



The EOS Service Impact Report 20/21  
Results of the Customer Satisfaction survey  
Service quality matters!



# Editorial

## Customer Satisfaction is our #1 guiding principle

Connecting high quality production efficiency with pioneering innovation and sustainable practices will shape the future of Responsible Manufacturing—our purpose.

Our path there is based on three important pillars:

- Industrialization
- Digitalization
- Culture

When it comes to industrialization and culture, quality & reliability are the key drivers for our daily work. That's why we strengthened our focus on customer satisfaction with an integrated monitoring system. We firmly believe that gathering customer feedback is an excellent tool for ongoing dialogue to understand where we are successful and where our blind spots lie. It fosters a healthy and profitable relationship with our customers by prioritizing, evaluating, and continuously improving our offering and processes.

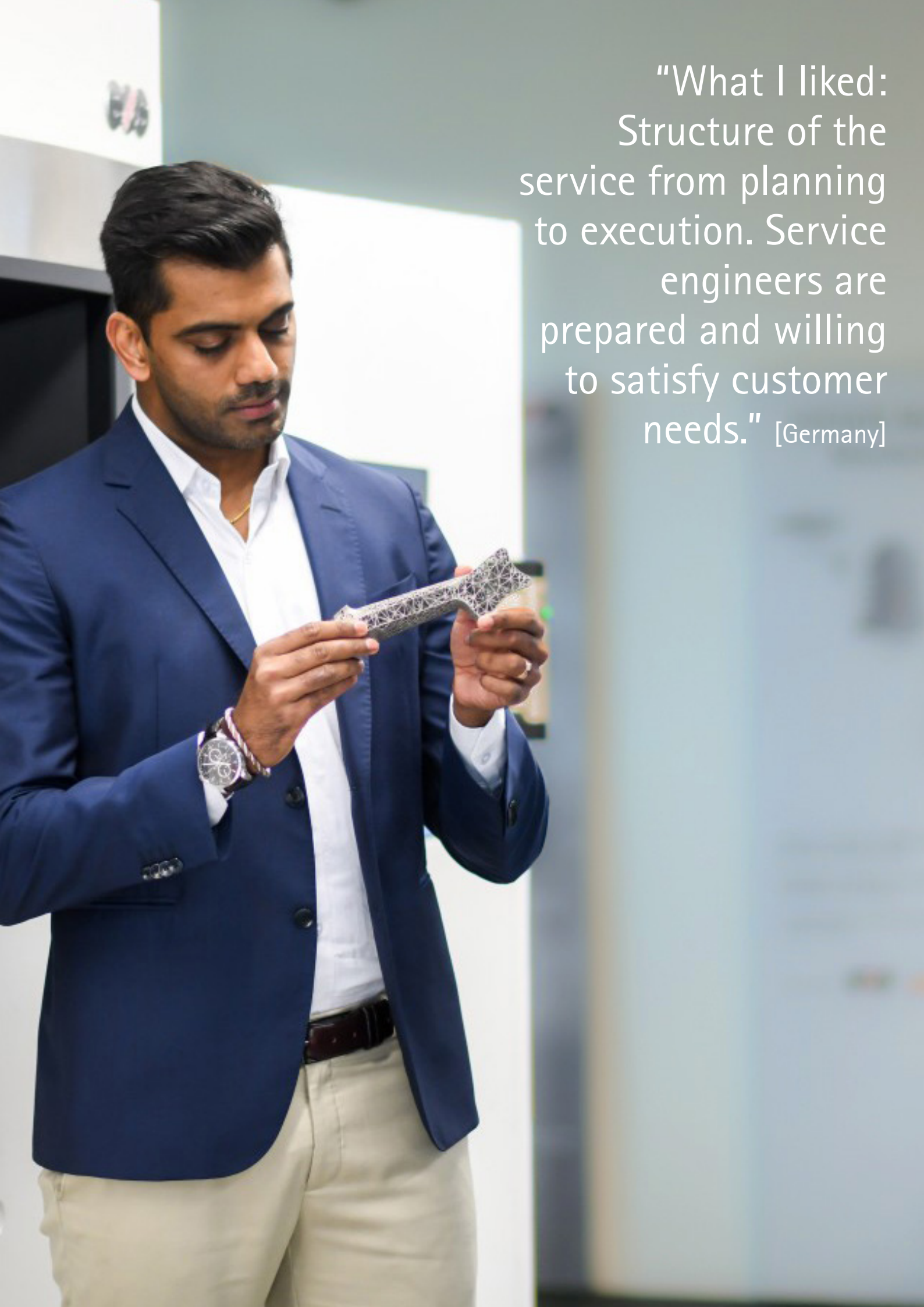
That's why we restarted a continuous customer satisfaction assessment related to service delivery quality in 2020. At first, we were curious what feedback we would get, now we are thrilled with the positive response we have received over the past year.

Nevertheless, we strongly believe in Bill Gates motto "Your most unhappy customers are your greatest source of learning". Mistakes and critics are part of the game, we must track and measure to understand what to change, where and how.

With our first edition of the EOS Service Impact Report we would like to share some insights and key findings with you. Happy reading!

Werner Kaiser  
*SVP Business Unit Service at EOS*





"What I liked:  
Structure of the  
service from planning  
to execution. Service  
engineers are  
prepared and willing  
to satisfy customer  
needs." [Germany]

# Who we are

## Global Services at EOS



### People

The EOS service force is our most worthwhile asset for achieving our customers' AM success. They are not only the first contact point but also providing them with our extensive expertise, specially trained to offer optimal support wherever needed. Flexible and open minded, we act as a partner for our customers throughout their entire AM journey.



### Passion

As pioneers in the AM industry with over 30 years of expertise, we have been passionate about our innovative technology right from the beginning. As the experts in metal and polymer AM solutions, we know them inside out. That's why we can help our customers realize the full potential in AM production excellence.



### Reliability

Our service mindset is anchored across EOS and therefore serves as a basis for our daily work, honesty, and effectiveness. Sustainably safeguarding the investment of our customers, continuously optimizing production performance, and preserving the system value a whole machine lifelong are crucial to our philosophy.



We help EOS customers world wide!



## A global network of service experts

EOS operates regional service centres over three continents with more than 260 EOS service specialists incl. ~150 Field Service Engineers. A growing number of local service units with own Field Service Engineers and depots ensure customer proximity in key regions. In addition, Application Engineers and Additive Manufacturing Consultants from our Additive Minds team advise in specific problems.

# Our principles

## Creating added value for all parties

These EOS corporate values shape our interactions with customers, suppliers, and all other business partners. As a result, customer satisfaction is the most important measure of quality for us and is the essential foundation of our company's success. That's why we place our current and future customers at the center of everything we do.



### **Fairness**

Treat me like you would like to be treated by others.  
*(adapted from Immanuel Kant)*



### **Responsibility**

Tell me, and I will forget. Show me, and I will remember. Make me part of it, and I will understand.  
*(adapted from Khalil Gibran)*



### **Togetherness**

A little knowledge in action is worth so much more than a lot of knowledge which remains passive.  
*(adapted from Laozi)*



### **Excellence**

Try to improve continuously and do not hold on the status quo or on the past.  
*(adapted from Karl Popper)*

# What we achieved in 20/21

## Customer Satisfaction & Service Quality results, customer voices & conclusions

### Exceptional situations required exceptional solutions: services in times of COVID-19

This year was special again. COVID-19 still has strong global impact—on the working world, economies, and on our daily life. The EOS service team remained on duty throughout despite lockdowns, curfews, and travel restrictions:

- Expansion of remote support options: In addition to our existing integrated EOSYSTEM RemoteService solution, we have immediately enhanced our remote support capabilities with TeamViewer, TeamViewer Pilot (VR) and HoloLens.
- Remote installations using VR and on-site cameras - even over 16,300 km distance
- Virtual Factory Acceptance Tests (FAT)— MR (Mixed Reality)-supported with smart glasses.

### Making customer experience visible

With the aim to benchmark with the industry we use the dominant customer satisfaction metric Net Promoter Score (NPS) as standard. It is an established insights tool that can be used to gauge the loyalty of a company's customer relationship.

The NPS is calculated based on responses to one question: "How likely is it that you would recommend EOS to a friend or colleague?" The scoring for this answer is based on a 1 to 10 scale. Scores can range from -100 (lowest, everybody is a detractor) to +100 (highest, everybody is a promoter). An NPS that is positive (i.e., higher than zero) is felt to be good, and an NPS of +50 is rated as excellent.

The information provided by customers in the survey, like the survey itself, is anonymized for data protection reasons.



# Customer feedback in numbers.

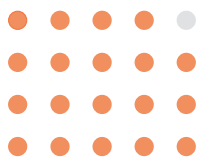
## Improved EOS performance in all points considered.

What we achieved in 20/21  
Customer Satisfaction & Service Quality  
results, customer voices & conclusions

21 | 200  
countries | feedbacks

We have got 200 feedbacks from customers around the globe: Hungary, Austria, Spain, Slovenia, China, Hongkong, Sweden, Denmark, Croatia, Turkey, the U.S., Poland, the Netherlands, Luxembourg, Italy, Great Britain, Germany, Switzerland, Belgium, Australia, France.

### Service Quality Score



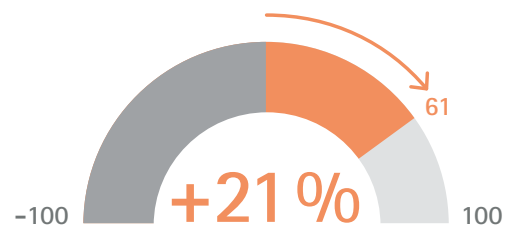
19 pts  
out of 20

The Service Quality Score refers to four key questions, each of which can be scored with a maximum of 5 points. The following aspects are covered: time to resolution, information on solution procedure, quality, and structure of the performed work.

"The field technicians are dedicated, technically solid, and have outstanding ability to handle field problems quickly." [China]

"Passion, availability, high skill" [Italy]

### Increase in Net Promoter Score (NPS) for Service



NPS for service specifically covers the customer touch points installation and service operation. In the last fiscal year, we increased our NPS value from 40% to 61%. Top values are achieved for installation and maintenance.

"The service over the last 12 months has improved greatly and has been good. We are happy with the routine maintenance we have received." [Great Britain]

"Great engineers, great service" [U.S.]

+7%

perceived improvement in time to resolution

Very positive feedback on the response time and way to resolution. As this is one of the most important issues for our customers, there is always room for improvement.

"Quick response and personal approach." [Netherlands]

"The fast response and structured error analysis" [Singapore]

+8%

perceived improvement in information on solution procedure

Communication: strongest evolution in information about the solution procedure

"Good in-depth knowledge, communication and quality of work" [Belgium]

"The service technician was very structured could explain well and very friendly." [Germany]

+20%

perceived improvement in (required) spare parts quality and delivery time

If spare parts were needed for a support case, customer satisfaction with their quality and timely delivery improved significantly.

"What I liked: portal MyEOS, fast contact, fast delivery of spare parts without much bureaucracy" [Austria]



"All service engineers and technical "on hand" support who visited the factory have been fantastic. The quality of work and commitment to getting the job done has been excellent. Something not always easy in the current climate". Great Britain



# Key take-aways

What we achieved in 20/21  
Customer Satisfaction & Service Quality results, customer voices & conclusions

Be bold and ask for feedback, it pays double: positive results and comments motivate to further move on and go the extra mile. Low ratings and critical comments help us to reflect and derive measures aimed at continuously reinforcing or improving our products and organization

## Purpose

Service is not just about repairing machines, but rather about creating a lasting and fruitful connection with our customers. It must be integrated into every part of the lifecycle – and should be a part of everyone's mindset.

## Quality

We will increasingly track the collection of customer feedback to identify weaknesses and opportunities for improvement and take appropriate action to improve. We will continue to focus our activities on equipping our service employees with the tools and skills they need to deliver first-class service quality.

## Time to resolution

We will continue to expand remote service and exploit the full potential of remote analysis and diagnosis functions, which offer visible added value through the comprehensive sensor technology in our latest system generations. Reflecting on the customer experience supports that this instrument helps us improve resolution times, reduce machine downtime, and optimize on-site work preparation.

## Communication

We see open communication as an essential tool for service quality. The results show that if the customer is kept in the information loop, knows how the problem was solved and can understand the solution path, this also leads to higher satisfaction.

## Personalization

Experience shows that a virtual FAT, for example, not only overcomes hurdles caused by travel restrictions, but also ensures greater customer individuality and higher efficiency. As there is no demand for onsite presence by the customer, special requests can be addressed in a more flexible way with dedicated sessions. The feedback from customers was very positive.

## Responsibility

Responsible manufacturing and sustainability are the guiding principles for everything we do at EOS, both internally and externally. In supporting this EOS purpose, an efficient, performance-oriented service force makes a significant contribution. One example: Reducing the need for travel and optimizing the supply of spare parts with the help of remote support capabilities significantly reduces our environmental footprint. Maintaining system value and permanently optimizing production performance is another aspect of sustainability that we strive to achieve.



# Connection with social engagement

## Share your view and plant a tree!

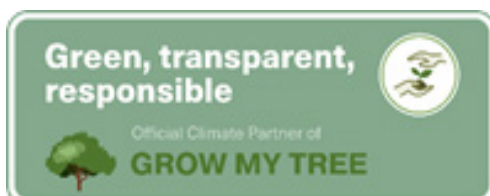
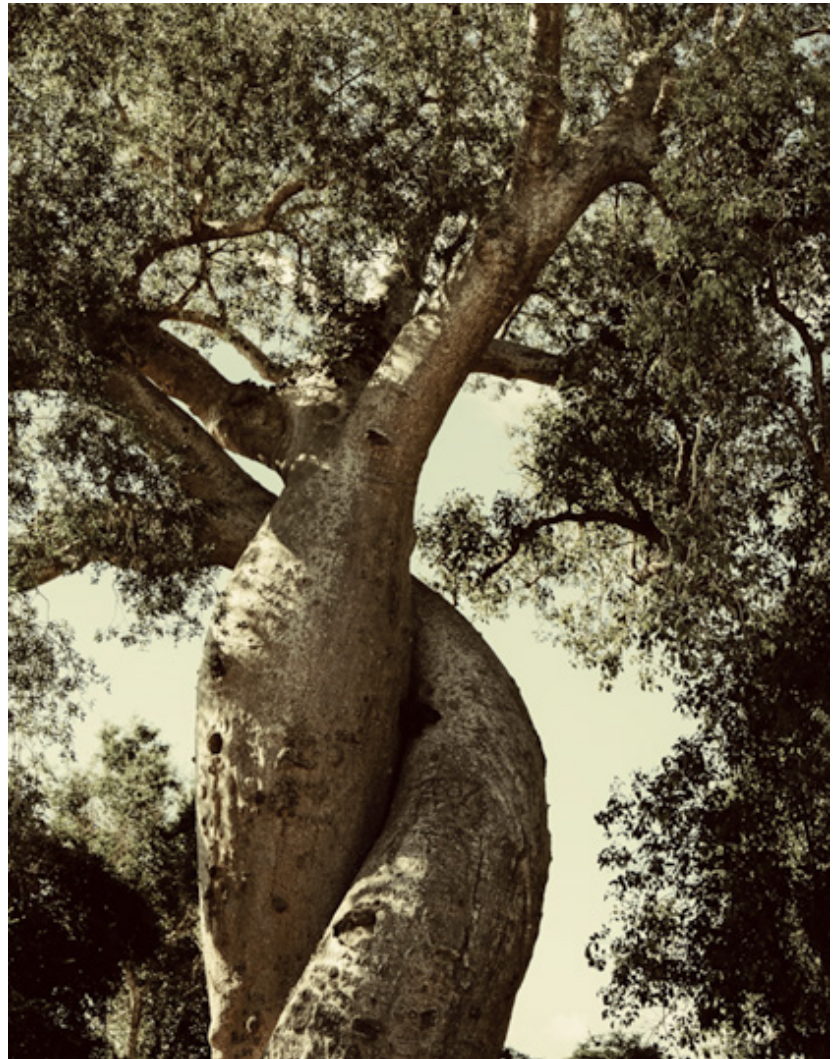
In the spirit of our corporate social responsibility, we dedicate each year to a motto that meaningfully combines our focus on customer satisfaction with social commitment. In this way, we want to motivate our customers to take part in the satisfaction survey. So, their feedback pays off twice.

206 trees have generated by customer feedbacks in 20/21 – Global Service rounded up to a 440-tree package for the organization GROW MY TREE and thus ~9,680 kg CO2 are neutralized.

Planting a tree through GROW MY TREE means supporting reforestation projects with a social impact.

-> More info on the organization  
[www.growmytree.com](http://www.growmytree.com)

New motto for 21/22 has been selected,  
**stay curious, we keep you posted!**



# IMPROVE. CUSTOMER. EXPERIENCE

## Our Roadmap 21/22

Our guardrails guide us in our efforts to excel in our daily work:

**IMPROVE** by never stop reflecting and learning. This is the only way to identify and realize potential for improvement.

**CUSTOMER** success with our fascinating technology is our utmost goal.

**EXPERIENCE** reflects the effort of the whole organization.

For us as service organization, true customer engagement is much more than a service call, it's a conversation. The results of this year's customer satisfaction monitoring show us that we are going in the right direction with this.

### We will move on in the upcoming year

In addition to well-established methods, we are increasingly using state-of-the-art technologies to make contacting us even faster, more transparent, and more efficient. Moreover, an integrated and well-organized information management is another important building block on which we rely.

We strive for integrated, efficient, and transparent end-to-end service processes that focus on ease of use for all stakeholders—both our customers and the service teams.

We expand the customer satisfaction monitoring system along the entire customer journey on a global scale.

Service delivery quality will stay one of our key performance indicators to ensure our customers' success with additive manufacturing. It is tracked and followed-up together with the regional service teams and is of great interest at management level.

We continue to follow our company purpose of responsible manufacturing and focus on sustainability in the delivery of our services.



# Methodology



## Introduction in April 2020

The EOS Global Service organization has implemented a system to measure service quality by collecting customer feedback after a service operation is completed. Focus is on satisfaction with service delivery quality.

## General chances of customer satisfaction assessment

- Customer satisfaction reflects the effort of the whole organization: stakeholders are involved into design, outcome, and follow-up for the specific survey. This anchors a customer-centric thinking across EOS.
- The customers are involved into a continuous improvement process and get the feeling of being heard by taking the opportunity to express their opinion about us.
- Customer satisfaction feedback opens the space for a targeted customer dialogue and strengthens relationships while reducing customer churn.

Data protection is taken very seriously – the survey is conducted anonymously and refers to the valid aspects of privacy policy. Personal contact information is only used if the customer requests a callback and provides it for this purpose. Furthermore, we don't collect any personal data.

## The service quality survey covers the following aspects:

- Basic information: performed type of service (maintenance, repair with or without service contract, remote support, inspection)
  - Quality of performed service
  - Spare parts availability and quality
  - Comment option regarding improvements or likes
  - Willingness to recommend EOS, basis for Net Promoter Score (scale from 1 to 10)
- Optional: contact request

## Service quality scoring as closed-loop process

**Distribution:**  
Query is available in English and further local languages (German, Italian, French, Chinese, Japanese, Korean). Access to the online query is distributed either via a flyer with a QR code, which is handed over personally by a service expert, or via an e-mail from our customer portal MyEOS. Triggers are implemented in the tool to generate notifications in case of a low rating or wish for a call back.

**Output KPIs:**  
Satisfaction score for service delivery quality and Net Promoter Score (NPS) for service that is anchored with the EOS strategic performance goals and monitored on a regular base.

Analysis, reporting and follow-up

1. Consolidation, analysis, and standard report of the results to all stakeholders on a monthly base
2. Comparison with overall EOS performance and industry benchmark
3. Assessment of trends, identification of "outliners"; root cause is analyzed and, if requested, customer is contacted for follow up.
4. Derivation of actions to address a continuous reinforcement or improvement of our products and organization
5. For general NPS: publication on the EOS Intranet

## The Service Impact Report 20/21 includes

- Quantitative results and trends
- Qualitative findings
- Customer voices (anonymous due to data protection regulations)



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#ResponsibleManufacturing

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