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Consulting Project International  
Market research  
**for Varioprint AG**



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# Worldwide Client Satisfaction Survey – News, Potentials, Challenges

Sustainable customer satisfaction is key to the success of Varioprint AG. A continuous customer satisfaction analysis helps Varioprint AG to understand their customers perception and wishes for improvements, especially in times where close customer contact has been difficult to sustain.

## Proceeding

To conduct relevant market research, the team followed a certain methodology. In a first phase the project team divided the customer base of Varioprint AG into two different target groups. With the provided customer list by Varioprint AG the project team sent out an online survey and conducted online face-to-face interviews with various customers worldwide. In a second phase all data were collected and compared to the outcome of a previous customer satisfaction analysis conducted in 2018. The results of the customer satisfaction analysis could be presented to Varioprint AG at the end.

## Results

The customer service standard of Varioprint AG is very high and could be proved during this CPIM-Project. One of the main goals of this project was to compare the results with the previously conducted customer satisfaction analysis in 2018. The project team showed different trends, changings and developments to Varioprint AG. All recommendations resulting out of the customer satisfaction analysis considering customer service and customer satisfaction were delivered to Varioprint AG also including a new customer satisfaction analysis in cooperation with OST. The project team delivered three steps as measures of improvement for Varioprint AG. The proposed future customer satisfaction analysis should then show possible future trends, changings and developments as well as proposing new measures to ensure a high customer satisfaction.

[ost.ch/praxisprojekte-wi](http://ost.ch/praxisprojekte-wi)

## Varioprint AG, Heiden

Varioprint AG was founded 1970 and is owned by the management since 1993. Now it is one of the market leaders for Printed Circuit Board (PCB) technology in Europe and competes successfully at the global level. Their combination of tradition and high-tech embodies in high quality products. The worldwide customer base ranges from Europe to Asia and North America.



## Client

Varioprint AG, Heiden  
**Herbert Gabrielli, Deputy General Manager**  
[www.varioprint.ch](http://www.varioprint.ch)

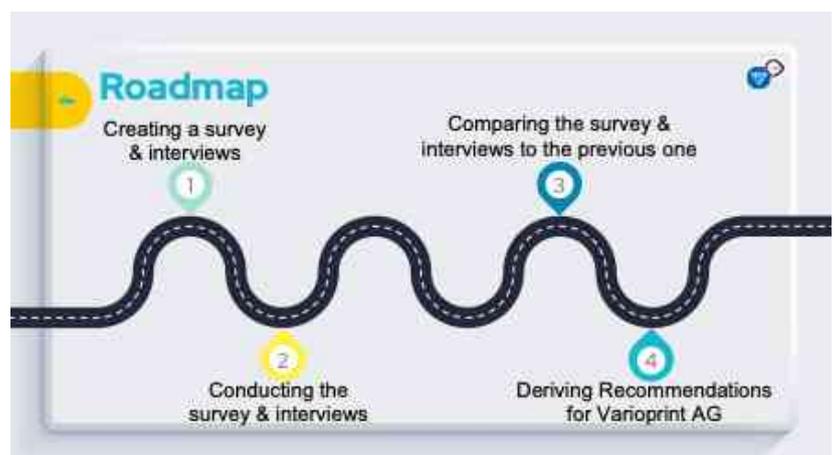
One important goal of Varioprint AG is to keep customer satisfaction as high as possible. With the help of an international team of students, the needs could be identified and discussed. The initiative as well as high commitment of the students in this project was pleasing to see, as well as the approach and the eventual result. Our requirements were met and even exceeded.



## Coach

OST – Eastern Switzerland  
University of Applied Sciences  
**Mathias Kleiner, MBA**

The students had to deal with all the aspects of working in an intercultural project team. Throughout the project, the team developed a good spirit and managed to reach the ambitious goals. The well-founded analysis and recommendations support the client's business decisions.



**Project Roadmap**  
Source: own illustration