

Van Gansewinkel scores 8.4 for customer satisfaction

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Van Gansewinkel is awarded by its customers with an average rating of 8.4, the highest score since the waste processing company started surveying the satisfaction of customers. The higher rating is mainly the result of improvements in the key areas of complaint handling and reliability of services. Each year, Integron, an independent research agency, carries out customer satisfaction surveys among 1,200 randomly selected Van Gansewinkel customers in the Netherlands and Belgium.



As was the case in previous years, reliability of services and the expertise and friendliness of staff achieved high scores. The drivers and loaders who collect waste on a daily basis even achieved a score of 8.8 in 2014, an increase of 0.2 relative to 2013. In addition, the number of complaints decreased and the number of companies that recommend Van Gansewinkel increased. According to Dennis Leeuwerik, Director of Sales at Van Gansewinkel, "This customer appreciation is particularly valuable to Van Gansewinkel because it is a true measure of the quality of the services that we provide to our customers each day. We're proud that we managed to further improve our services in the past year. It's the best motivation for our employees both in the field and at the office."

In the past year, Van Gansewinkel substantially improved its services across the board. Customers of the waste processing company gave a score of 8.6 for its services (8.5 in 2013) and 7.1 for its complaint handling, and a score of 8.4 indicates greater overall satisfaction (8.2 in 2013). The satisfaction and appreciation of customers are also shown by a 25% decrease in the number of complaints relative to 2013. "In the past year, we also devoted a great deal of time and effort to further improving our handling of complaints," Leeuwerik explained. "Each complaint is one too many and resolving it as quickly as possible is therefore an absolute priority to us. It's nice to see that our efforts in this area are actually experienced and appreciated by our customers. It goes without saying that we intend to achieve further improvements in the coming years."

The customer satisfaction survey was carried out among 1,200 Dutch and Belgian customers at the end of 2014. Integron, a research agency, studies and analyses the customer satisfaction figures of over 1,000 Dutch and Belgian companies each year.