

Summary report: methodology and results update 2022



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This market research project is part of Gerdau Summit's commitment to evaluating and ensuring the **Satisfaction and Preference** of its Customers in all its areas and countries of operation.

Always committed to the **transparency** of its actions, Gerdau Summit provides its Customers and Partners with a summary of the results obtained in surveys carried out in **2018, 2020, and 2022**.

It is part of our culture to understand all the needs of our Customers and generate action plans that results on improvements in terms of Preference for our brand.

For Gerdau Summit, this project goes beyond auditing its qualifications, being also a channel for Customers to demonstrate opportunities for evolution in our products, services and customer care, and thus, exceed **Expectations**.

We hired an independent consultancy, which preserves the integrity of the interviewees' individual information and uses international and consistent methodologies, providing us with the knowledge to work more and more to **increase our Customers' Satisfaction and Preference**.



Methodology:

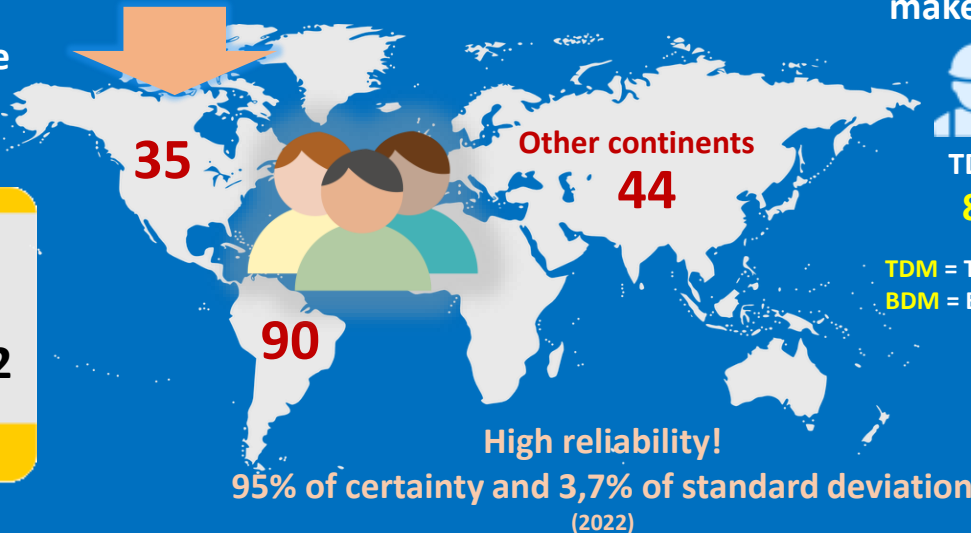
Survey carried out on the web every 2 years by Independent Consulting



Customers around the world participate!

2020 = 161 interviews

2022 = 169 interviews



Involvement of technical and commercial decision makers 2022



TDM

84

Sample



BDM

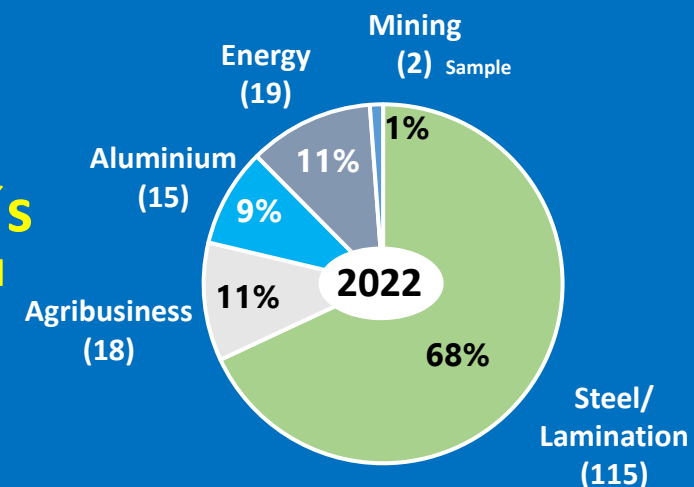
85

TDM = Technical Decision Maker
BDM = Business Decision Maker



32 KPI's
evaluated

All business segments are analyzed



All active customers in the last 12 months were invited!



2020 = 161 = 68% return rate

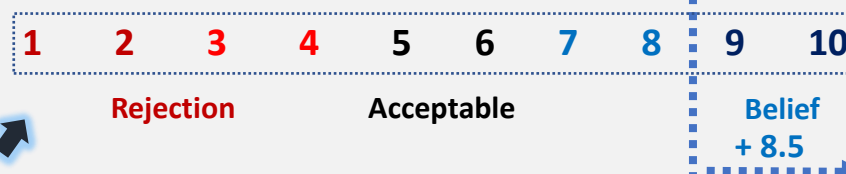
2022 = 169 = 76% return rate

Engagement rate increased!

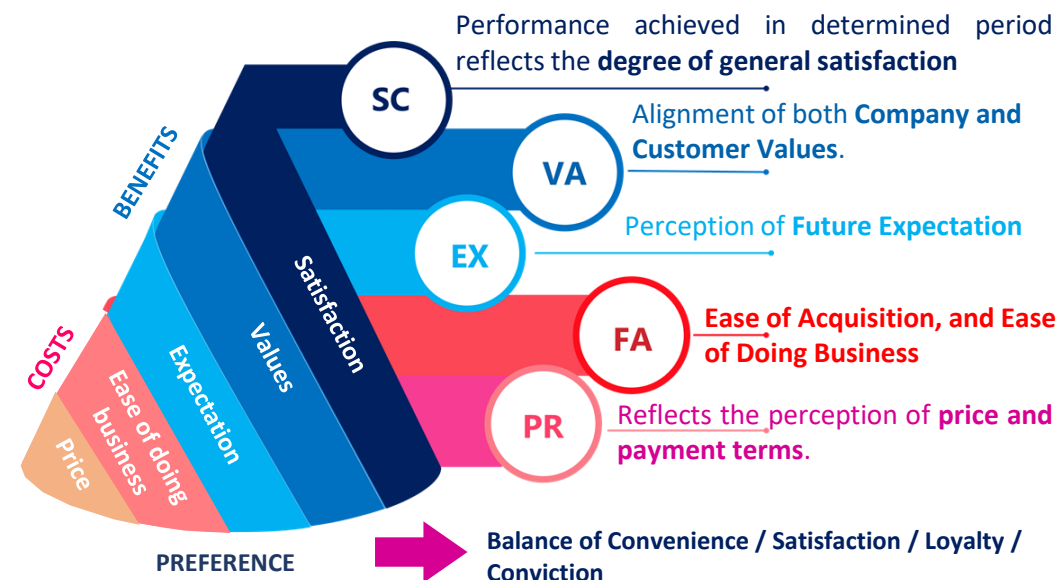
SATISFACTION (SC) scale



PREFERENCE (PRE) scale



Elements of the Concept of PREFERENCE





Our initial objective is to understand the **VALUE CHAIN**, to direct our investments and efforts towards the priorities of our Customers.

Most important indicators for Gerdau Summit's Customers in 2022 – **TOP 10**



PRIORITIES 2022

1st

Product performance in your process

2nd

Product quality as specified

3rd

Delivery on time

4th

Physical conditions of delivery of products

5th

Quality of technical assistance service

6th

Ease of acquisition

7th

Products produced using the green manufacturing route

8th

Commercial team support

9th

Prices and Payment Terms

10th

Managers' knowledge and experience towards Customer's business

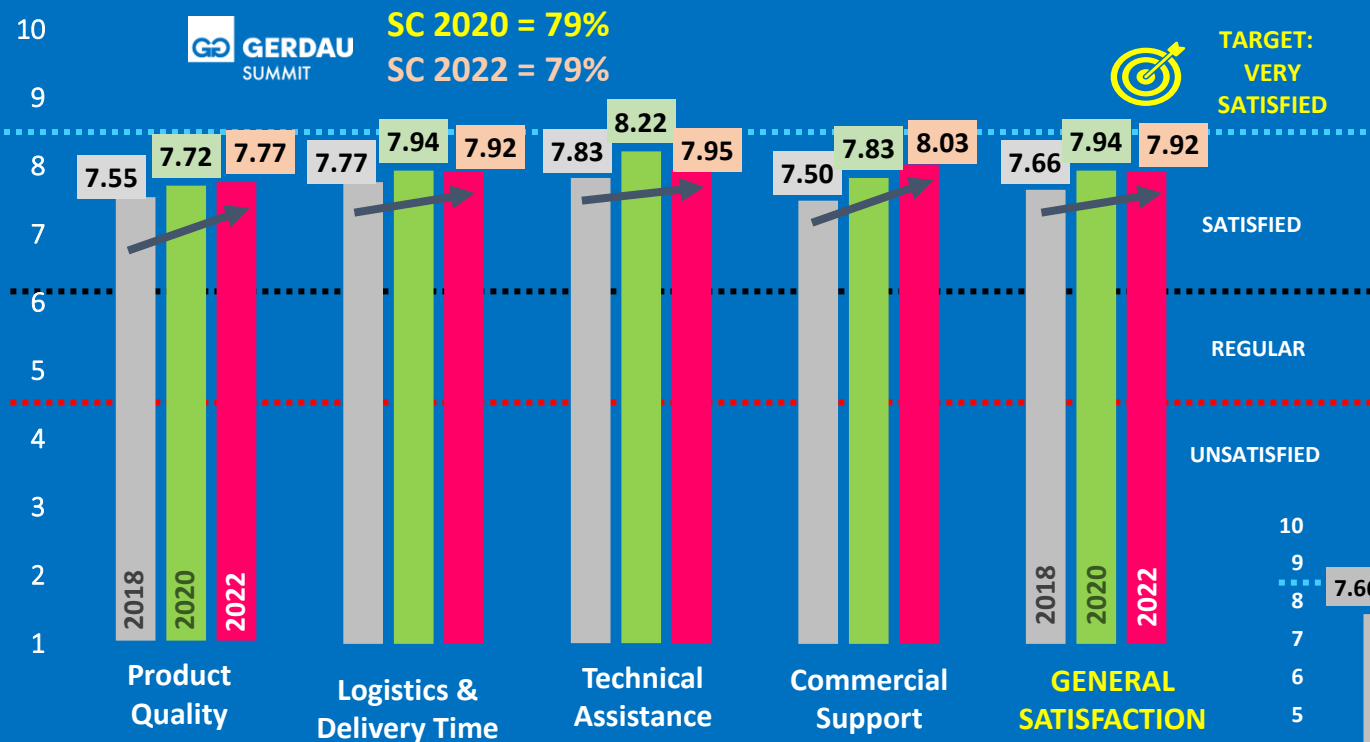


Overview of the evolution of Gerda Summit's Customer Satisfaction Level:

In 2022, Gerda Summit practically maintained its overall satisfaction index compared to 2020, (average 7.92) and kept its objective of reaching the level of excellence (average above 8.5).

Critical Success Factors – 1 to 10 scale average (2018 vs. 2020 vs. 2022):

SATISFACTION (SC)



Since the 2018 wave, Customers have demonstrated that they are satisfied with Gerda Summit's performance in all critical success factors.

In 2022, Gerda Summit practically maintained its Satisfaction Index close to 80%; and will continue aiming to reach the "very satisfied" level = 85%.

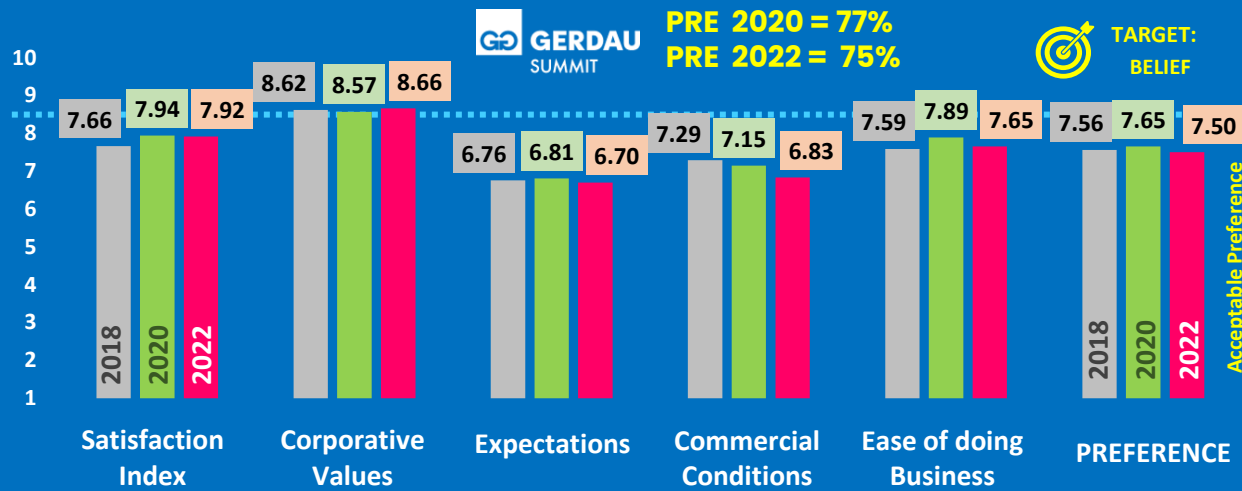
Top 3 – 2022 Average Plans for 2024 maintenance

- 8.95 Knowledge of products and services
- 8.66 Documentation compliance
- 8.52 Quality and accuracy of information from the technical team

Bottom 3 – 2022 Average Plans for 2024 evolution

- 6.77 Technical assistance and support for product development
- 6.88 Innovative and sustainable product solutions
- 7.01 Meeting delivery deadlines / on-time delivery

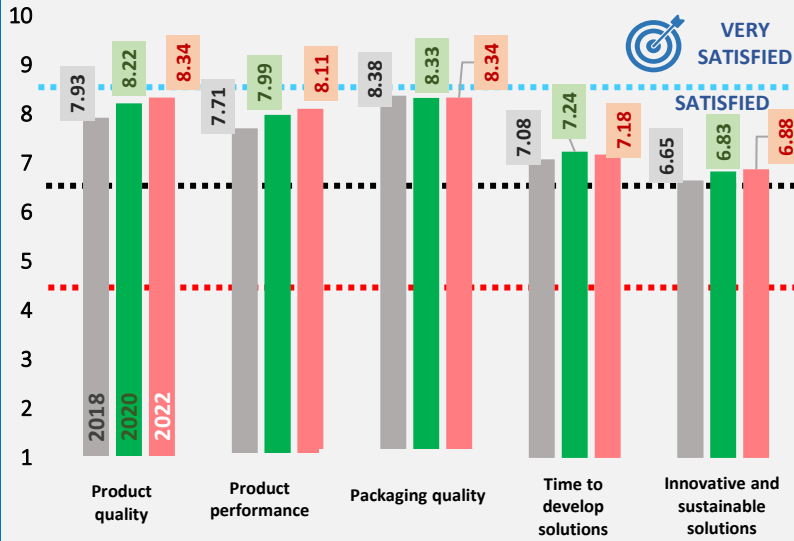
PREFERENCE Attributes (PRE) – 1 to 10 scale average



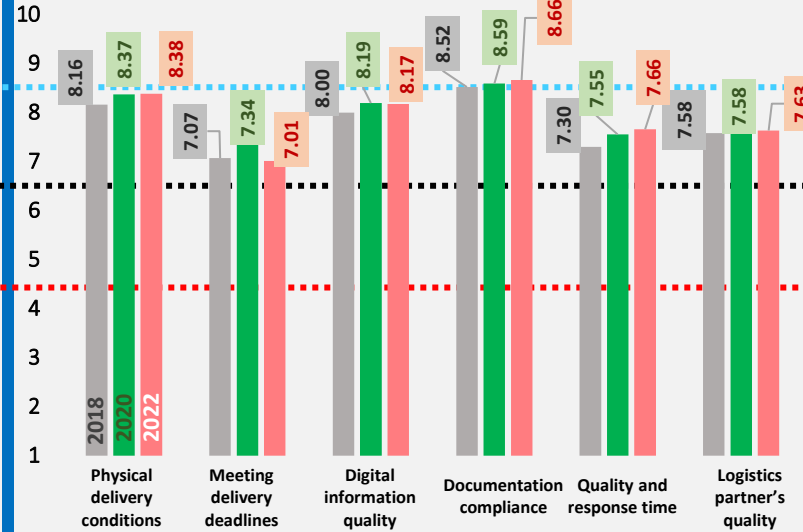
In 2022, Gerda Summit improved its customer satisfaction even further in the critical factors of "Product Quality" and "Commercial Service", practically maintaining its level of satisfaction towards "Logistics and Delivery Times" and losing a little intensity in technical assistance.

In 2022, Gerda Summit's preference assessments remained at the "acceptable" level and the company will continue with its plans to reach the "preference conviction" level.

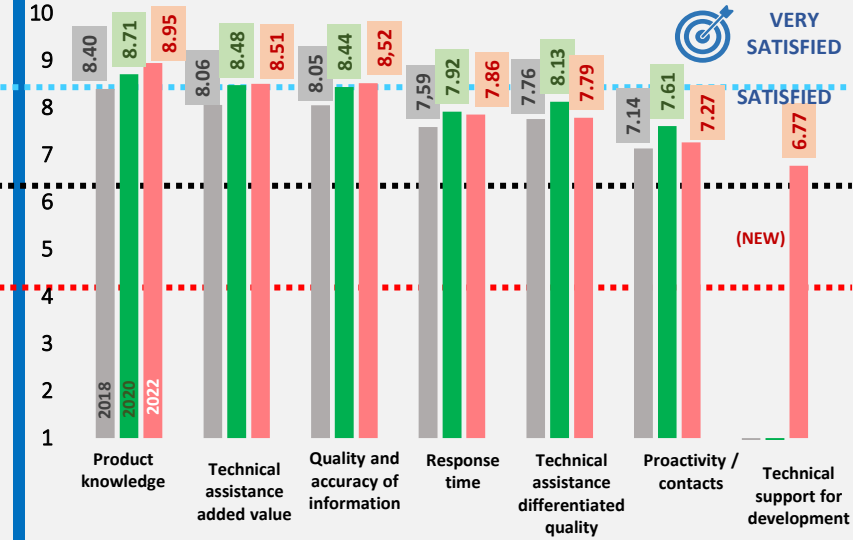
2022 PRODUCT QUALITY = 7.77



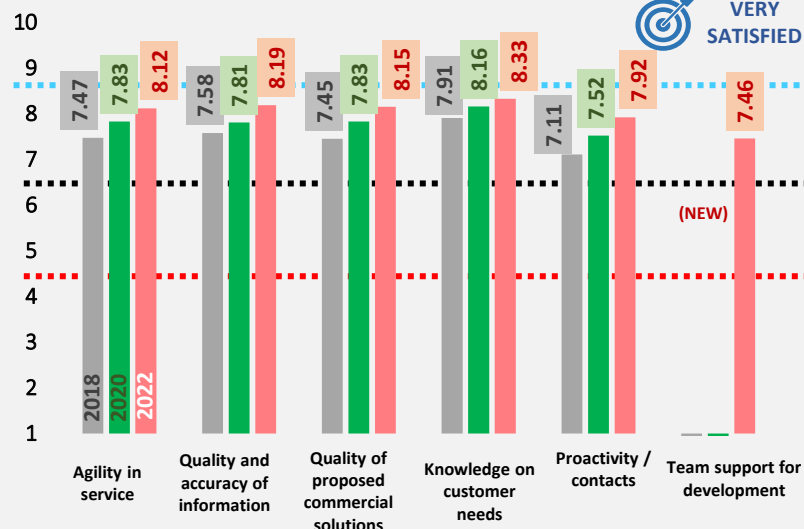
2022 LOGISTICS & DELIVERY TIME = 7.92



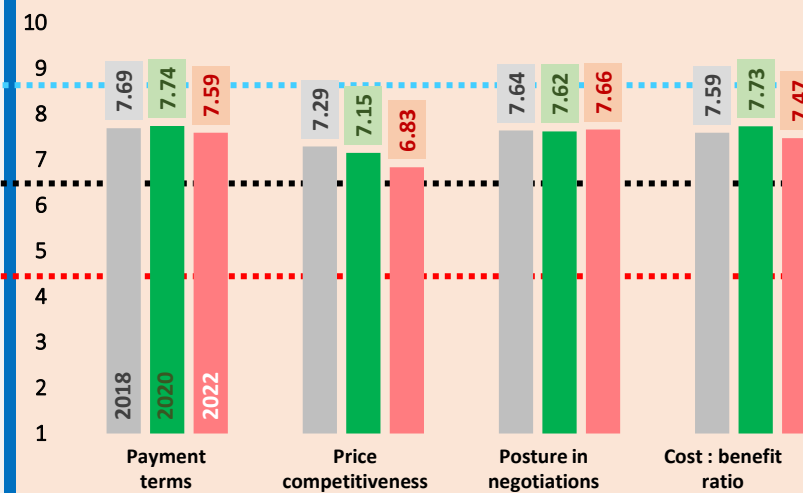
2022 TECHNICAL ASSISTANCE = 7.95



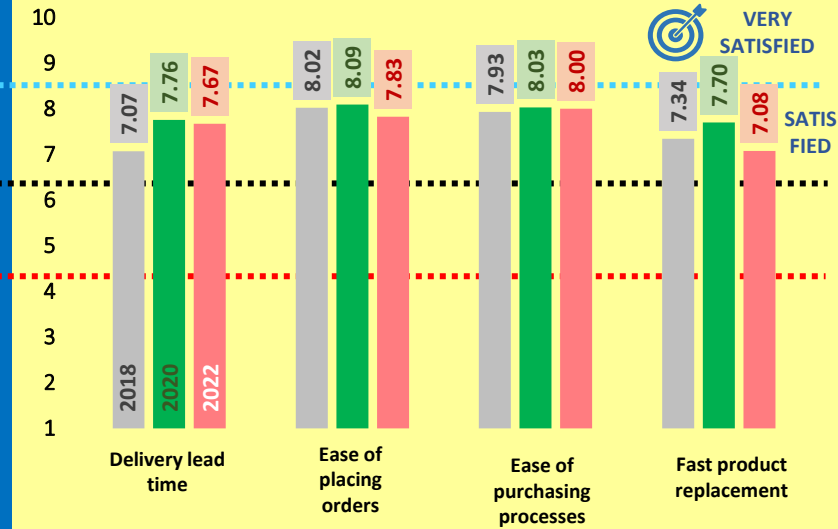
2022 COMMERCIAL SUPPORT = 8.03



2022 COMMERCIAL CONDITIONS = 7.39



2022 EASE OF DOING BUSINESS = 7.65





Gerdau Summit will always have its doors open and will follow its commitment, always aiming to increase the satisfaction and preference of our Clients!
We are very grateful to everyone who collaborates with our project of continuous evolution.

