Your Feedback Drives Our Development

European Customer Survey Results

For decades Canon Medical has placed the Voice of the Customer (VOC) at the heart of its business. In 2015, we made steps to ensure faster and better response to customer feedback. Customer satisfaction research was increased from a once-a-year survey to continual monitoring in 'real-time', with the results of this used to implement actions to improve our services immediately. Since then we have been inviting our customers to evaluate their experience of our post-installation Training. In more recent years, we have also introduced customer satisfaction surveys on the Procurement, the Delivery & Installation and SOS Service.

The surveys enable us to gain better insight into customers' needs and the responses provide us with input for possible improvements. Thanks to your feedback, we were able to learn and grow as a company, resulting in the highest satisfaction score to date for our Delivery & Installation and Training surveys.

Although your satisfaction score is already at an extremely high level, you can rest assured that we will not sit still. We will continue to work on improvements in order to meet your changing needs and requirements as well as the general healthcare market conditions.

As we work towards further improvement of our services, your opinion is invaluable and we hope you will continue in providing us with your feedback!

This time next year, we will feature our 2022 Customer Survey results - Here's to another year of fantastic responses! //



Procurement

Average Satisfaction

9,2

Recommendation
78% rates a 9 or 10 when asked to what extent they would recommend Canon Medical (from 0-10) to others based upon their experience with **Procurement**



Delivery & Installation

Average Satisfaction

9,5

Recommendation
87% rates a 9 or 10 when asked to what extent they would recommend Canon Medical (from 0-10) to others based upon their experience with **Delivery & Installation**



Training

Average Satisfaction

9,4

Recommendation
80% rates a 9 or 10 when asked to what extent they would recommend Canon Medical (from 0-10) to others based upon their experience with **Training**



SOS Service

Average Satisfaction

8,7

Recommendation
77% rates a 9 or 10 when asked to what extent they would recommend Canon Medical (from 0-10) to others based upon their experience with **SOS Service**

Why do our customers recommend us?

Procurement

"Technical competence of the application specialist."

Austria, Ultrasound

"Relevance of sales arguments, the ergonomics of the device and the controlled after-sales services."

France, CT

"Professional, rapid response and excellent quality."

Germany, Ultrasound

Delivery & Installation

"Canon's professionalism and helpful assistance at every step of the project."

UK, CT

"The quality of the equipment and the technical/commercial support."

Spain, Ultrasound

"Excellent support."

Switzerland, Ultrasound

Training

"Good explanation during the training about the beautiful Ultrasound system."

Belgium, Ultrasound

"The training was very practical."

Germany, Healthcare IT

"The training was precise and straight to the point."

UK, CT

SOS Service

"Very good service from a very committed team."

The Netherlands, X-Ray

"Very good communication with Canon regarding the urgent matter we had at the time."

Sweden, CT

"Efficiency, kindness, professionalism and speed in assistance."

Italy, MRI

Three main reasons for choosing Canon:

1 **Quality of Services**

2 **Stable Partner**

3 **Technology Leader**

Canon Medical Systems Europe is the winner of the Customer Experience Awards 2021 in the category 'Continuous Customer Feedback'!

Read more in the News section of this VISIONS magazine.

© 2021 CANON MEDICAL SYSTEMS //GNEU22034