

# A STRONG CUSTOMER RELATIONSHIP.

Total Lubmarine is committed to delivering maximum customer value by constantly improving our product offer and service. Here are the results of our customer survey conducted every 3 years.

Total Lubmarine customers are operating in a very complex and uncertain environment — 77% consider current shipping conditions as very challenging.

## AN IMPROVED LEVEL OF TRUST



**99%** +3PTS  
OVERALL SATISFACTION

96% in 2013

INCL. **54%** +4PTS  
VERY SATISFIED

50% in 2013



**98%** +10PTS  
LIKELY TO RECOMMEND

88% in 2013

INCL. **61%**  
DEFINITELY

vs 38% for competitors

## BRAND IMAGE

STRONG REPUTATION

**98%**

They are one of the leading brands in the world.



Vessel operator:  
Large Asian container company

CUSTOMER ORIENTATED

**96%**

They are always there when we need them.



Operations manager:  
mid-sized US tanker owner

INNOVATIVE

**94%**

We need a universal cylinder oil for all fuel types.



Fleet manager:  
Niche 3rd party ship management firm

MEET GLOBAL NEEDS

**96%**

They respond quickly from many ports with great service.



Technical super-intendent:  
Small bulk ship operator, Asia

## CUSTOMERS EXPECT CONSTANT IMPROVEMENTS



We are of course delighted with the results of this survey, but cannot afford to be complacent. Shipping environment is very challenging for the industry and we shall continue on the development of innovative products and global services for our customers. We will continue to strive to go the extra mile for all our customers.

**NORBERT SCHIEREN, TOTAL LUBMARINE MANAGING DIRECTOR** ”

**88%** of customers interested in a new generation of single oil.

### INVEST IN GLOBAL SERVICE

- A unique worldwide network with 1,000 ports and 19 local offices.
- New blending facility in Singapore, close to growing markets.

### CONTINUE TO INNOVATE

- Develop onboard testing solutions like theTechCare/TCC iron measurement kit.
- Invest in R&D: New ANM chemistry to power the best performing marine cylinder oil to operate in&out ECA zones, TALUSIA OPTIMA.

### FACILITATE DIGITAL ORDERING

- Promote the online ordering tool **ISA+**.
- Improve service with a new Customer Relationship Management system in 2016.

### COMMUNICATE ON NEW SERVICES

- New online **Port Directory**.
- New **blog** to inform customers of our latest solutions.

#### Methodology

A panel of 189 customers representative of Total Lubmarine's clients interviewed by telephone in March/April 2016 by an independent research institute Future Thinking, [www.futurethinking.com](http://www.futurethinking.com)

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**We make it possible**

[www.totallubmarine.com](http://www.totallubmarine.com)

