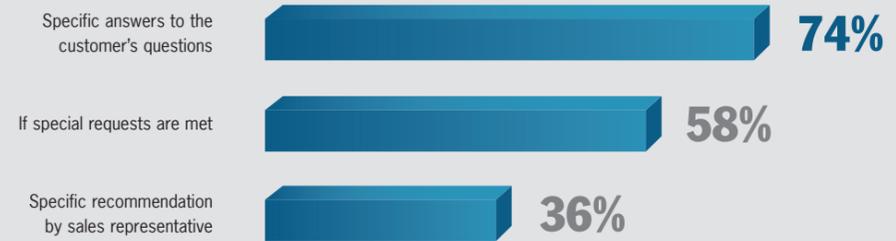


WHAT IS IMPORTANT TO CUSTOMERS PRIOR TO PURCHASE
(Multiple answers possible)



Survey/Graphic: Porsche Consulting

WHAT CUSTOMERS VALUE WHEN BEING GIVEN ADVICE
(Multiple answers possible)



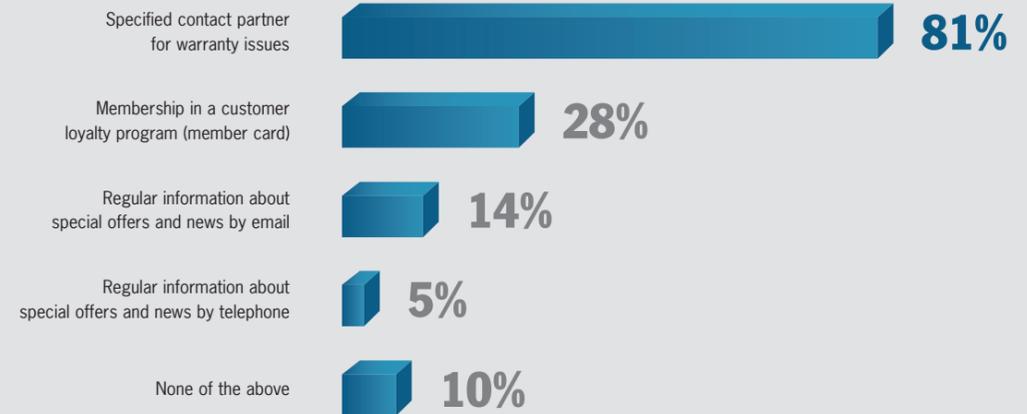
Survey/Graphic: Porsche Consulting

WHAT CUSTOMERS WOULD PAY EXTRA FOR GOOD ADVICE
(Multiple answers possible)



Survey/Graphic: Porsche Consulting

WHAT CUSTOMERS WANT AFTER THE PURCHASE
(Multiple answers possible)



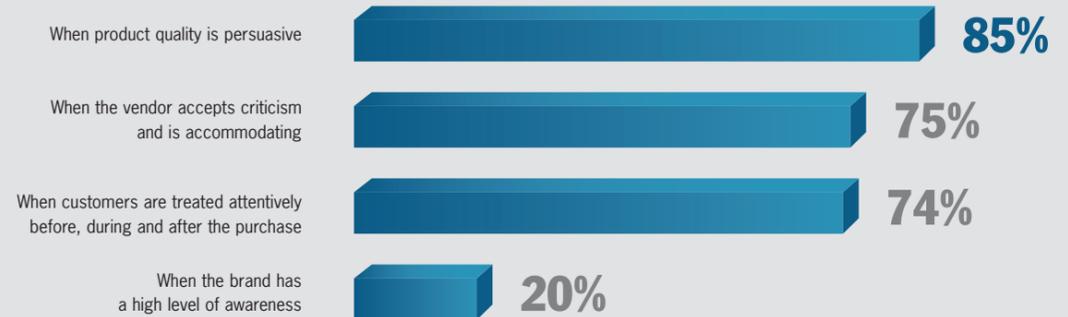
Survey/Graphic: Porsche Consulting

WHAT ANNOYS CUSTOMERS IN RELATION TO COMPLAINTS
(Multiple answers possible)



Survey/Graphic: Porsche Consulting

WHEN CUSTOMERS RECOMMEND A VENDOR TO OTHERS
(Multiple answers possible)



Survey/Graphic: Porsche Consulting

Basis: Survey of Porsche Consulting GmbH, carried out by the Forsa market research institute (December 2015). To collect the data on customer satisfaction, a total of 1,103 German people aged 25 and above living in private households were surveyed by telephone. The participants were chosen by systematic random selection (multistage stratified random sample).

WHAT IS IMPORTANT TO CUSTOMERS PRIOR TO PURCHASE

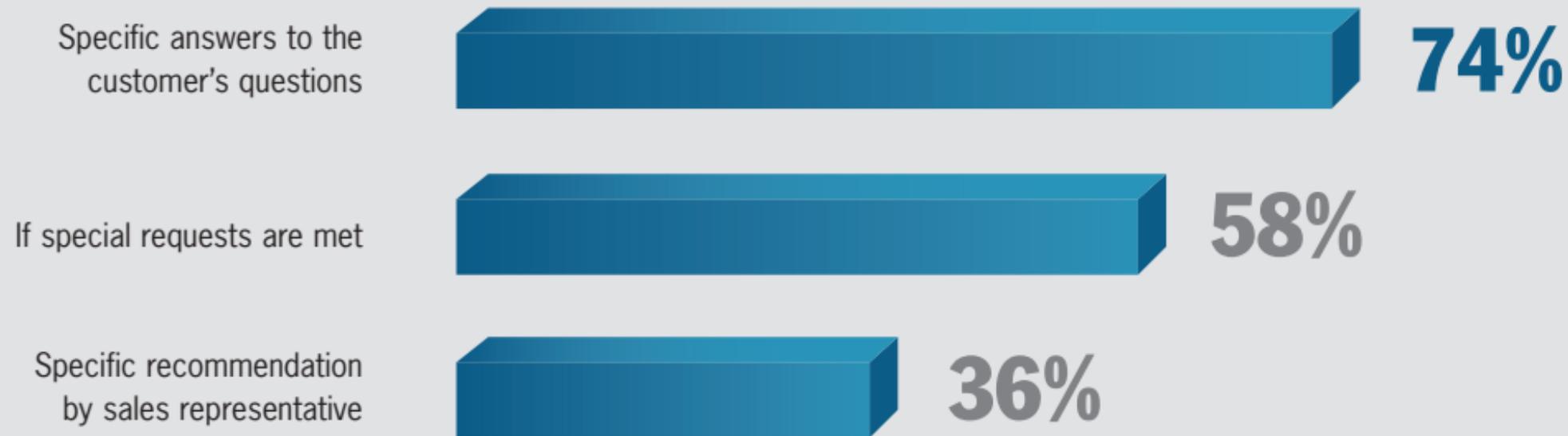
(Multiple answers possible)



Survey/Graphic: Porsche Consulting

WHAT CUSTOMERS VALUE WHEN BEING GIVEN ADVICE

(Multiple answers possible)

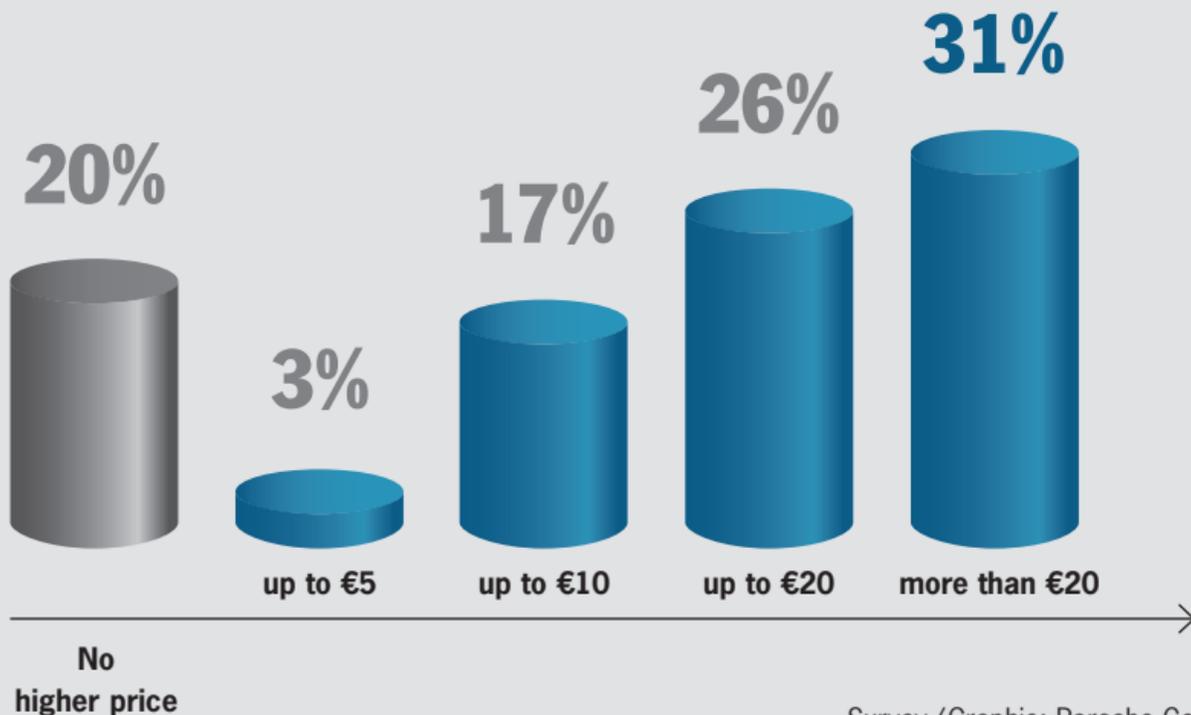


Survey/Graphic: Porsche Consulting

WHAT CUSTOMERS WOULD PAY EXTRA FOR GOOD ADVICE

(Multiple answers possible)

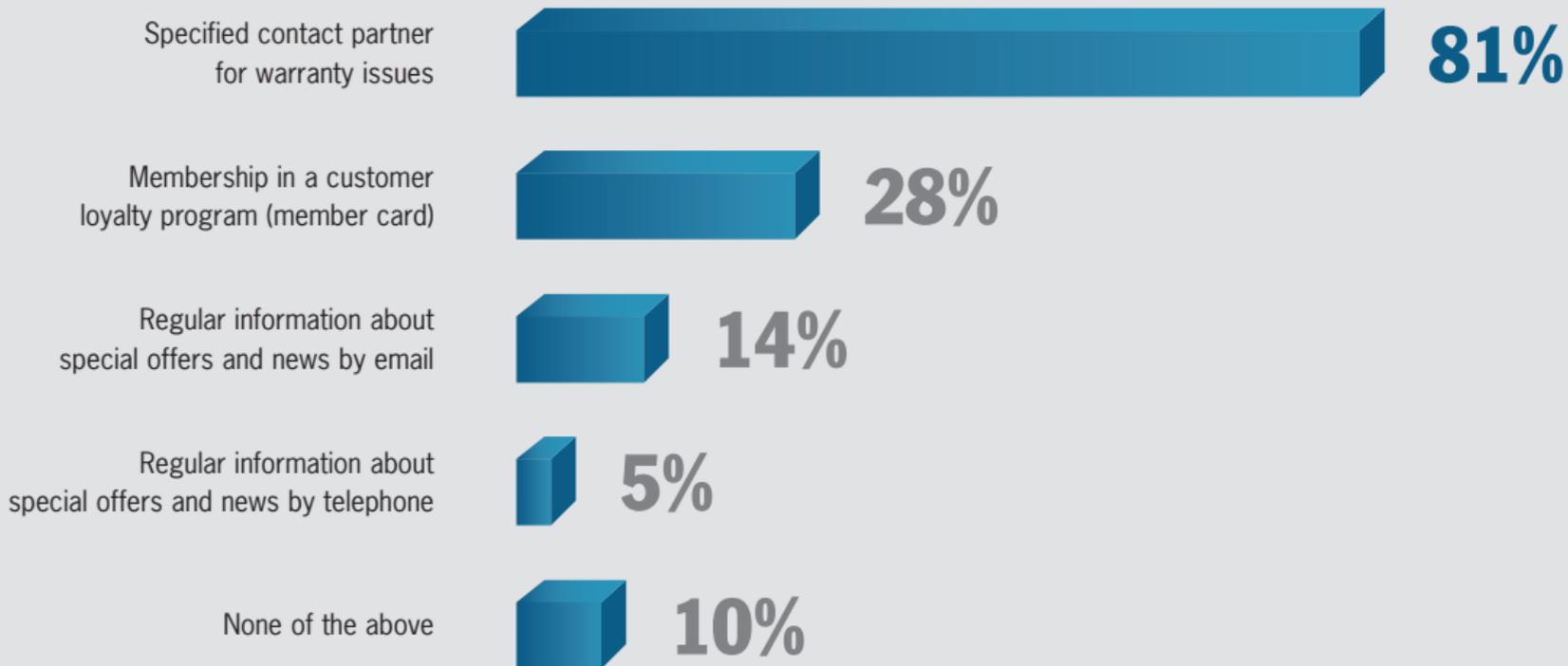
The extra amount
customers would pay for
advice when making a
purchase valued at €500 ...



Survey/Graphic: Porsche Consulting

WHAT CUSTOMERS WANT AFTER THE PURCHASE

(Multiple answers possible)



Survey/Graphic: Porsche Consulting

WHAT ANNOYS CUSTOMERS IN RELATION TO COMPLAINTS

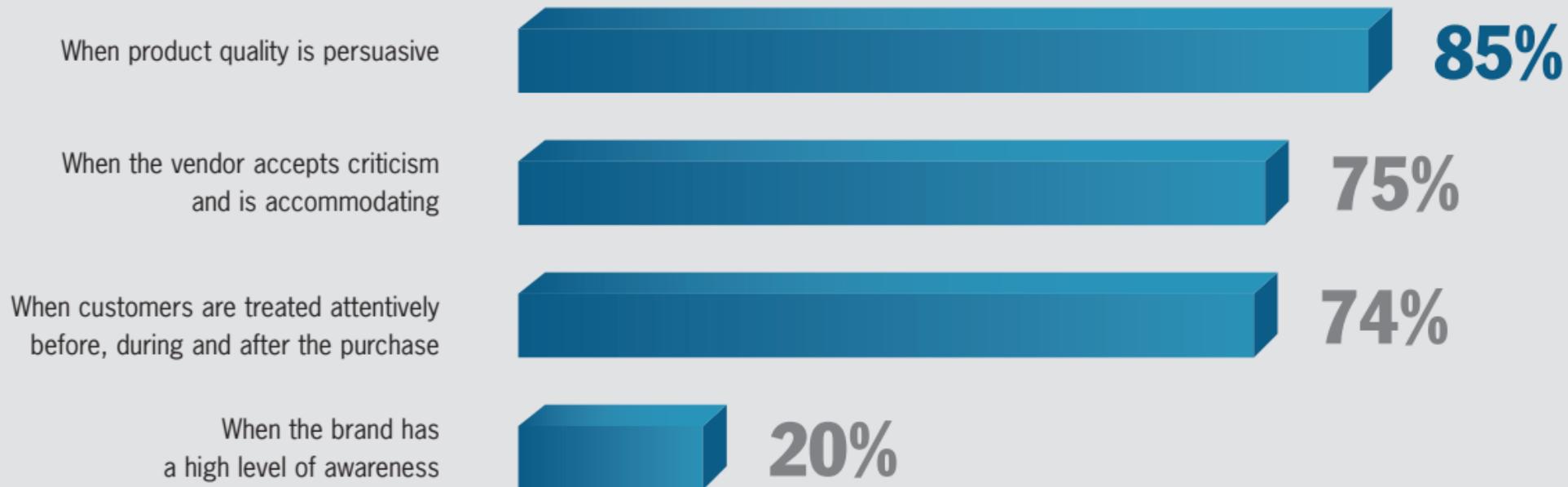
(Multiple answers possible)



Survey/Graphic: Porsche Consulting

WHEN CUSTOMERS RECOMMEND A VENDOR TO OTHERS

(Multiple answers possible)



Survey/Graphic: Porsche Consulting