

# Profitability Report of the Customer Survey Department Proficiency Testing 2010 / 2011

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## 1. Intensions

Predominantly, there was interest in the customer's feedback to the following questions

- satisfaction with the organisation of the proficiency testing schemes
- satisfaction with the used sample materials
- satisfaction with the report of the proficiency testing studies
- satisfaction with the costumer service

Secondly the customer demands respectively the needs of new services (e.g. new materials or parameter) were of relevance.

In addition information on the use of performance criteria should be gained.

## 2. Performance

From January 2010 to March 2011 the questionnaire of the customer survey was distributed together with the reports of the proficiency testing studies. Furthermore it was available on the website of muva kempten ([www.muva.de](http://www.muva.de); category „Proficiency Testing“ respectively „Downloads“).

The questionnaire was built up as multiple choice, in which the costumers had mainly the choice between „very satisfied“, „satisfied“, „less satisfied“ und „unsatisfied“.

Besides the questions concerning the customer's satisfaction, the participants had the possibility to indicate new suggestions or demands, e.g. for new proficiency test items or parameters. Additionally it was possible to make some proposals for improvement and remarks.

A gratis participation in a proficiency testing study was raffled between all participants.

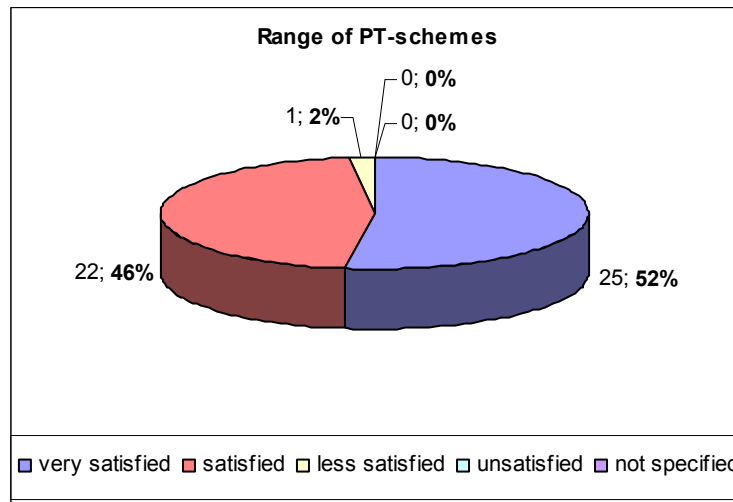
### 3. Results

The questionnaire was filled in by 48 participants. All participants answered to nearly all questions. Not specified answers are also considered in the evaluation report.

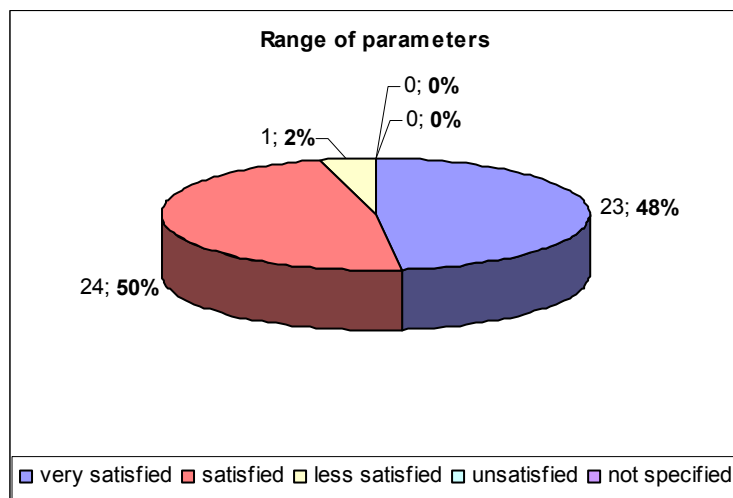
The results are represented as figures. In the graphics the number of answers and the percentage (bold letters) are indicated.

#### 3.1 Range of the offer

*Question: Are you satisfied with the range of the proficiency testing schemes*

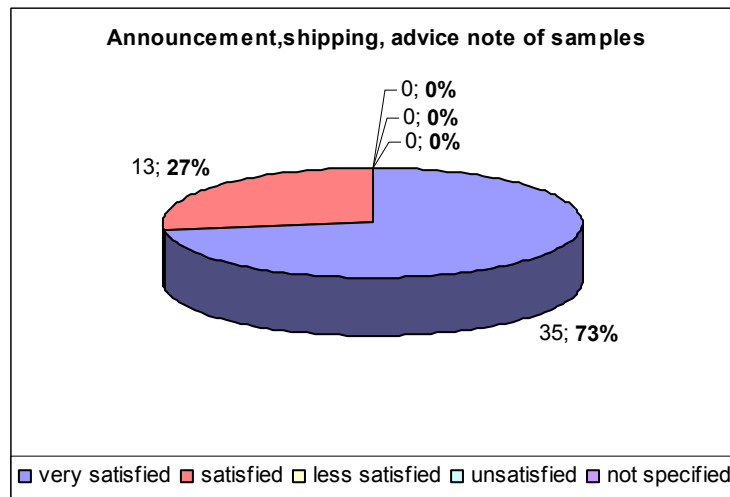


*Question: Are you satisfied with the range of the parameters*

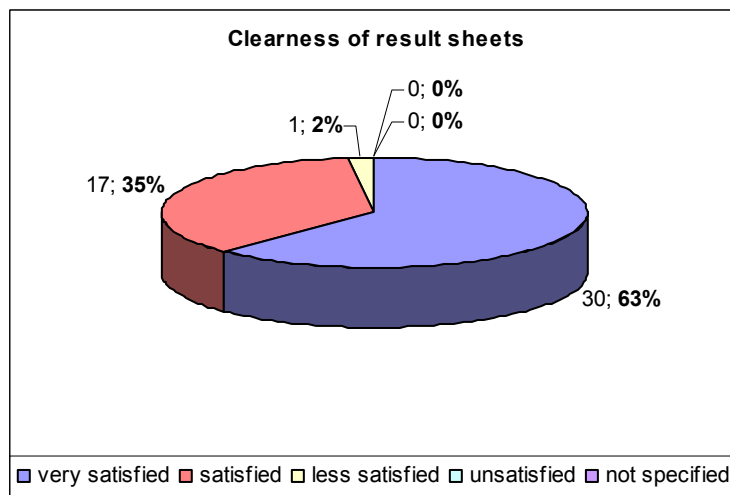


### 3.2 Performance of proficiency testing studies

*Question: Are you satisfied with the announcement, the shipment and the advice note of the samples*

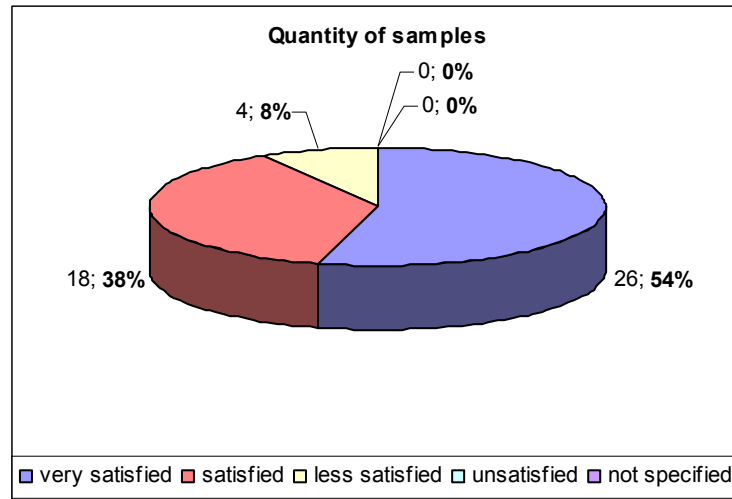


*Question: Are you satisfied with clearness of the result sheets*

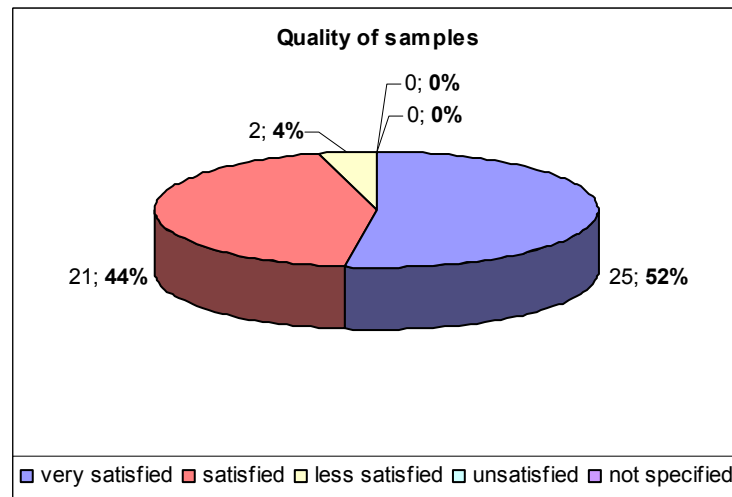


### 3.3 Quantity and quality of the samples

*Question: Are you satisfied with the quantity of the samples*

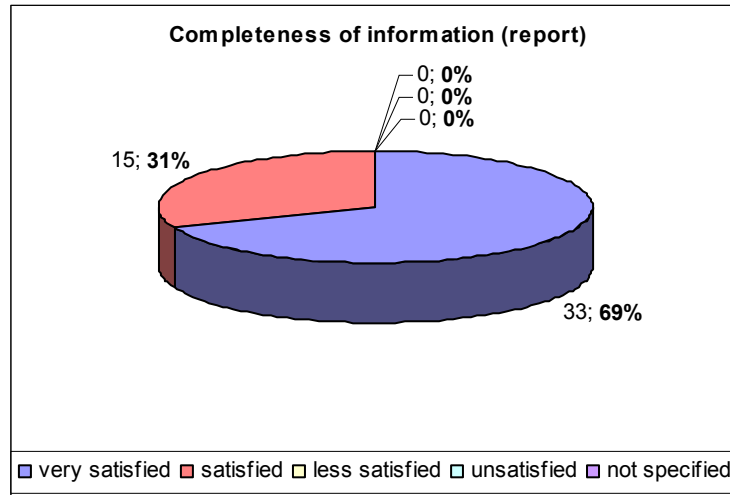


*Question: Are you satisfied with the quality of the samples*

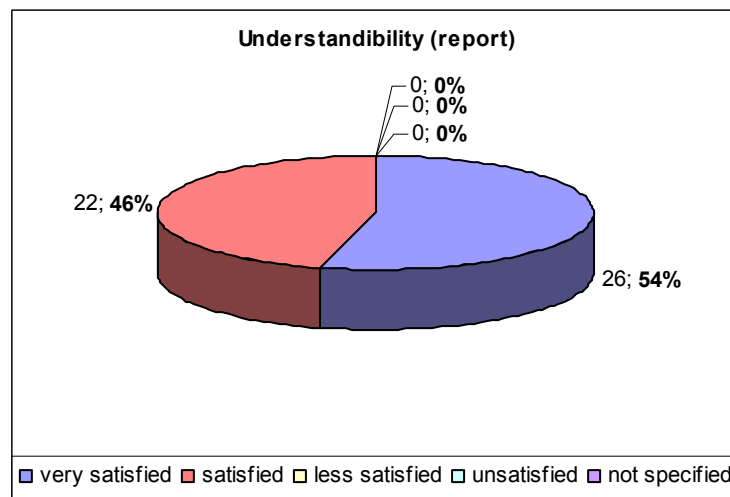


### 3.4 Report

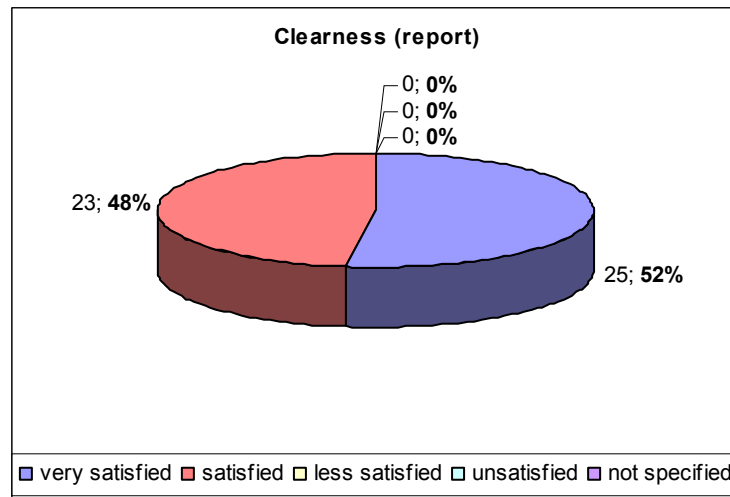
*Question: Are you satisfied with completeness of the information*



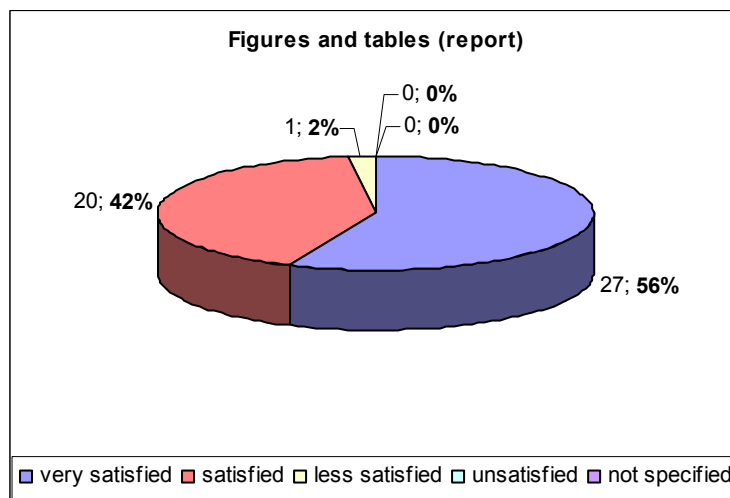
*Question: Are you satisfied with understandability of the information*



Question: Are you satisfied with clearness of the information



Question: Are you satisfied with the figures and tables



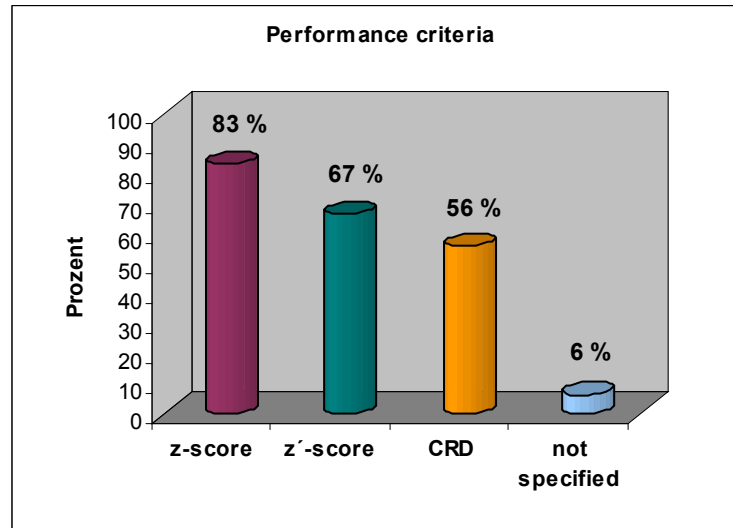
### 3.5 Performance criteria

In this battery of questions, the relevance of the criteria for the assessment of the analytical performance was investigated.

Question: Which performance criteria are important for you

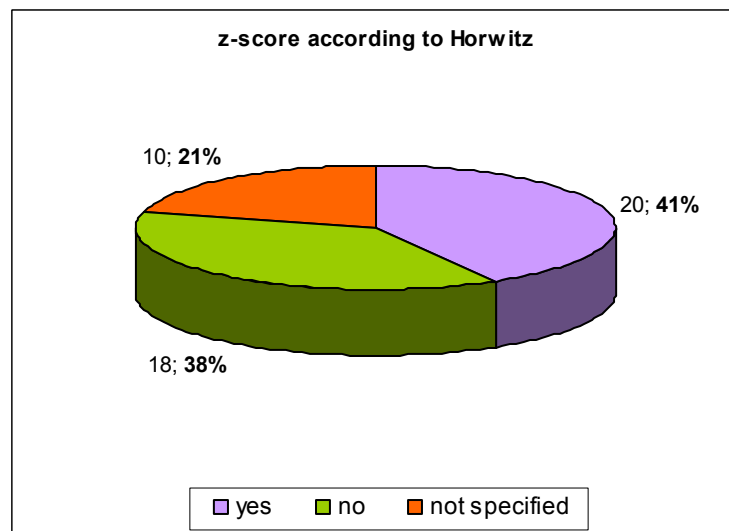
Performance criteria	yes	Not specified
z-score	40	
z'-score	32	
CRD (relative critical difference)	27	
		2

More than one answer was possible. The table shows an overview on the voting of the participants. The figure below represents the percentage.



Most of the costumers (83 %) attach great importance to the z-score. In addition more than half of the participants also demands the z'-score and the CRD for the assessment of the analytical performance.

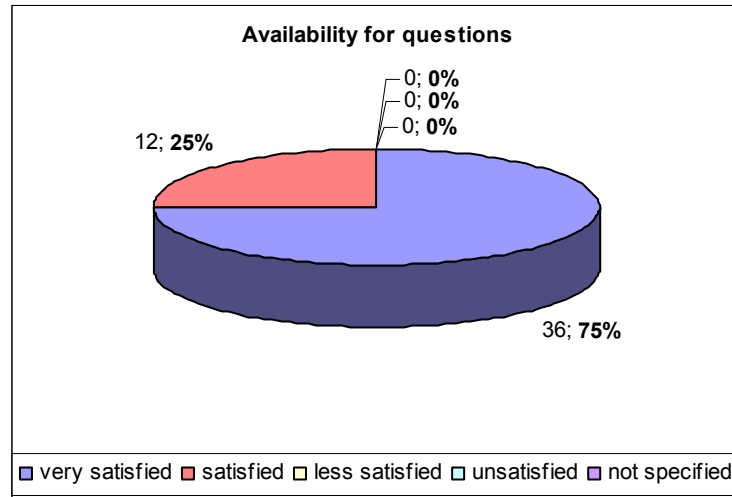
*Question: Should we introduce the performance criteria according to Horwitz*



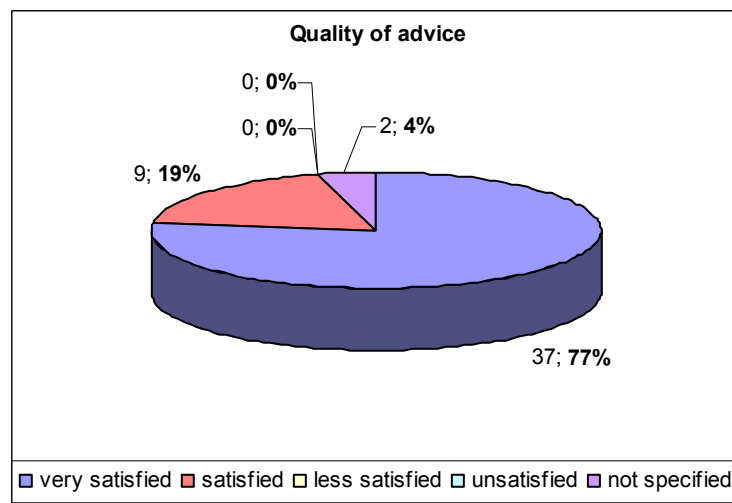
The number of participants (41 %) asking for the z-score calculated on the base of the standard deviation according of Horwitz is nearly the same than the number of participants (38 %) that do not need that performing criterion. 10 participants (= 21 %) do not specify, whereat 3 costumers declare, that they do not know this performance criterion.

### 3.6 Costumers service

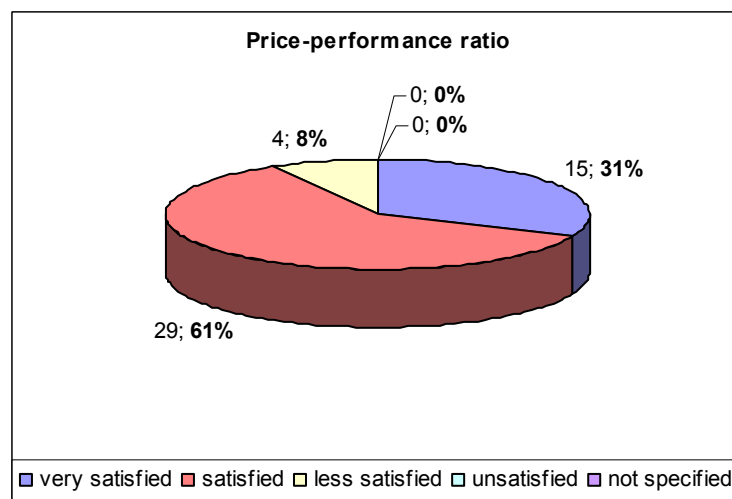
Question: Are you satisfied with the availability for questions



Question: Are you satisfied with the quality of advice



Question: Are you satisfied with the price-performance ratio



## **Drawing of the winner „Customer Survey 2010 / 2011“**

During the customer survey, the department proficiency testing of muva kempten raffled a gratis participation in a proficiency testing study.

For the reason of anonymity the prize winner is not mentioned by name.

Christina (16 Month) drew the winner:





The winner was informed by muva kempten.

**We congratulate the winner and wish good luck for the participation  
in the proficiency test!**