



## Evaluating customer satisfaction

**Customer satisfaction with our products and services is a key success factor for all our divisions and business areas. And so we regularly and systematically ask our customers how we rate.**

### Examples of customer surveys

Each year, Linde Gas Germany commissions an independent body to conduct a customer satisfaction survey on our products and services. In 2008, a representative sample of around 2.300 customers were contacted across five sales regions in Germany. They were divided into pick-up, drop-off and tank customers. Customers who had been surveyed in previous years were not included. Survey topics include customer satisfaction with in-house and field service and with logistical services.

The responses demonstrate that our customers are satisfied with Linde as a gases supplier and service provider, with good/above-average rankings compared with our peers. We aim to continue improving on this excellent foundation. Concrete areas of improvement include consulting from our in-house sales and service advisors, service quality and complaints handling.

Customers in the Electronics Business Area are particularly demanding when it comes to quality. These exacting demands have largely shaped the Global Quality Roadmap established by the Electronics Business Area. This programme provides guidelines and an indicator system to help employees in this Business Area meet customer expectations and demands more effectively.

It is also very important to evaluate customer satisfaction among medical gases customers of our Healthcare Global Business Unit. Our medical gases are used by both homecare and hospitalised patients. Hence satisfaction extends beyond statutory quality and purity levels to include soft factors such as the delivery service offered by our field staff.

In the Engineering Division, customer satisfaction is also analysed and reported each year.

### Ensuring that customers handle our gases correctly

In the Gases Division, our product stewardship activities include customer screening. Here, specially trained Linde technicians perform pre-delivery assessments at customer sites to ensure the prerequisites are in place to handle gases correctly. We have drawn up a product list specifying the gases that are subject to this screening. By the same token, our customers can expect support from us around the clock.

Should any problems with gas cylinders arise outside business hours or at the weekend, our emergency teams are on hand to prevent accidents, for instance resulting from leaks. What's more, we dispose of residual CO<sub>2</sub> when storage facilities and tanks are dismantled or tested, for example. We are the only gases manufacturer with our own vehicle specially designed to empty CO<sub>2</sub> for this purpose. We also encourage customers to return surplus gases, cylinders and valves, and offer our services to help them recycle and reuse gases in an appropriate manner.

See Corporate Responsibility at [www.linde.com](http://www.linde.com) for more information on product stewardship and the significance of REACH (Registration, Evaluation and Authorisation of Chemicals) for us and for our customers.

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