

# Satisfaction Distribution

All NBS - 636495 Sales Locations - Prior Year 2014  
Cust. Segment: All Customers · Cust. Segment 2: All Customers · Calculation: Average

	EXTREMELY DISSATISFIED	EXTREMELY SATISFIED	TOTAL	SHARE OF CUSTOMERS RATING (%)			
				0-3	4-6	7-8	9-10
Sample Size: 293							
RECOMMEND							
Likelihood to Recommend	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	8.8	1	8	21	70
OVERALL SATISFACTION							
Overall Satisfaction	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	8.8	1	8	26	66
Overall Experience: Dealer	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	8.8	3	5	21	70
Overall Experience: Steelcase	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	8.9	1	5	21	73
SOLUTIONS							
Workplace Solutions OSat	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	9.0	0	3	24	72
Applies Research and Insights	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	8.9	1	4	26	69
Competitively Priced Products	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	8.3	2	12	32	54
Creates Effective Environment	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	9.0	0	5	22	73
Ease of Management	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	9.0	1	4	23	72
SALES AND SERVICE							
Sales and Service OSat	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	8.7	3	6	23	68
Keeps Customers Up-To-Date	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	8.0	7	16	21	56
Knowledgeable about Customer's Business	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	8.5	4	9	20	68
Maintains Regular Contact	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	8.0	7	15	23	55
Solves Problems Quickly	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	8.3	5	11	20	63
PRODUCT BENEFITS							
Product Benefits OSat	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	8.9	1	5	24	69
Design and Aesthetics	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	8.9	1	5	20	73
Designed Based on User Needs	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	8.9	1	6	23	70
Functionality and Ergonomics	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	8.9	1	5	22	73
Right Quality and Durability	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	8.9	0	7	20	72
COMPANY REPUTATION							
Trustworthy	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	9.1	1	4	15	79
Makes Customer's Job Easier	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	8.8	2	9	19	70
Environmentally Responsible	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	8.9	0	10	19	71