



Mastio & Company
HDPE & LLDPE/LDPE Resin Supplier
Customer Value & Loyalty
Benchmarking Studies
2023

Metrics to Manage the “Customer Experience”

OVERVIEW

MASTIO recently published the 2023 16th Edition of the industry-wide Polyethylene (HDPE & LLDPE/LDPE) Customer Value / Loyalty Benchmarking Study and is pleased to present its findings. The study was released to subscribers in mid-January. This new study provides results concerning polyethylene resin suppliers.

The 2023 study findings are based on interviews with 176 customers, which provided approximately 440 total observations. There were 10 companies that had enough ratings to be included in this 2023 report. The electronic edition allows the inclusion of all rated companies for additional analysis. The 2023 study also includes approximately 1,200 qualitative responses to ten (10) open-ended questions about individual suppliers. The data was collected by telephone interviews with key decision-makers in November 2023 and ending in January 2024. The study also captures feedback from several open-ended questions.

PE RESIN SUPPLIERS INCLUDED IN THE REPORT

Supplier	
Baystar	INEOS
Chevron Phillips	LyondellBasell
Dow	NOVA
ExxonMobil	Shell Polymers
Formosa	Westlake

SAMPLE OF THE ATTRIBUTES MEASURED IN THE REPORT

Accurate invoices.	Proactive communication in the event of a potential supply problem.	Supplier always meets commitments.
Competitive pricing.	Provides effective conversion process assistance and testing services.	Supplier is committed to my business long term.
Consistent and accurate on-time delivery.	Quality of online ordering and tracking system.	Supplier is honest and trustworthy.
Customer service representatives are proactive about improving my service needs.	Resin processability.	Technical representative communicates knowledge of products, properties, and applications.
Customer service representatives communicate effectively.	Resin quality issues are addressed in a timely manner.	Technical service issues are addressed in a timely manner.
Customer service representatives responds to my needs in a timely manner.	Resin quality issues are resolved adequately.	Technical service personnel respond in a timely manner.
Expertise of technical representatives.	Sales representative understands the PE market.	The relationship with my Customer Service Representative meets my needs.
Flexible in accomodating my needs.	Sales representatives are accessible as needed.	Timely invoices.
Innovation and new product development.	Sales representatives are problem solvers.	Value received for the money paid.
Lot-to-lot consistency.	Sales representatives responds in a timely manner.	Overall performance rating independent of price
Original order acceptance is error free and quickly processed.	Sufficient inventory is maintained to accommodate operational incidents.	How likely would you be to recommend this company to a colleague? (Scale: 1 - 10 with 10 being the most likely)

WHY A MASTIO STUDY?

Successful organizations prioritize gathering competitive customer metrics because they recognize that customers are the lifeblood of their business. Without customers, there's no purpose for their existence. These organizations excel by providing a compelling "package" that attracts and retains more loyal customers compared to their competitors. While the role of executives, directors, and managers in shaping corporate culture, vision, and empowering employees is crucial, ultimately, the presence of customers willing to engage in business, especially during challenging times, determines success or failure.

Having competitive customer metrics that accurately reflect market dynamics, rather than relying solely on intuition or customer feedback, enables organizations to align their strategy, processes, structure, personnel, and incentives to deliver optimal value to both customers and shareholders.

STUDY ANSWERS

Subscribers to **MASTIO's PE Resin Supplier Benchmarking Study** learn customer perceptions of Supplier Performance, Value, and Loyalty by a multitude of data segmentations (i.e. geographic, volume purchased, market, etc.) that will specifically answer questions such as,

1. How do customers decide on purchases? Which factors most influence their perception of value and loyalty? What attributes do they prioritize when choosing suppliers, whether explicitly stated or inferred? These factors will be categorized as Baseline Requirements, Conscious Differentiators, Latent Differentiators, or Low Impact Factors to clarify their significance to customers.
2. What causes customers to defect, and conversely, what fosters retention and increases their share of spending?
3. How does your value and loyalty compare to competitors'? How strong is your competitive position? Are you positioned as inferior, in the economy segment, superior, or premium? Who stands to gain or lose market share? What are the primary drivers of your and your competitors' positions, and what changes are needed to shift your position?
4. How do customers perceive your performance on key buying factors? What are perceived strengths and weaknesses compared to competitors'? Which areas require improvement? Which factors will most significantly impact your ability to acquire and retain business? What messaging should marketing emphasize to resonate with customers?
5. What role does pricing play in purchasing decisions, and what performance factors justify a premium price?
6. Which competitors are most vulnerable and which are strongest in gaining and retaining customers? How do customers perceive competitors' performance on key buying factors? How can this knowledge be leveraged to drive growth and profits?

In short, the study will identify improvements and marketing actions that will make customers choose a specific PE Resin supplier more than its competitors.

DELIVERABLES

The comprehensive study will come with a printed report, a Microsoft Excel version of the raw data, custom tagging features of the data, and a proprietary segmentation software package that includes tools to conduct your own detailed analysis including a head-to-head comparison with key competitors. The segmentation software also allows subscribers to segment the data by demographics selected by you such as by state, volume, strategic importance, etc. to see where you stand vs. the competition and thus be quickly underway with actions to improve performance.

MASTIO's software also provides clients with a custom tagging feature. The custom tagging is proprietary for each client. This feature allows the grouping of your customers, for example, by the key person responsible for each customer interaction, customer service teams, profitability, strategic importance, volume, etc. These options are virtually unlimited. This powerful feature allows additional in-depth analysis and the customization of the data.

METHODOLOGY

Our approach stands out from conventional customer satisfaction strategies as it is underpinned by concrete empirical evidence, ensuring that you receive actionable insights that can be effectively leveraged to enhance your business profitability. At MASTIO, we employ two pivotal methodologies, namely Customer Value and Customer Loyalty, both of which consistently reveal a robust correlation with a company's overall performance, including factors such as growth rate, market share, and profitability. These dual dashboard metrics offer managers a straightforward means of monitoring their progress toward achieving their customer relationship objectives, much like financial reports enable them to gauge their progress in attaining profit targets. To illustrate, empirical evidence demonstrates that leaders in Loyalty (measured by Net Promoter Score) experience significantly superior growth, often exceeding their competitors' growth rates by more than twofold.

BACKGROUND

MASTIO, commemorating a distinguished 34-year legacy in the industry, excels in delivering an impartial, third-party vantage point to discerning clients seeking a comprehensive evaluation of their corporate identity. Our expertise lies in uncovering the perception of their customer value, expanding their client base, gaining insights into the competitive landscape, and enhancing their market intelligence.

Our core competency lies in guiding clients to reevaluate established paradigms, mitigate internal biases, methodically gather, and scrutinize data, and convert market research into actionable strategies that yield superior business outcomes.

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