

# DutchCham Member Survey

## The Results

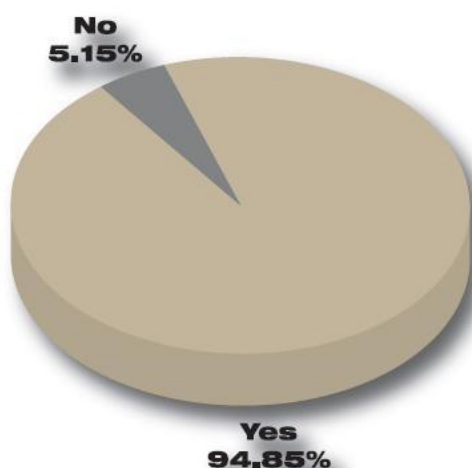
As many of you will know, from December 2009 to January 2010 KnowNow conducted the biannual member survey for DutchCham. The results were recently presented to the staff and board of DutchCham. While they will now get to work with your feedback, they asked me to write a short article to already share the results with you. In the next magazine they will get back to you more in depth on where and how they plan to use the results to further improve.

First of all many thanks to all members for participating so freely! The response of 26.4% gives a strong basis on which DutchCham can keep improving her service to all the members. And of course all your input is of great use to the new team at the office.

But over to the results now: You, the members give a 7.0 (out of 10) for the overall performance of DutchCham. The following table shows the results for this general satisfaction as well as for the other main items of the questionnaire:

In general, members are satisfied with DutchCham and the service provided. Especially the staff scores well, a satisfaction of 7.6 overall is very good indeed. Looking at specific items regarding staff, members find that staff is easy to contact (7.6), responsive (7.3) and committed to the members (also 7.3). A strong legacy for Jacqueline and Faith to build on (and compliments to Cathelijn and her team)! With overall service being awarded a 6.9 there seems to be some room for improvement there, especially considering the close link between service and staff, but all in all the “softer side” of DutchCham is what stands out positively.

Another real positive is the number of you reading the DutchCham magazine:



And with a satisfaction of 7.3 for the magazine it is safe to assume people enjoy reading the DutchCham magazine as well as the fact that it is there!

An important part of the work and service of DutchCham revolves around the events. With a satisfaction of 7.2 overall, the events get a fairly good rating from the members. It is striking to see though that 25% of all members in this survey have never been to a DutchCham event. The most important reason for that being: time.

Question	Satisfaction Score
3. General Satisfaction	7.0
9. Service	6.9
13. Staff	7.6
18. Events	7.2
25. Munch	6.8
27. Marketing	
Communication Products	7.1
30. Magazine	7.3
31. Quality of the articles	6.9
35. Website	6.4

Further detailed analysis on the satisfaction score for events will be done to get a better understanding of the score of 7.2. This to further improve Dutchcham's service and quality on events. But improving may need to come from both sides (organizers and members), since events are for a great part made by the people visiting them. Event attendance is what networking is all about and most of you (79%) originally joined DutchCham for that specific reason.

There is a good foundation though. Not only because of staff, service and products, but also because commitment of the members is very strong. The results for questions on recommending DutchCham and staying on as a member prove that:

Most members are very loyal to the Dutch Chamber in Hong Kong and proud of it. Therefore I would say: let's work together to make this Dutch business community an even greater success in the months and years to come!

Question	Satisfaction Score
43a. Recommend DutchCham	7.3
43a. Continue to be a member	7.5