

Customer Satisfaction

- **Is your company getting better every year?**
 - Sales and Marketing
 - Products, Roadmaps
 - Operations and Manufacturing
 - Customer Service and Parts
- **How is your relationship with customers?**
 - Honest and accurate picture of your customers views
- **Do you need to improve your company's brand?**
 - On-going positive messaging
- **How do you compare to the competitors and peers?**

CUSTOMER SATISFACTION PROGRAM



measuring Customer Satisfaction

- Suppliers with consistently high customer satisfaction often dominate their markets
 - They are often more profitable
 - They tend to gain market share and/or maintain it
 - They are more agile and capable to exploit opportunities
- Concentration of major chip makers makes every opportunity important
 - Loss of a single opportunity due to poor customer satisfaction can be catastrophic
- Insights into customer behavior
 - Measuring critical factors for the customers
- Data analytics provides base for improvement activities
 - Independent data provides basis for better decisions

about VLSI's Customer Satisfaction Survey

- Customers rate their suppliers each year
 - Benchmark across the industry
 - Same methodology for all suppliers
- Publicly available opportunity for customers to provide feedback about their suppliers
- The direct ratings and frank comments result in valuable insight into customers' successes and issues
- Benchmarking of the suppliers' performance
 - Success is not determined solely by technical prowess and market timing
- Results are announced publicly in May each year

program structure of the VLSI Survey

Basic	Core	Premium
Branding and Public Relations		
	Data Analytics and Performance Improvement	
		Survey Coverage and Management
		Bench-Marking

segments in VLSI's Customer Satisfaction Survey

- 10 BEST Suppliers
 - Large Chip Making Equipment Suppliers
 - Focused Chip Making Equipment Suppliers
- THE BEST Suppliers
 - Test Equipment
 - Assembly Equipment
 - Fab Equipment
 - Fab Equipment to Foundation Companies
 - Fab Equipment to Specialty Companies
 - Subsystems
- RANKED 1st in:
 - Large & Focused 10 BEST Suppliers
 - Each of THE BEST Supplier Segments
 - Lithography
 - CMP
 - Ion Implant
 - Deposition
 - Etch & Clean
 - Process Diagnostics
 - Specialty Fab
- Other Rankings
 - Test Connectivity Systems

about the Internet/Mobile Questionnaire

- The 2-page survey questionnaire is available in 5 languages: English, Japanese, Korean, Chinese (Simplified) and Chinese (Traditional):

- Respondents rate suppliers on a ten-point scale among fourteen categories:

- **Supplier Performance**

Supplier's Responsiveness to Supporting Your Needs
How well you trust supplier
Are they a good partner?
Technical Leadership
Would you recommend them to a colleague?

- **Customer Service**

Application Support
Field Engineering Support
Spares/Replacement Support
Support After Sales

- **Product Performance**

Product/System Quality
Uptime¹
Software Quality and User-friendliness¹
Product/System Value/ROI
Product/System Performance

- Comment on the primary reasons for their ratings and what the supplier should change or do more of to improve next year's ratings

- Provide additional information such as:

- Will respondent buy from supplier again?
- Is respondent directly involved with the product?

- Is OEM Support used for the product?

- Wafer Size?

- Demographic information available in the on-line report is:

- Country

- Job function

- Degree of purchase influence

¹These categories are included as applicable



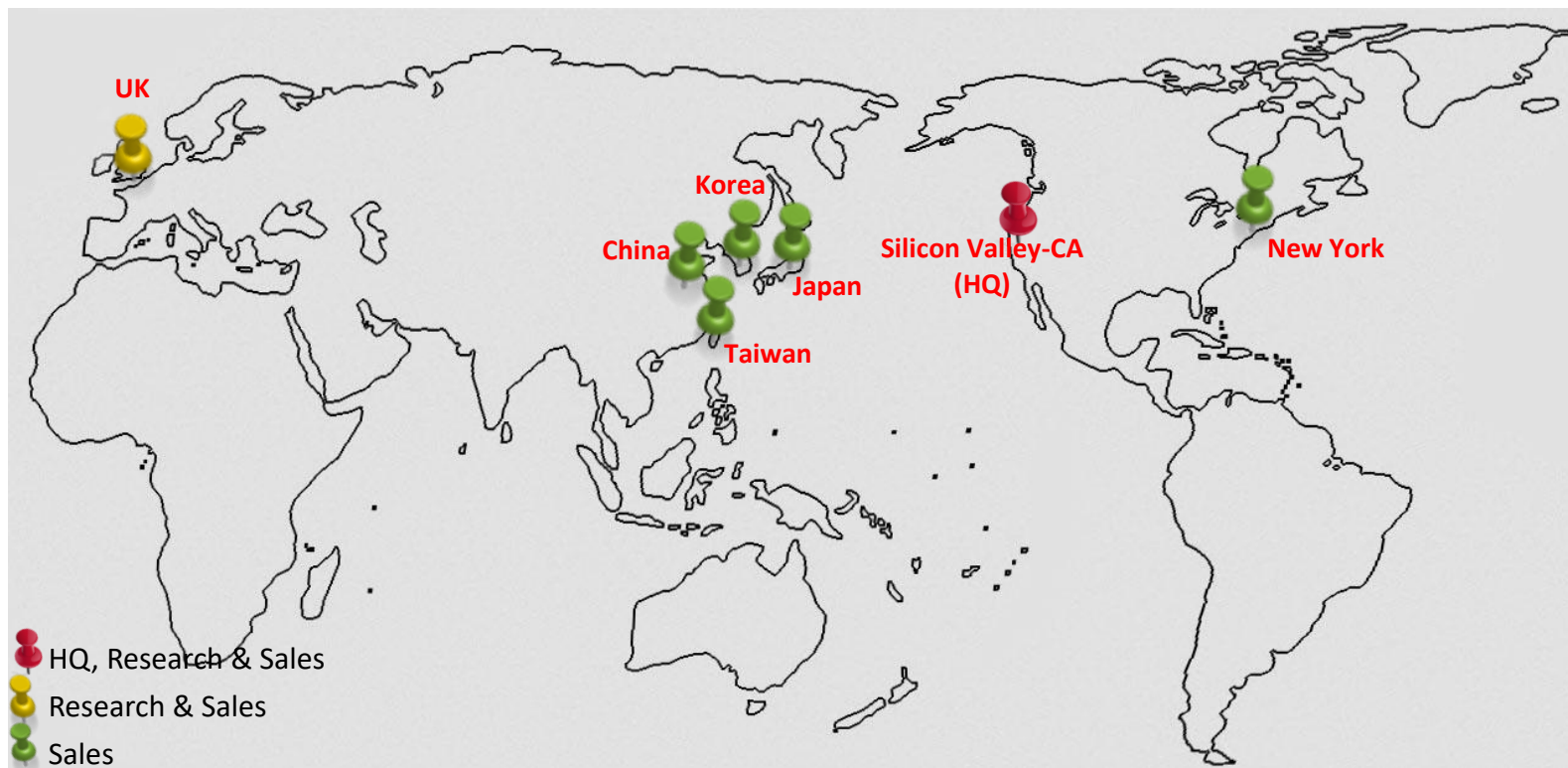
about VLSIresearch

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