

Membership Satisfaction Survey 2017

Feedback given by members on each section of the Membership satisfactions survey (MSS) contains both positive as well as constructive feedback. We thank you all for sharing you thoughts on how MDBC can continue to improve.

Key Highlights

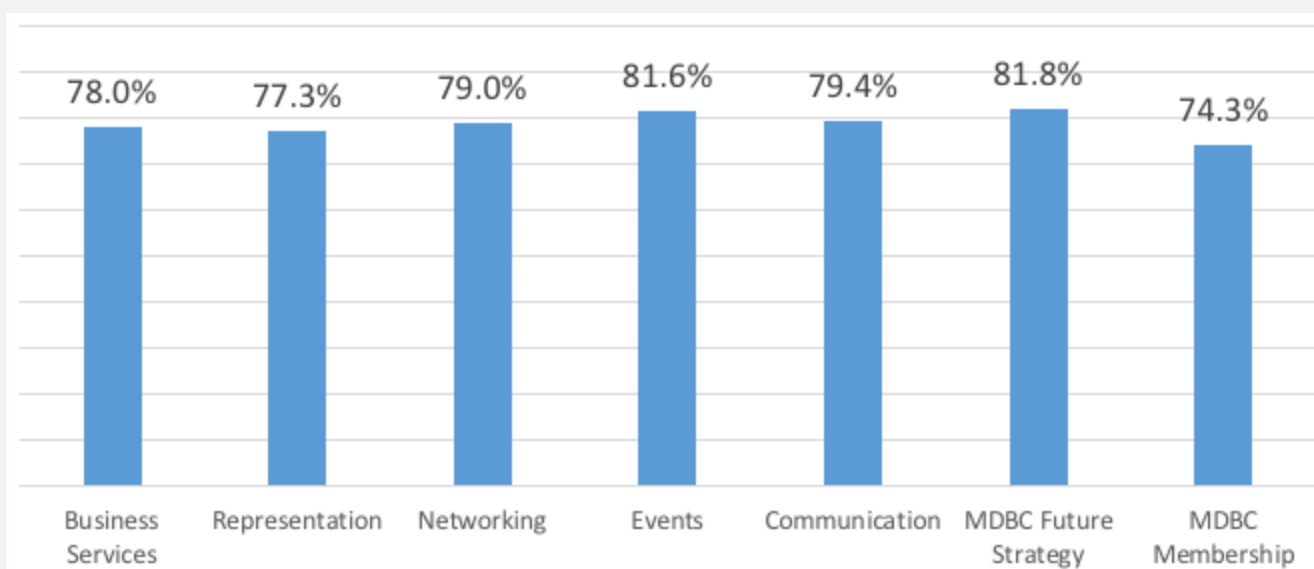


MDBC achieved an Overall Satisfaction Score of 79 %; just shy of our Target Score of 80.0%.

MDBC Future strategy was rated as the best section with 84.8%. Accessibility, one of our core values, was rated highest with 86.1%.



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



Areas for Improvement in 2018

Returns on investment in terms of membership fee (74.3%) and networking opportunities (74.7%) came out as improvement points. As requested in the MSS, we plan to organize frequent intimate meet & greet and networking sessions. This will lead to more opportunities for networking and business development.



Satisfaction with MDBC's role in representing our members and their companies to Dutch government organizations with scored 74.3%. In 2018 we plan to increase the cooperation with the Netherlands Embassy on trade missions & visiting delegations, improving the representations of MDBC Members to Dutch government organizations.



The MDBC membership results in referred business leads, but should be more visible. MDBC will be improving communication channels to increase referrals, bringing even more attentions to our members' services.

