

Membership Satisfaction Survey 2019

Key Highlights



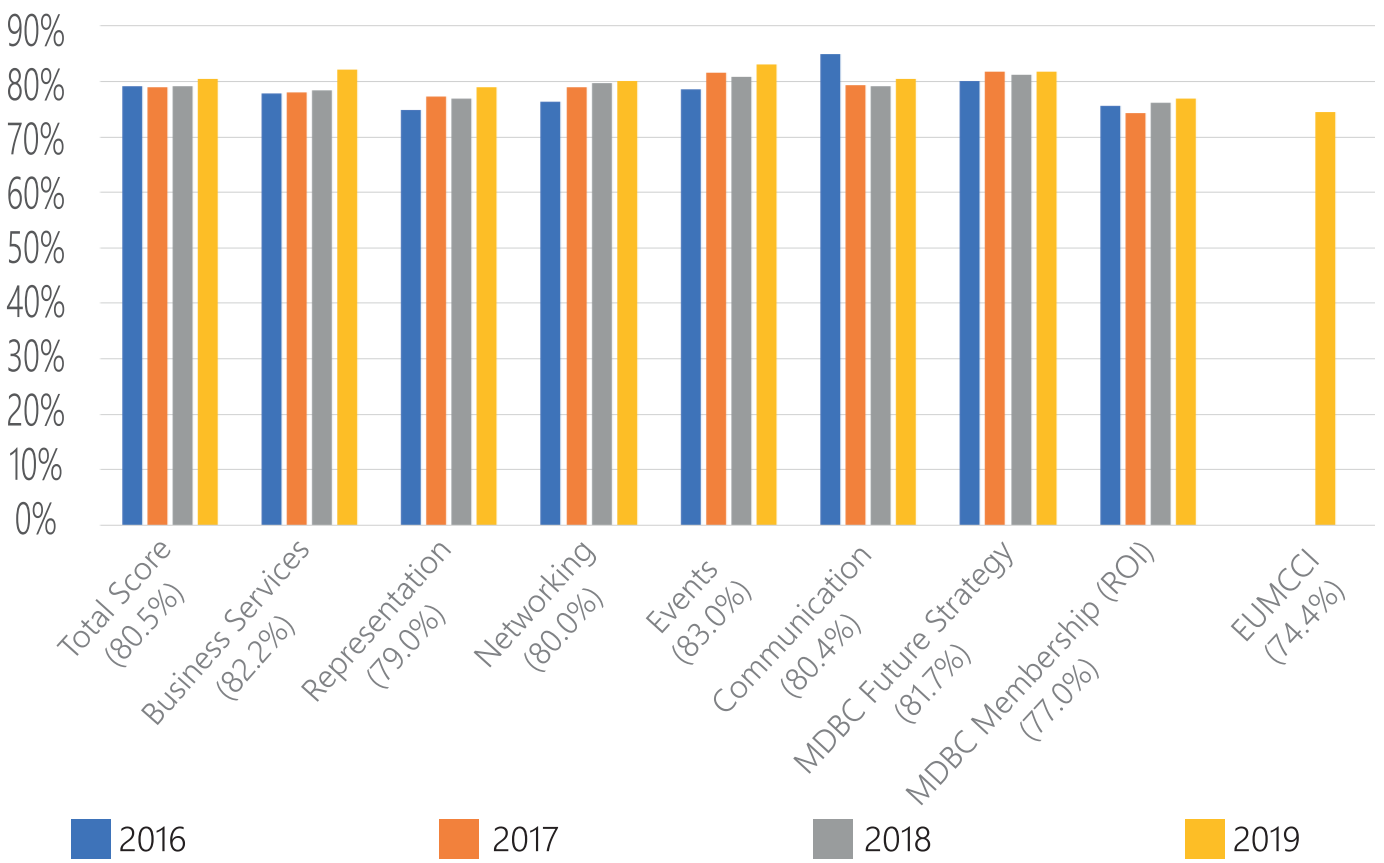
MDBC received an overall satisfaction score of 80.5%.

MDBC Events was rated as the best overall section with a score of 83%.



101 The MSS received 101 respondents, 92 of which were complete. 5 face-to-face conversations were held to receive additional feedback.

Satisfaction per section

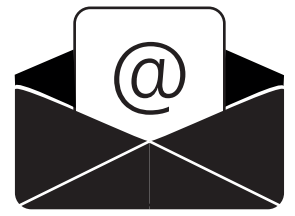


Key suggestions for improvements in 2020



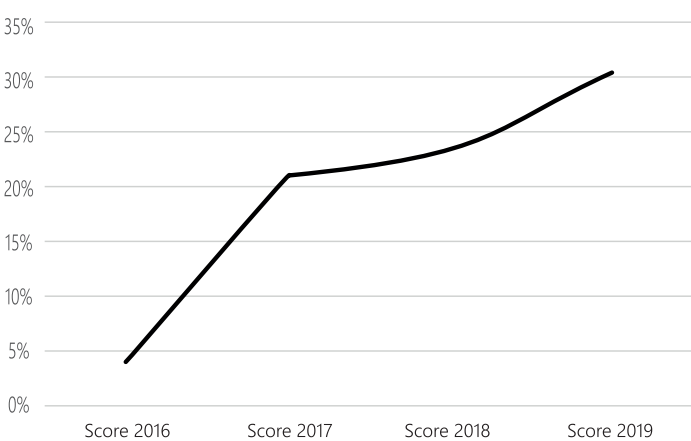
MDBC should continue to highlight its services to their members, for better understanding and usage of these services.

Continue to use email as main communication tool, while giving more options to opt in or opt out for certain emails (e.g. Chapter, special events). MDBC can still become more active on LinkedIn.



Give more attention to and get more engaged with the members of the MDBC Penang and Johor Chapters.

MDBC needs to communicate more about its own values and goals, for better understanding and transparency for its members. Also, MDBC should provide more explanation on the bilateral membership with the EUMCCI.



The Net Promoter Score saw a substantial increase, from 23 to 30%, thank you for recommending MDBC and for your loyalty!