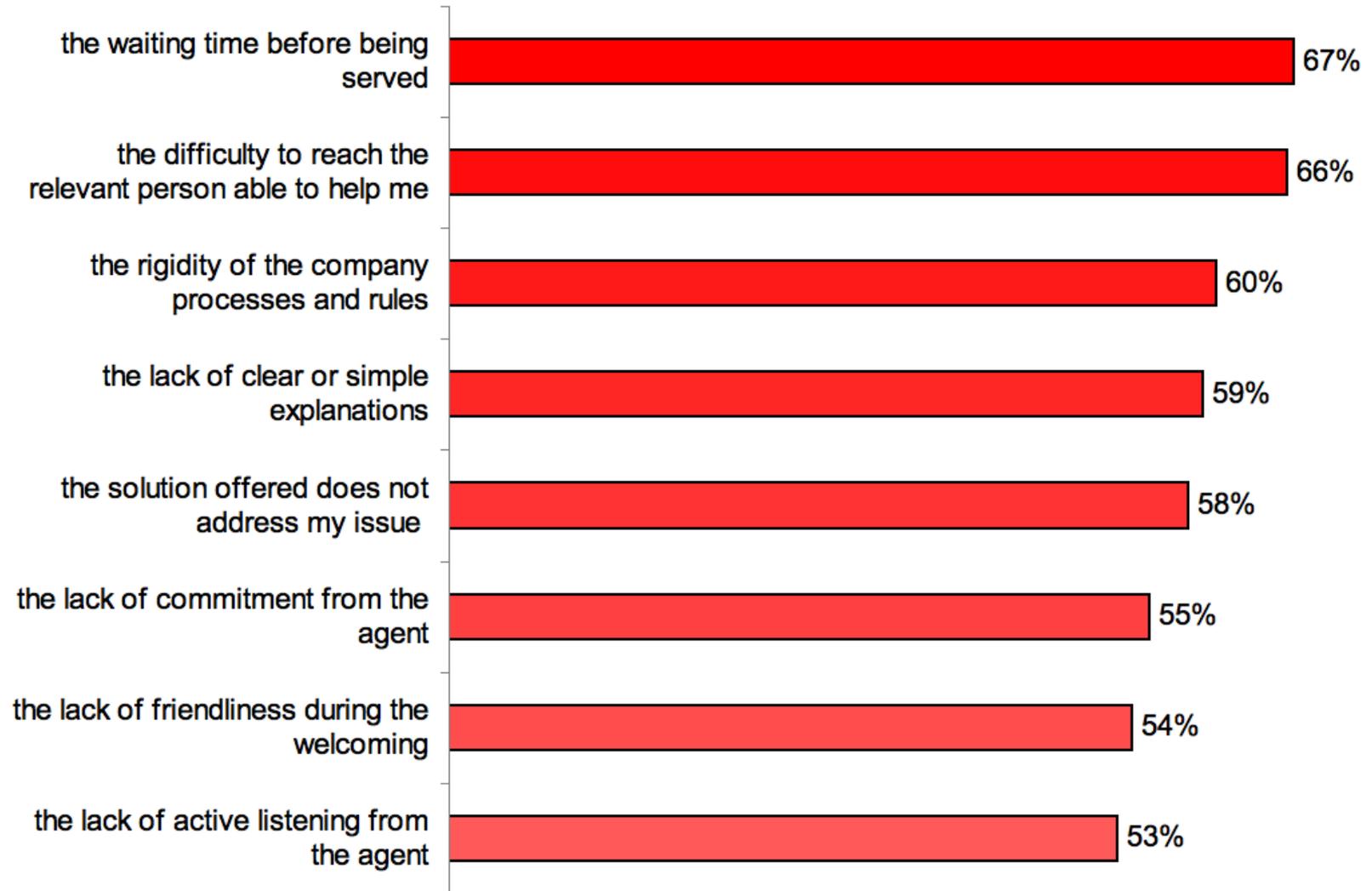
**Question:** By taking into account your general experience; how would you rate the customer service quality across the below sectors in Luxembourg?



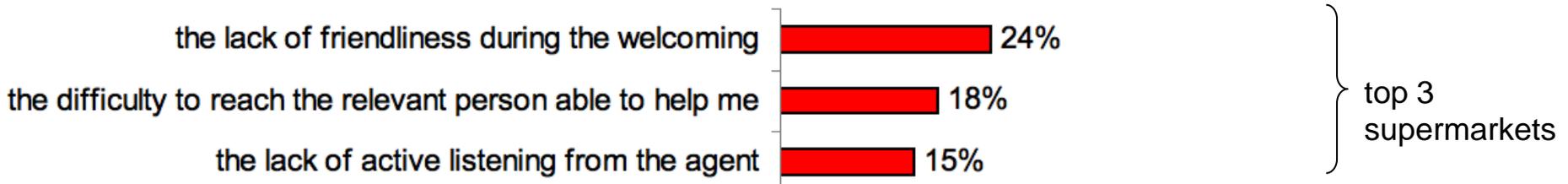
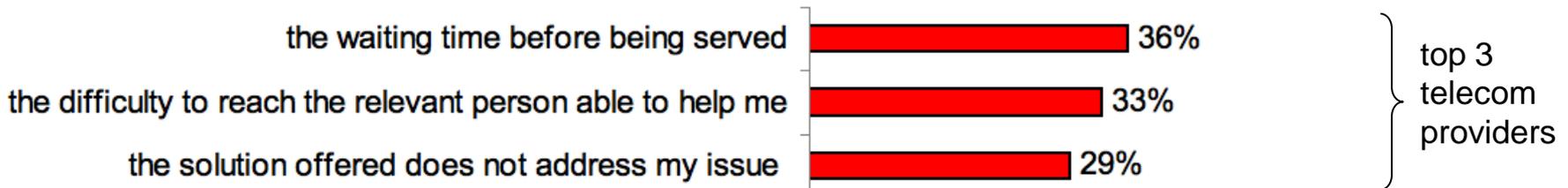
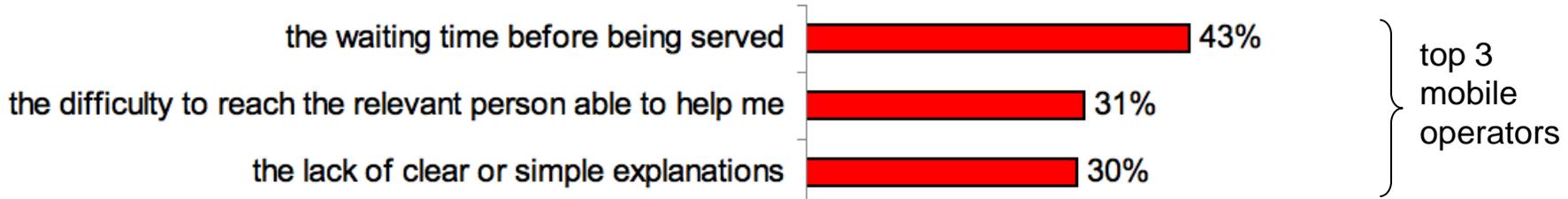


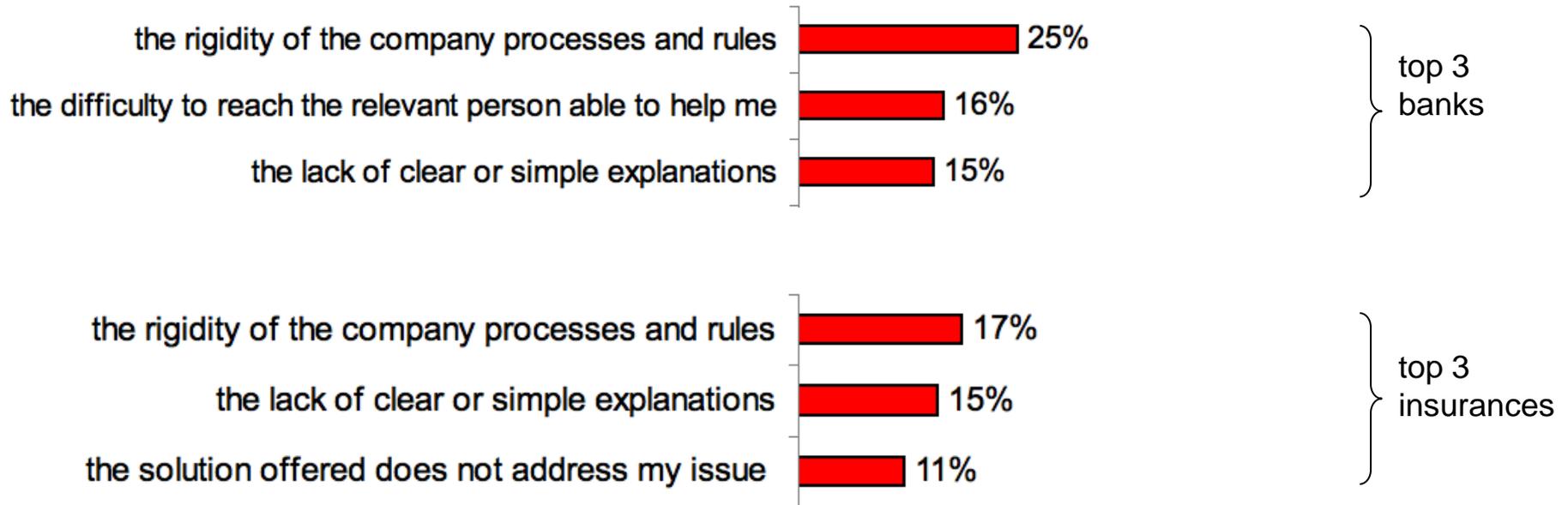
Our 600  
respondents  
indicate **more  
than 4 200**  
**customer  
service issues**  
across 5  
sectors

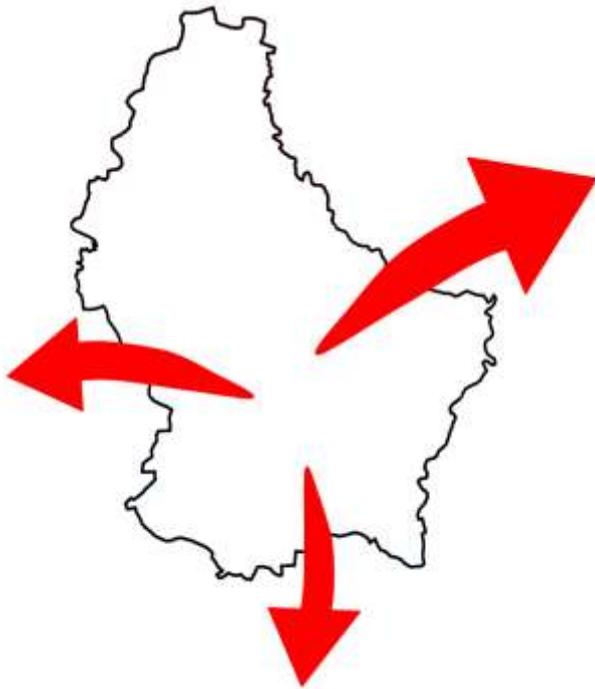
**Question:** According to your experience; what are the main customer service issues you have observed among the following businesses in Luxembourg?



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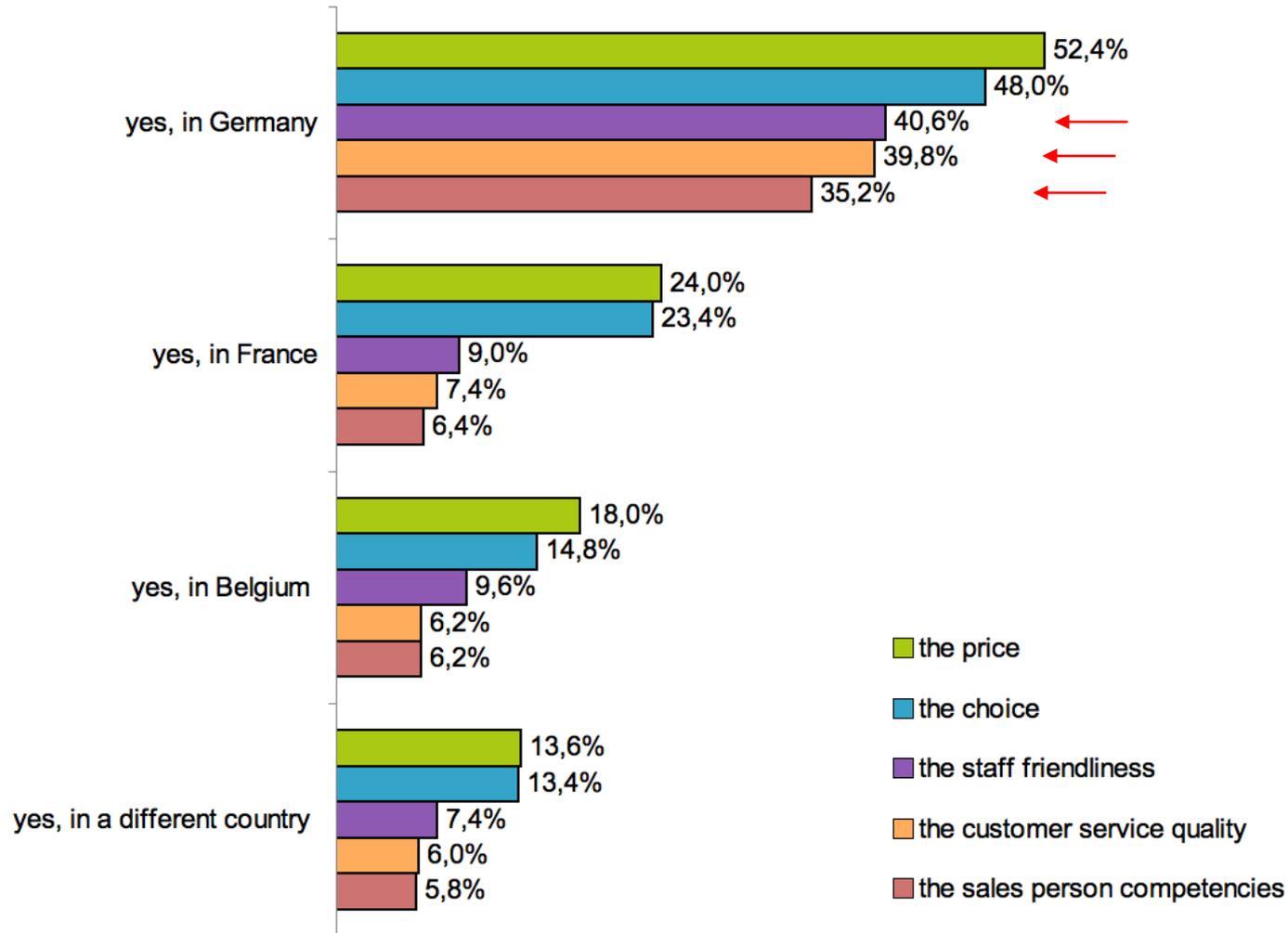






besides price & choice,  
**better staff friendliness,  
customer service quality  
and sales person  
competencies draw  
consumers to the  
foreign regions,  
especially to Germany**

## Question Do you often shop outside Luxembourg because of... (n=500)

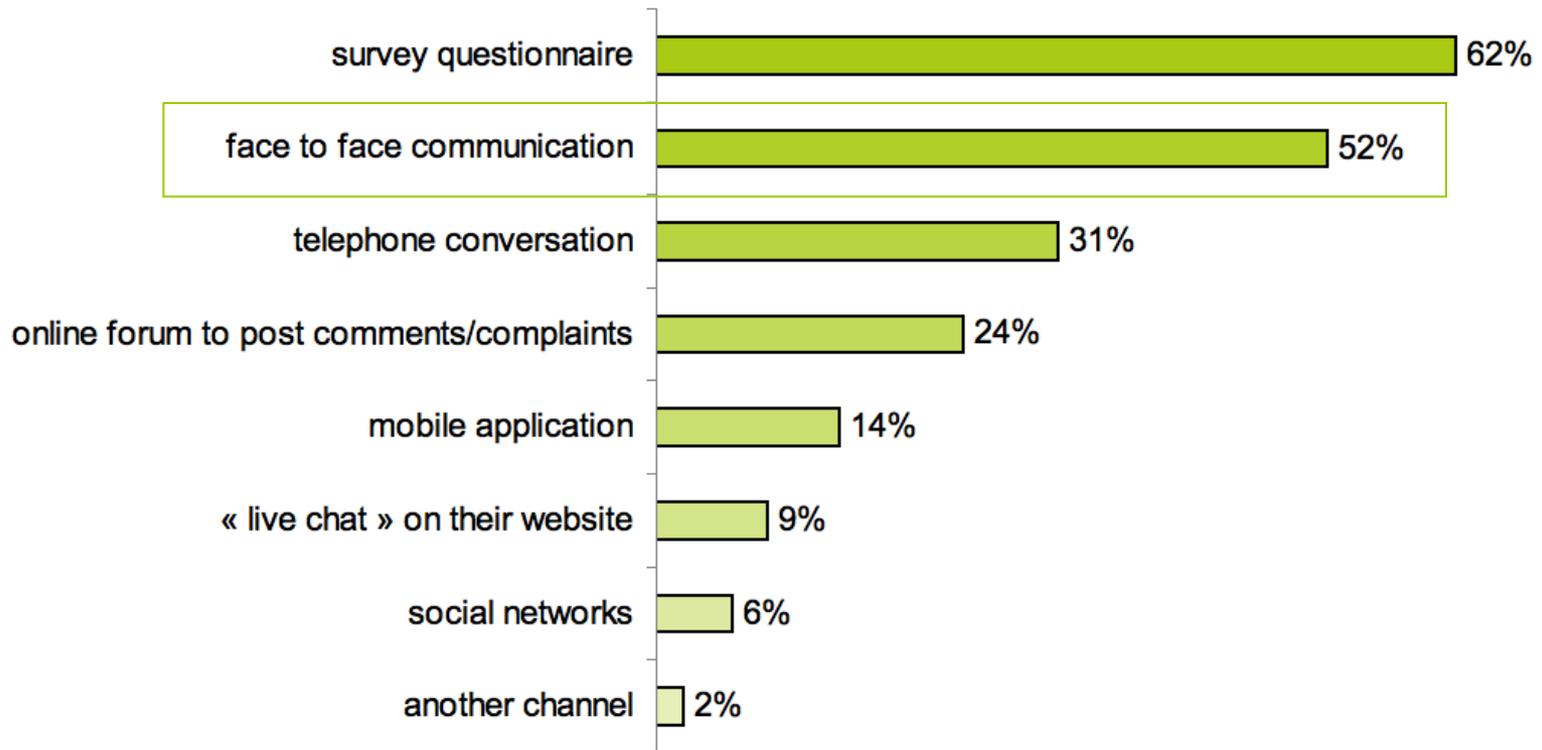


**Our first two case studies  
reveal that you should not  
neglect face to face  
communication,**

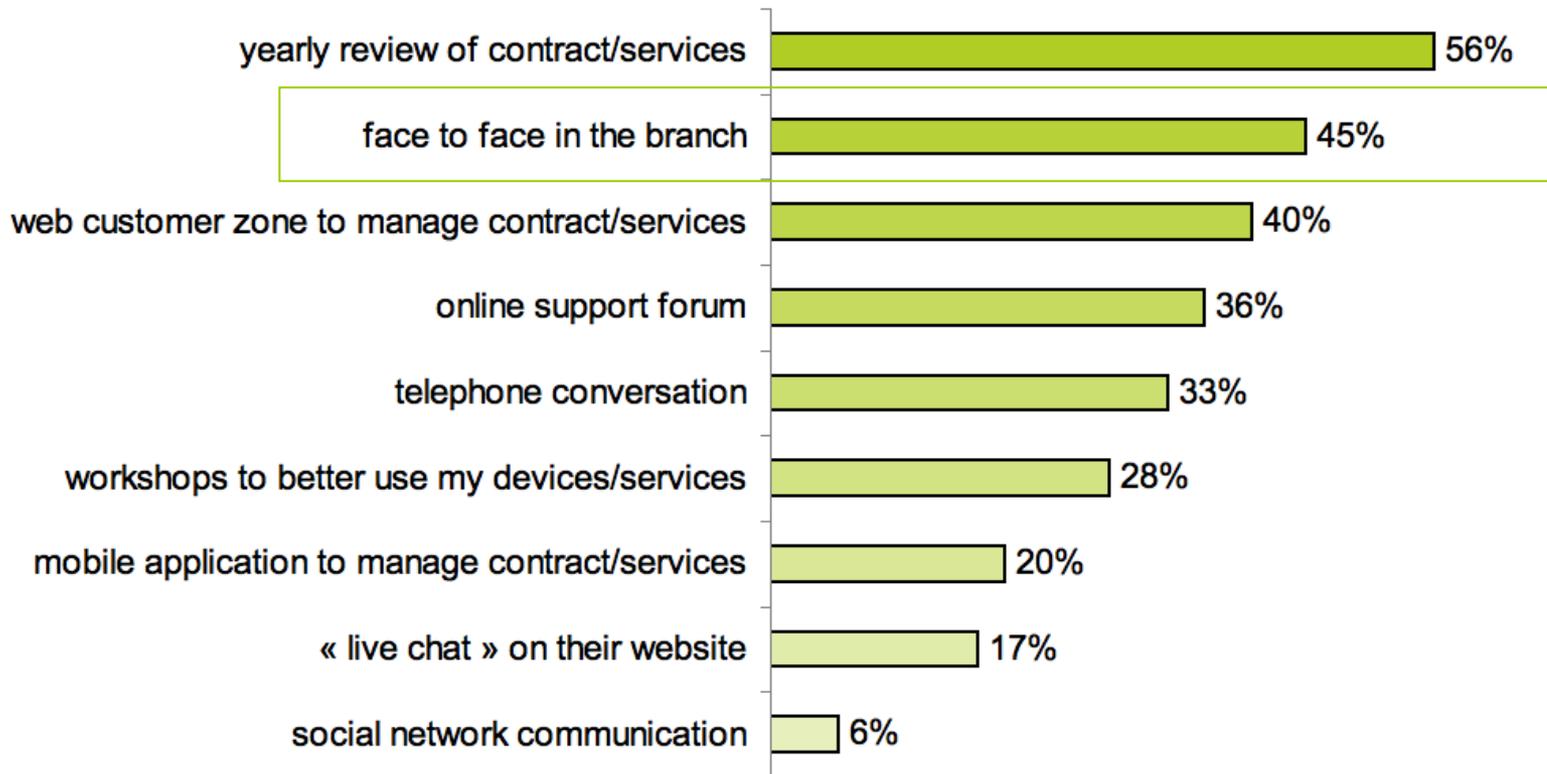
**a preferred  
channel for  
most  
customers**



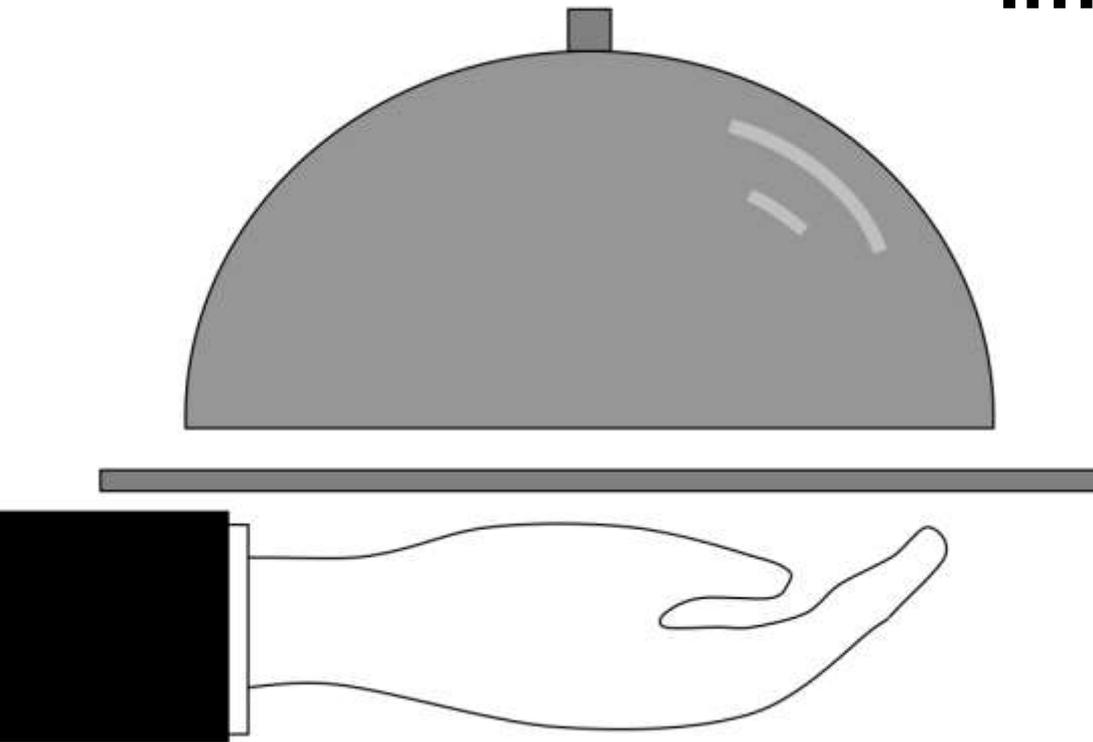
**Question:** Supposing that a service company (e.g. your bank or insurance) would invite you to **share your opinion** on their customer service quality, what would be **your preferred communication channels**? (n=500)



**Question:** Now, imagine that your telecom provider decides to improve its **customer service quality and level of assistance** to you and its other customers. Which services do you think, should be improved or developed? (n=500)

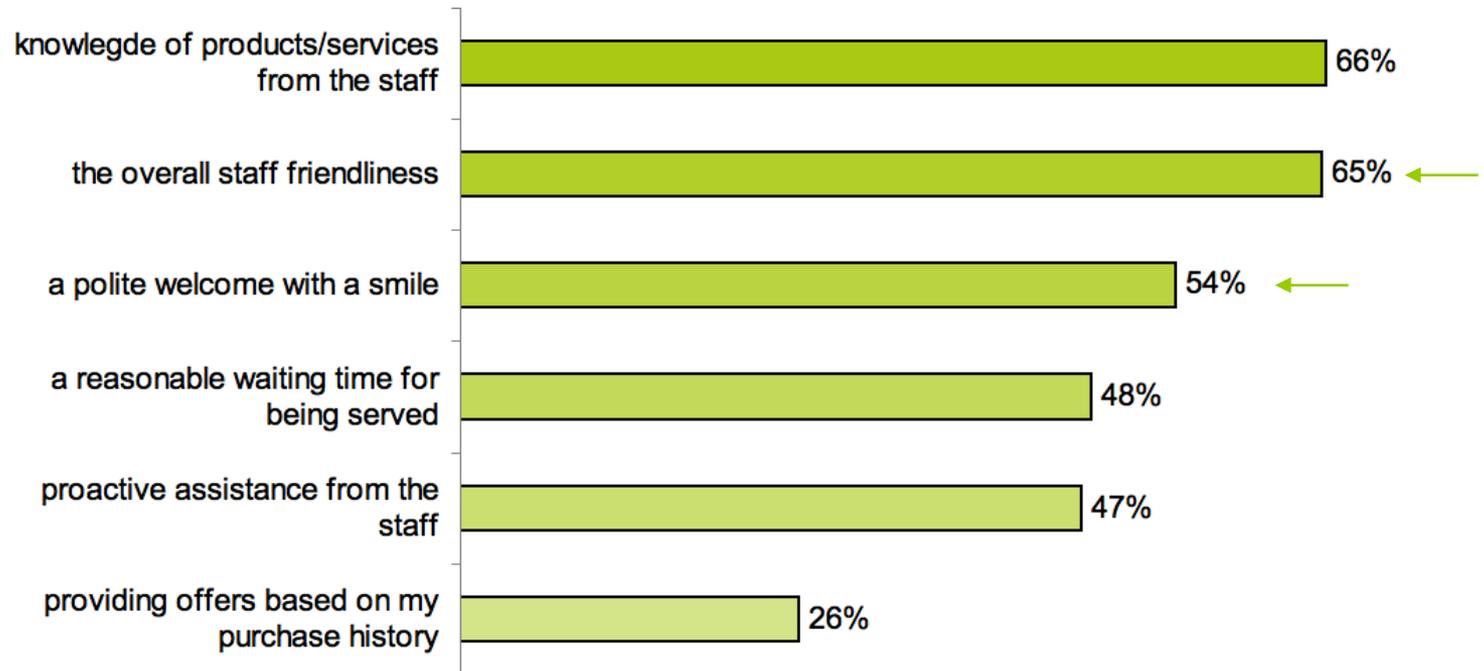


For retailers,  
**soft skills are about as  
important as product  
competencies**



**Question:** Imagine that the retailers or supermarkets you buy from regularly in Luxembourg decide to **improve their customer service quality**.

What would be according to you the priority elements to focus on? (n=500)



Staff is unfriendly and don't care about the customer

The account manager didn't understand what I wanted

temps d'attente énorme

5 Reparaturen déi naischt bruecht hunn.

**très mauvais accueil**

ohne persönliches Engagement

mauvaise connaissance du produit vendu

Versprechen dei net agehalen gin ass

falta de comunicação

trotz mehrfacher Reklamation erhielt ich nur Standardantworten

**not wanting to reply on a question**

La caissière a refusé d'intervenir.

In general, retail staff in Luxembourg seem miserable!

Si hunn sech emol net entschellegt

des frais cachés dans les charges

la voiture est plus sale après le service qu'avant.

**Waiting at the garage for delivery of new car for over 4hours**

a mis plus d'un mois pour l'installation

Verkäufer war überhaupt nicht informiert

Antwort vom Geschäftsführer: « Ist nicht unser Problem »

## for further information and a detailed presentation:

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## about us :

**Quest** is an independent market research company based in Luxembourg.

Quest conducts tailor-made BtoB and BtoC market research projects with the objective to deliver practical help in your decision making process and actively contribute to your success.

Quest runs an **online consumer panel which, in many ways, is unique and innovative:** [www.questions.lu](http://www.questions.lu), where

- respondents do not receive any financial remuneration.
- each survey will generate donations.

Quest has signed conventions with a specific selection of humanitarian organizations our respondents can choose from for the awarding of the donations.

**Rudi Bringtown** an independent consultant based in Luxembourg who specializes in customer experience.

The line of services that he declines through his entity Customer Xperience First aims at improving the quality of customer service delivered to your customers and innovating new products and services for the benefit of both your customers and company.

The core services offered which are delivered in a tailor-made approach include:

- Customer experience improvement
- Co-innovation
- Research
- Training

check our latest donation : [www.questions.lu/en/proof.php](http://www.questions.lu/en/proof.php)

Montant total versé aux associations  
humanitaires bénéficiaires depuis le  
lancement de Questions.lu en 2011 :

50 700 €

► Jeudi le 16 octobre 2014

Le sondage sur la qualité de service au Luxembourg a généré **un nouveau don de 1200 euros**. Grand Merci aux membres de Questions.lu.

