



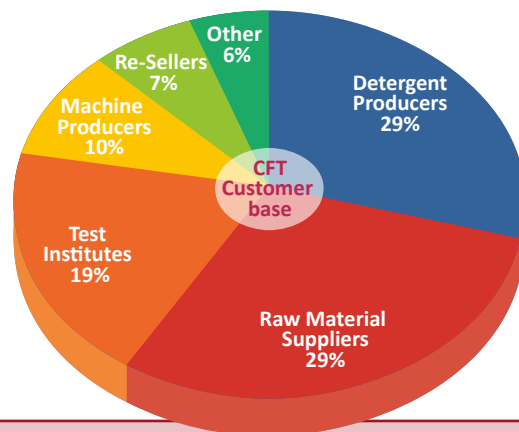
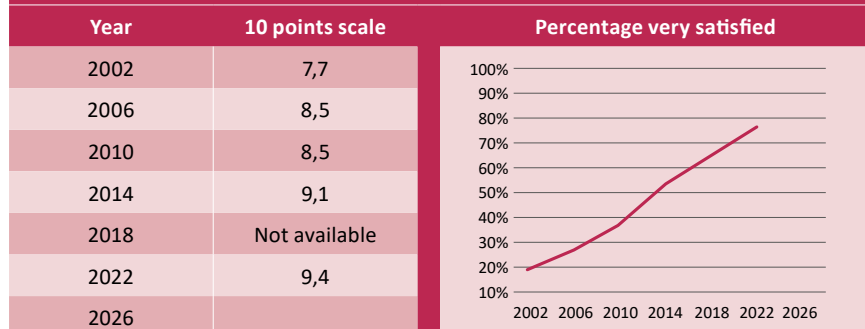
CFT

Customer satisfaction

Your opinion is important to us

Knowing what our customers think of our products and services, gives us the possibility to become an even better supplier for all your needs. That is why CFT sends out a customer satisfaction survey every 4 years. We want to know how you like our service, knowledge of our products and speed of delivery. This flyer presents an overview of the results.

Overall client satisfaction



Top 5 answers 2022

	10 points scale
Quality of answers by email	9,52
Contact with CFT personnel	9,52
Friendliness and politeness of contact persons at CFT	9,51
Speed of reply on emails	9,41
Trustworthiness of CFT	9,31

Most valued features

Based on the most recent customer satisfaction research, we identified our most valued features (in order of importance):

1. Quality
2. Speed of delivery
3. Flexible Innovative Service
4. Communication
5. Information
6. Social (Sustainability & Fun)

Innovations and suggestions 2022

What we are working on	% positive feedback customers	Actions
Videos to explain about the application of our products	77,0%	These will be published in the course of 2024
Year order format stored at CFT for speedy delivery of same batch	74,8%	Implemented, used more and more
Standards on website	74,8%	This will be launched in 2025
Publication of Top-10 best testmaterials per field of interest	65,7%	Implemented
Ordering online via webshop at CFT website	64,4%	Will be investigated in the future
Monetary deposit on plastic boxes for tiles/possibility to recycle	55,8%	This is currently under review
Online possibility to create a custom detergent formulation request	54,5%	Implemented, app.cftbv.nl
Monetary deposit on stainless steel tiles/possibility to recycle	53,8%	This is currently under review

Our next survey is planned in 2026, we will reach out to you again and look forward to your answers. But if there is anything you are looking for or need something customized, let us know and we will make the effort of tending to your needs.

For more information please do not hesitate to contact us! info@cftbv.nl or call +31 (0)10 460 39 55