

Membership Satisfaction Survey 2016

The feedback given by the members on each section of MDBC contains both positive comments as well as constructive feedback. We thank you all for sharing your opinions!

Key Highlights



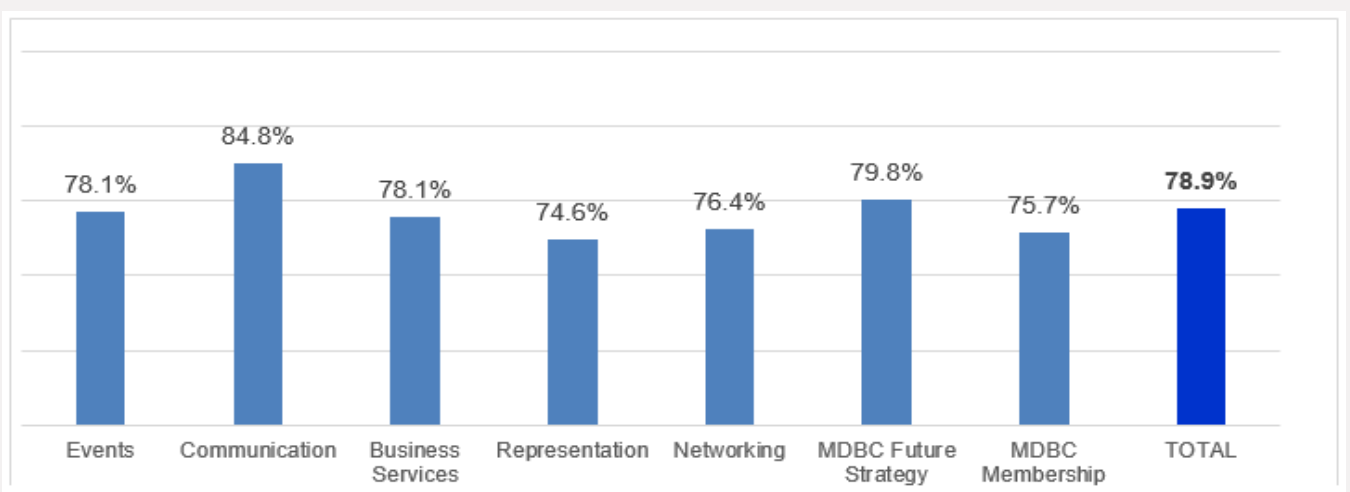
MDBC achieved an Overall Satisfaction Score of 78.9%; just shy of our Target Score of 80.0%.

Communication is rated as the best section with 84.8%. The best aspect is the Accuracy & Usefulness of the information which is being communicated, with a score of 90.0%.



The Quality of the MDBC Network is given a score of 81.8%.

On the MDBC Future Strategy, we scored 79.8%. Accessibility, one of our core values, was rated highest with 85.3%.



Areas for Improvement in 2017

Relevancy of the events (71.6%) came out as an improvement point. In 2017 we plan to provide a more diverse range of events addressing different sectors.



Business Development Opportunities scored 71.1%. In 2017 we plan to look toward a more proactive network, helping our members with creating Business Development opportunities.



Based on last year's feedback, the MDBCConnects Fair was launched in 2016 and scored 76.4%. Besides the positive reactions, we received constructive input for the next edition and are actively working to make it even more successful.

