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Electrolux, a global leader in home and professional appliances, offers consumers and businesses thoughtfully-designed products with innovative solutions. Established in 1919, Electrolux provides products and services that are designed based on global trends and in-depth consumer insight. Innovation, design and sustainability are key factors that are embedded in the company's culture and strategy. Electrolux sells more than 50 million products in more than 150 markets every year under its umbrella of esteemed brands including Electrolux, AEG, Zanussi, Frigidaire and Electrolux Grand Cuisine. In 2013, Electrolux posted sales of SEK 109 billion and employed 61,000 people.

During its 95-year heritage, the consumer has always been in focus and remains the fundamental driver of all Electrolux consumer-facing activities.

The Electrolux vision is to be the best appliance company in the world as measured by its customers, its employees and its shareholders. There are three core values that are fundamental for the company: Passion for Innovation, Customer Obsession and Drive for Results. Consumer Care is a key priority and the company's aim is to translate consumer needs and expectations into attractive, relevant and sustainable value propositions for both existing and potential consumers.

Electrolux monitors consumer care experience and is able to trace, record and analyze every service visit request, through an integrated

Quality Evaluation System. Global and local Consumer Satisfaction indexes are updated, evaluated and used to plan further improvements.

In the past four years, the global Consumer Care Satisfaction index has improved by more than 25%. Consumer care experience across all product categories indicate positive results annually, and this trend is set to continue for the coming four years.

Fundamental concepts of excellence promoted by EFQM represent a constant reference when revising plans to further improve Consumer satisfaction within Electrolux.

Electrolux estimates that today more than 1.3 billion people are using their products. It generates yearly more than 23 million contacts via phone calls, service visits, emails and other digital contacts.

These contacts present an exceptional opportunity to build and maintain a dialogue with the consumer based on openness and transparency by:

- Helping the Consumer, by listening and resolving issues
- Delighting the Consumer, by offering help and tips on getting the most from their products
- Advising the Consumer, by providing relevant accessories and services enhancing the product experience

However, adding value is much more than addressing expectations





of existing consumers. It requires attention in planning new products and a continuous means of monitoring competitors.

For this purpose, Electrolux has defined the concept of Consumer Quality, which aims to understand, monitor and improve the following Four Contributors to Quality as perceived by consumers:

- Anticipate consumer expectations and needs during the phase of new product development, exposing concepts and early prototypes to continuous consumer feedback.
- Define rules and criteria to be matched, internally and in comparison with competition, that relate to Fit, Feel and Finish appreciation by the consumer on the shop floor
- Monitor comments and remarks from consumers about our products, not only through service visits but also voluntary satisfaction questionnaires about our products as well as product comments shared via social media, which are assuming a growing importance
- Review and learn from all available information about Consumer Test Performances, managed by the various Consumer Associations and Institutes worldwide

The Four Contributors to Consumer Quality are constantly monitored

through a scorecard applied to all Sectors and Product Categories worldwide.

As a consequence of a rapidly changing world, consumers and their expectations are changing quickly:

- New consumers are appearing in the arena
- New technologies are generating different and new needs and expectations
- Emerging markets are bringing new and different consumer requirements
- Sustainability is playing an increasingly important role in product development and innovation

All these drivers determine trends in consumer needs and expectations that Electrolux captures and translates into products and services as a marketing-led company that anticipates consumer demands and behaviours.

In addition, Electrolux management is convinced that "People make the difference," and with the right talent and leadership, Electrolux will be recognised as a champion of consumer care worldwide.

That is why we have intensive and ongoing training, a strategy to deploy best practices and a focus on building a continuous learning organisation that is dedicated to consumer care.



# ADDING VALUE FOR CUSTOMERS