

Customer experience survey 2022

Conducted in cooperation with Buro Improof

Period: April-May 2022

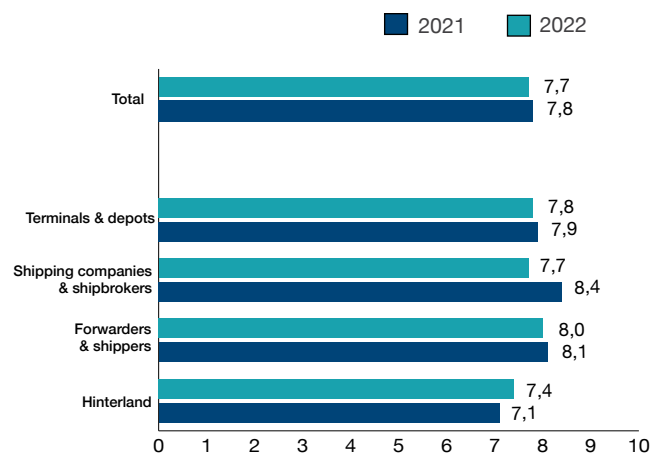
582 customers took part in the survey

Our annual customer survey focused largely on the operational side of Portbase: our services and service delivery. In addition, it gathered input to help identify the wishes and priorities of market participants. This was then discussed at the customer panel meetings in June of this year.

Portbase really values input from customers. All feedback is valuable to us and provides opportunities to improve our services. Many thanks to all of those who took part in this survey.

This infographic illustrates the main points from the survey, based on which we can initiate actions for improvement.

Overall satisfaction



Notes

The satisfaction rating fell slightly from a year ago. Particularly in the hinterland, respondents are more critical of our services than in other sectors (although an improvement is visible here compared to previous years).

Experience of services and service delivery

Rating of processes and interaction with Portbase

Customers interact with Portbase and come into contact with our services at various times. These are perceived as follows:



Improvements

Getting connected

From becoming a customer and connecting to a new service to logging in. Customers are more critical of this than they have been in the past. Portbase is in the process of radically simplifying this entire area.

Service usage

Evaluation of the use of services. This was generally positive, although some differences are visible per customer group. Portbase is planning additional capacity for the hinterland and Vessel Call services in order to improve ease of use.

Support and complaints handling

From user questions to complaints handling. The Customer Service Team is taking initiatives to better meet the various service needs.

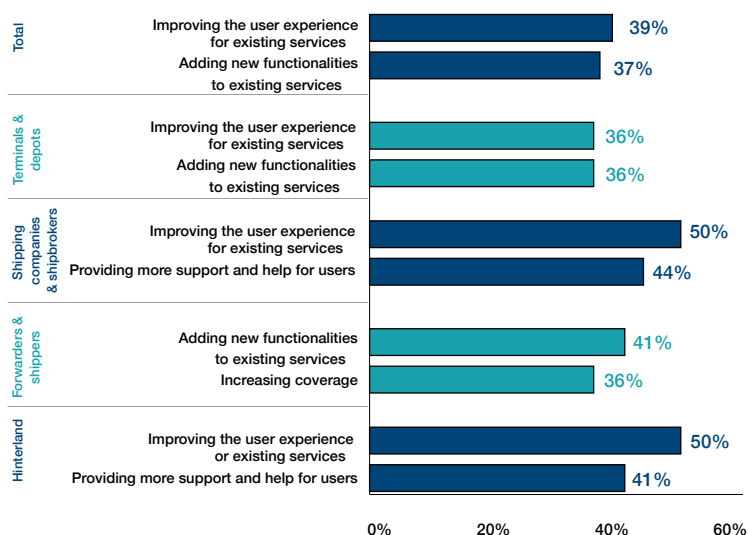
Disruptions

Particular attention is required for session endings and information and assistance in the event of disruptions. These specific points will be examined in more detail in the time to come.

Priorities

What should Portbase focus its energies on in 2023?

(the top 2 answers chosen by each customer group)



The Community and priorities

Of, for and by the community

Portbase's customer panels contain representatives of a broad range of customers and their industry bodies per target group. The results of this survey also provide input for deciding which activities and priorities to pursue.

Choosing the right priorities

Via a drop-down menu, managers were able to specify what they felt should be prioritised. These answers have been coupled with specific concerns Portbase has received from users.

Community

There is room for improvement in the way Portbase demonstrates towards its community how customers are represented, how we listen to the market and what we are working on.

