German Express and Parcels Customer Survey PHASE 3

Comprehensive, in-depth survey of attitudes, expectations and opinions of consignors shipping large volumes of parcels within Germany

> Awareness of carriers **Carriers Profiles** Internet usage International *Carrier descriptors* **Prices**

Service improvements **Problem handling** Selection criteria Marketing recall **Carrier ratings** Usage



Example slides taken from the UK Express Distribution Survey

Based on a substantial sample (400) of parcel shippers Interviewees must ship at least 100 parcels a month to qualify for interview In-depth telephone interview with the qualified key decision-maker Company specific analysis on a benchmark basis Future trend analysis for uninterrupted subscribers **Research undertaken under professional market research standards**

Triangle surveys are a cost-effective means of acquiring detailed market research for strategic analysis and market planning. The German Express Customer Survey 2006 will build on the experience gained through the long established Triangle UK Parcels Distribution Survey, which is seen as the "benchmark" for the industry in the UK.

Triangle is a research-based consultancy specialising in the transport sector. Primary research is complemented by industry intelligence, analysis and interpretation.

Introduction

Phase 3 of this report will survey, in depth, medium to large customers of express and parcels services in Germany. The decision to utilise particular service providers will be investigated, as will customers' views of the service issues including quality of service, customer service, range of services and prices they are getting.

The German Express and Parcels Customer Survey 2006 is one of a series of express distribution surveys including: UK Domestic Parcels, UK Express Pallets, UK International Express Outbound, French Express and Spanish Express surveys, each of which are carried out on an annual basis.

In addition, for those operators with pan-European parcels networks, this survey is intended to be part of a series which will allow them to compare the performances of their subsidiaries and/or partners across Europe.

The German Express and Parcels Customer Survey consists of a sample of 400 completed telephone interviews held with the key decision-makers for express and parcels services within companies sending over 100 parcels per month.

The results of the customers' survey will be presented in a detailed report including statistical analysis, graphical representation, comparative charts and indepth commentaries. The report will also include profiles of the major carriers as well as an overview of the German express and parcels market.

In addition, individual company summaries can be produced, supported by personalised presentations where desired.

Sample

The universe for the survey is all businesses located in the German market that meet the minimum requirement of 100 parcels per month. Each business site is classified by size, geographical location and broad industry sector. Each business site is classified by size, geographical location and broad industry sector. Pre-qualified databases are used to generate the sample.

The survey can be "customised" by the addition of two confidential questions and/or client specific supplementary or "boost" respondents

Survey Frequency/Timings

This survey is a regular monitor. The 2006 version was completed and delivered in July. In order to participate in the "boost" and/or the additional confidential questions, a decision to participate is required by early May.

Investment

The cost of the German Express and Parcels Customer Survey and Report is $\notin 26,000$ (plus VAT) to be invoiced at 50% at time of order, with remainder invoiced following delivery.

Contacts

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