

GAP Vision and GEERS Hörakustik

About GAP Vision™

GAP Vision™ is a global supplier of customer feedback based on experiences when purchasing goods or services. GAP Vision™ collaborates with major companies to continuously monitor the customer perception in order to meet customer expectations and improve service levels across the entire organization. The GAP Vision™ web based software ensures the process of distributing surveys, collecting customer data and displaying collected customer satisfaction data within the organization. This is all done with the highest accuracy in order to secure correct customer satisfaction data on all levels.

Collaboration between GAP Vision™ and GEERS Hörakustik AG & Co. KG

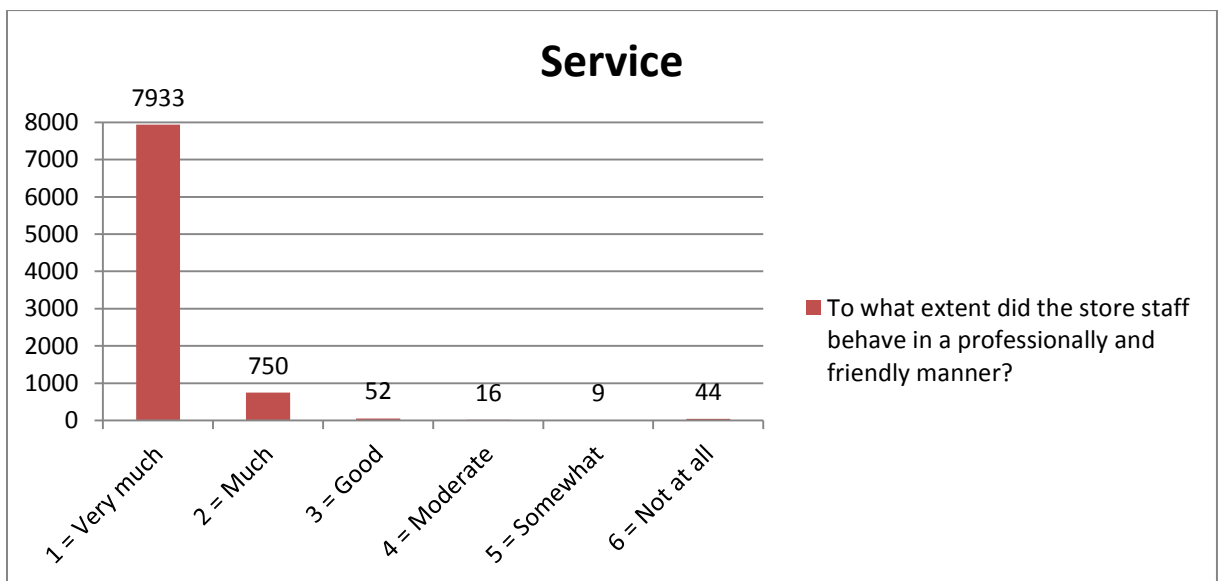
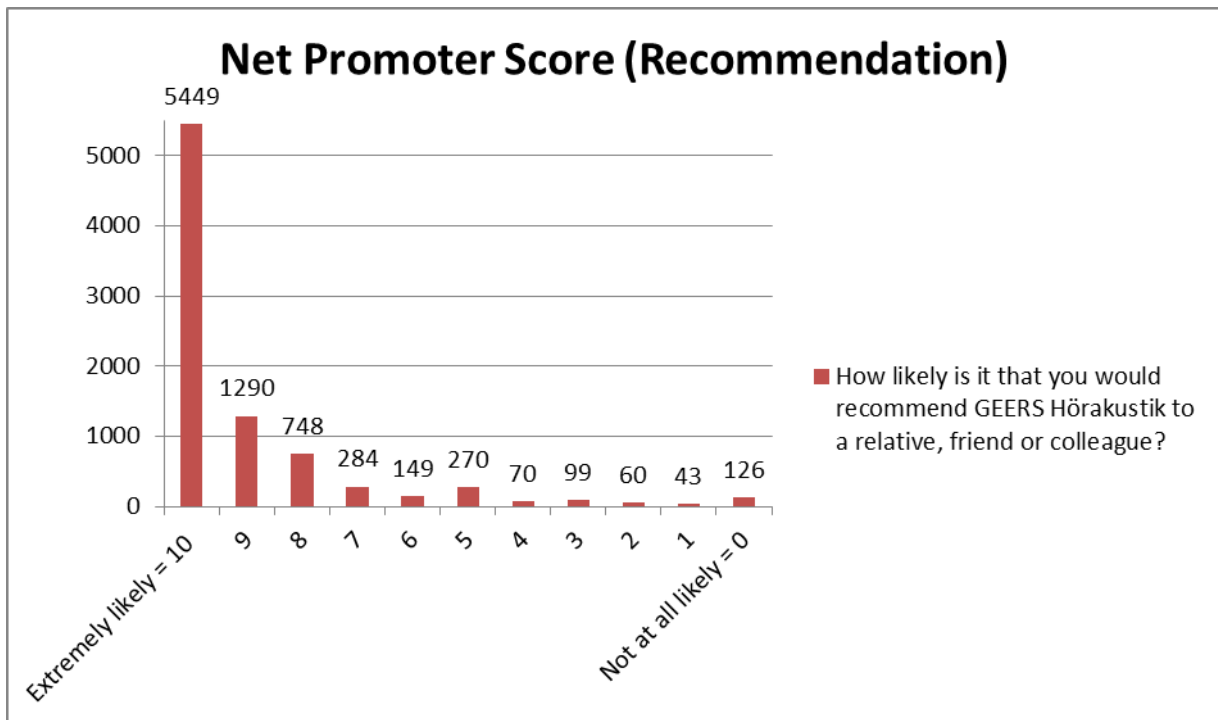
GAP Vision has since Q1 2012 collaborated with GEERS Hörakustik AG & Co. KG to collect customer satisfaction data. All customers that have made a purchase in one of the GEERS Hörakustik shops receive a survey for them to fill out shortly after completing the transaction. This survey is investigating all major parts of the process of purchasing a set of hearing aids, in total 16 questions. Analysis done by GAP Vision™ proves that the questionnaire sent to customers is complete in regards to investigating the major areas important for a customer when purchasing hearing aids. The response rate for GEERS Hörakustik is at a statistical significant level to conclude that results presented for this survey is reliable and trustworthy.

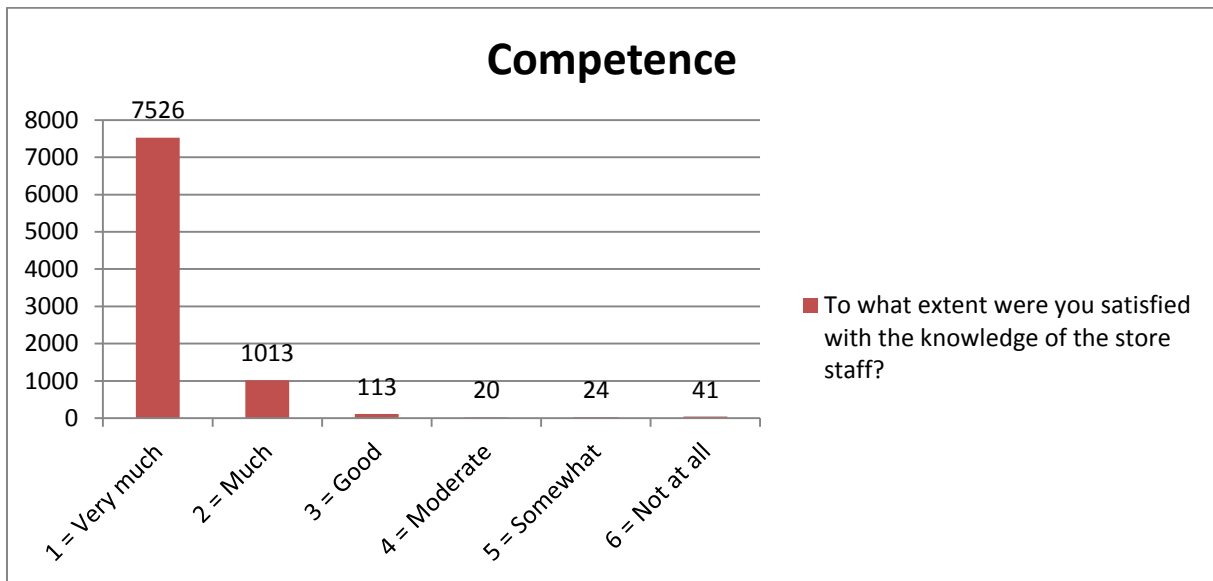
For the period 01.01.2014 – 30.06.2014 the number of returned customer responses were 8875.

Extractions of the customer feedback

For the areas “Overall Customer Satisfaction”, “Net Promoter Score” (Recommendation), “Service”, “Competence” and “Price” customers has responded as shown below for GEERS Hörakustik:







Oslo, Norway 15th of July 2014

GAP Vision AS

Christian Kielland

Vice President Client Development

GAP Vision Customer Satisfaction Tool