

14<sup>th</sup> Nov, 2013

## THE RESULTS OF UNIRESTA LTD'S AUTUMN CUSTOMER SATISFACTION QUESTIONNAIRE

The results of Uniresta Ltd's autumn customer satisfaction questionnaire have now arrived. A total of 1,670 questionnaires were answered in student and staff restaurants during the weeks 41 and 42. Compared to results from spring 2013 and autumn 2012, **customer satisfaction stayed at the same good level**. On a scale of 1-5, the average of the averages was now **3.97**, compared to 3.98 in spring and 3.97 in autumn 2012.

Customer service received the highest marks, scoring 4.36. Good scores were received also in restaurants' atmosphere (4.12) and bread selection (4.01). The biggest challenge in customer satisfaction was noted in salad selection (3.65). Food received a score of 3.91 and menu a score of 3.75.

Among Uniresta establishments, Restaurant Pilotti in Pilot Business Park Oulunsalo scored the best results in customer satisfaction (4.36). The restaurants Pruxis (4.16), Snellmania (4.15) and Datania (4.11) in Campus Area of Linnanmaa received also especially good results. The biggest challenge in customer satisfaction was noted in Restaurant Castanea in Rehapolis (3.61).

All the areas are developed constantly, but salad selection was chosen again as a special development target in Uniresta. The selection, range, quality, diversity, freshness, amount, look and taste of salads will be developed during the latter part of 2013 and spring 2014.

Uniresta wants to thank all those who answered for their feedback and opinions! The winners of free lunches have been drawn and the winners have been notified personally. Collecting customer feedback and measuring customer satisfaction and developing these will be among Uniresta's priorities also from now on. We want to be close to the customer!

Kind regards,

Kaija-Liisa Silvennoinen

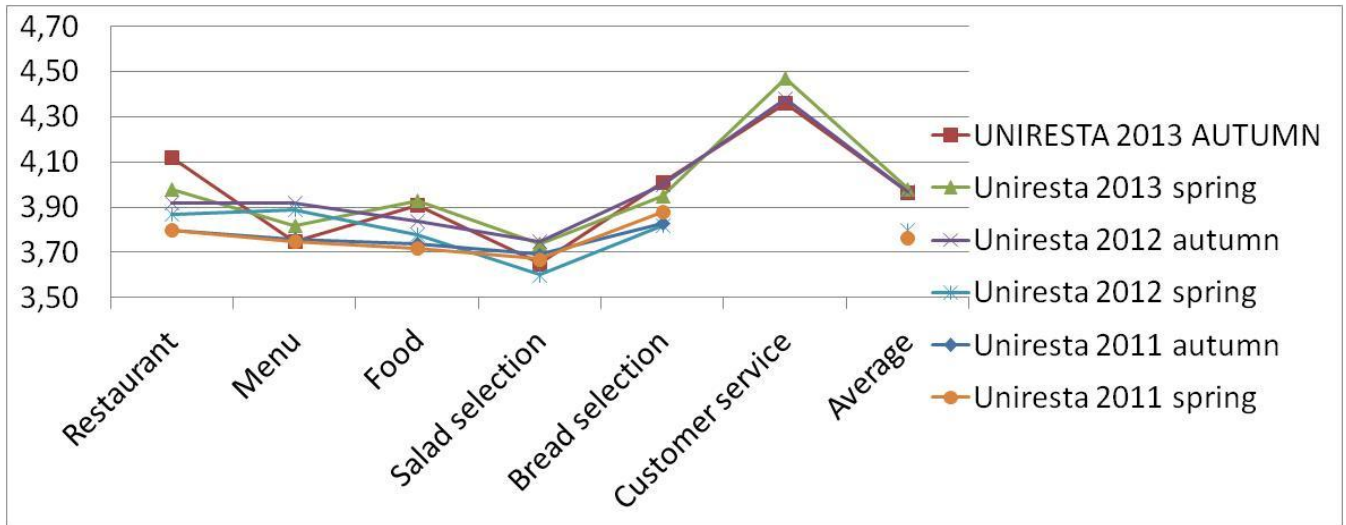
CEO

Uniresta Ltd.

[www.uniresta.fi](http://www.uniresta.fi)



*Jotta jäisi hyvä maku*



The development of Uniresta Ltd's customer satisfaction from spring 2011 to autumn 2013.

Uniresta Ltd. is owned by the association Oulun ylioppilasapu ry and the Student Union of Oulu University. The profits of Uniresta Ltd are used in supporting student wellbeing and developing Uniresta to become an even better company for its customers, owners and employees. A significant part of the profits is returned to student communities as dividends and given as scholarships to students by the Oulun ylioppilasapu ry association.

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