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Phenylephrine

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## Customer Satisfaction Survey 2002

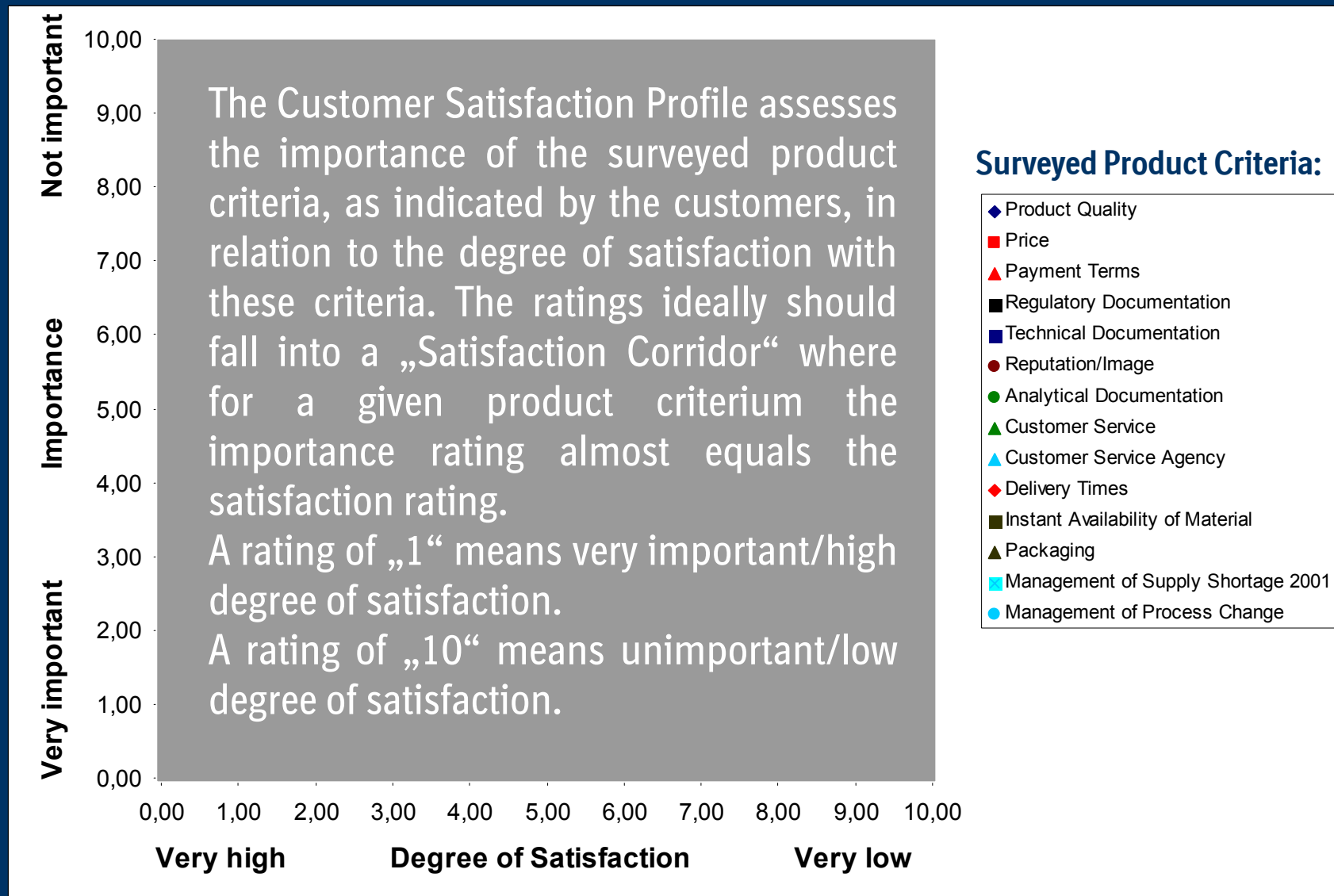
Customers Acknowledge High Performance of Boehringer  
Ingelheim as Phenylephrine Supplier

## Customer Satisfaction Survey 2002

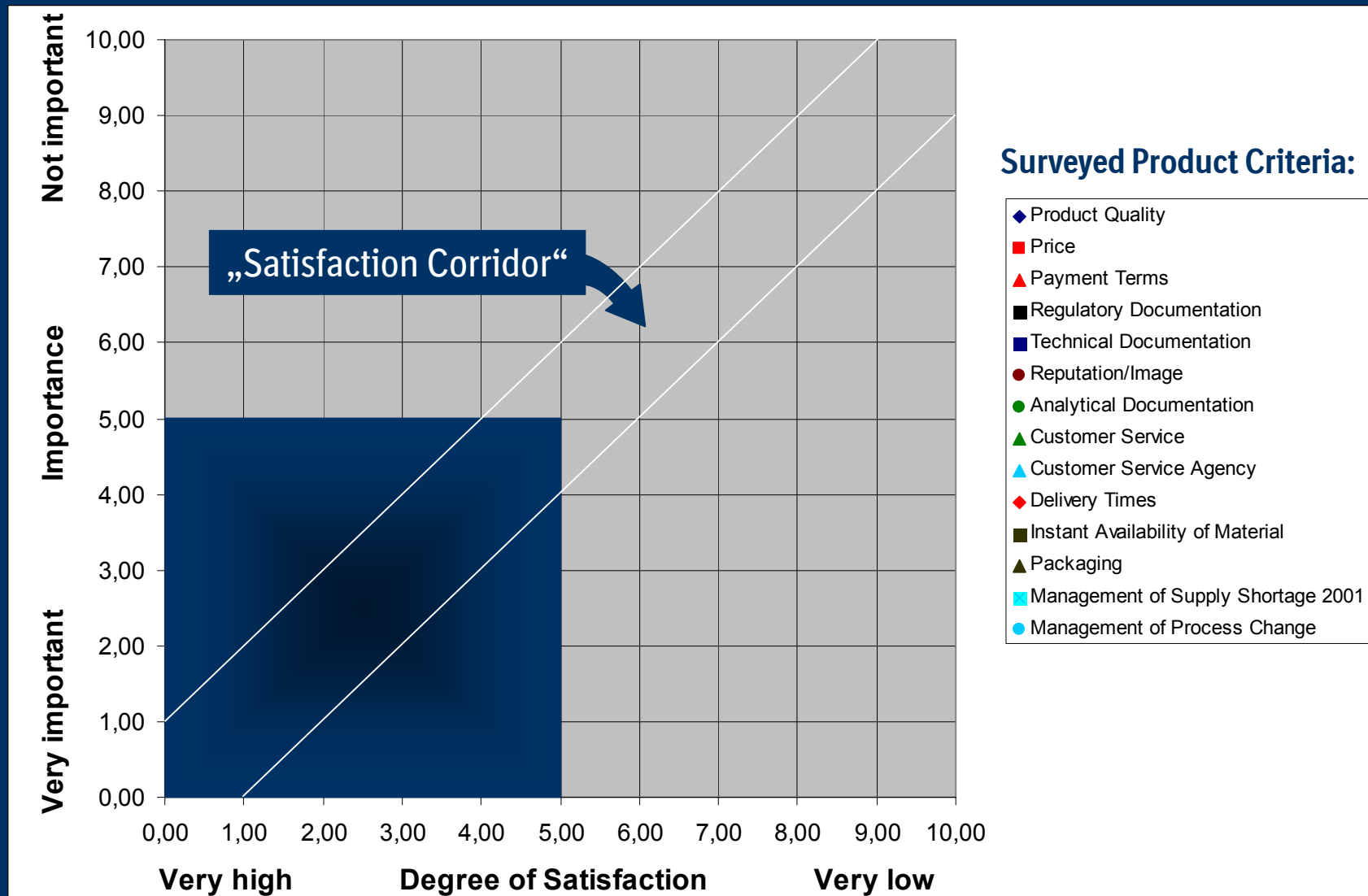
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- 122 questionnaires sent to phenylephrine customers worldwide
- 52 completed questionnaires received back from customers
  - North America: 13
  - South America: 5
  - Europe: 10
  - AAA: 24
- Start of survey: June 2002
- End of survey: October 2002

# Concept of Customer Satisfaction Profile



# Customer Satisfaction Profile - Results



## Conclusions

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- ⇒ All ratings for the surveyed product criteria fall into the „satisfaction corridor“, except for the criterium „Price“.
- ⇒ In addition, all ratings are located in the lower left quadrant of the Profile, indicating a high degree of satisfaction for all product criteria.
- ⇒ The best rating for both importance and satisfaction was obtained for product quality!
- ⇒ **Boehringer Ingelheim as the largest worldwide supplier of Phenylephrine provides products and services of highest quality!**