



Decide with Confidence

Taloustutkimus Oy 26.2.2009
Corporate images 2008
in Helsinki Metropolitan Area
Contact Information Services

Dun & Bradstreet Finland Oy



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Corporate images 2008 in Helsinki Metropolitan Area Contact Information Service Summary



Decide with Confidence

- Research carried out between August-October 2008. The research was answered by 1174 decision makers of which 418 evaluated companies in the contact information services sector.
- Eight companies from contact information sector were included.
- The weighted average was 7,81. Dun & Bradstreet Finland received the best mean value (8,21) in the contact information services and it's image was among the top three companies in the reference group.
- Dun & Bradstreet Finland has received the best general grade three times the last five years.
- Dun & Bradstreet Finland was ranked best in:
 - Customer service
 - Reliability
 - Service reliability
 - Staff expertise

Corporate images 2008
in Helsinki Metropolitan Area
Contact Information Service
Features effecting the corporate image



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Features effecting the corporate image:

- Capability to negotiate
- Price level
- Ability to solve problematic situations
- Informing about the current situation
- Expertise of the staff
- Reliability
- Meeting customer needs
- All promises taken into account
- Marketing information (years 2004-2006 public relations)



Below the companies listed in alphabetical order:

- Dun & Bradstreet Finland Oy
- Fonecta
- Itella TGM
- JM Tieto
- Kauppalehti 121
- MicroMedia
- Tilastokeskus / Statistics Finland
- Väestörekisterikeskus / Population Register Center

Corporate images 2008
in Helsinki Metropolitan Area
Contact Information Service, features in the Contact
Information Service combined



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All the features in the corporate image; strenghts and weakness combined.

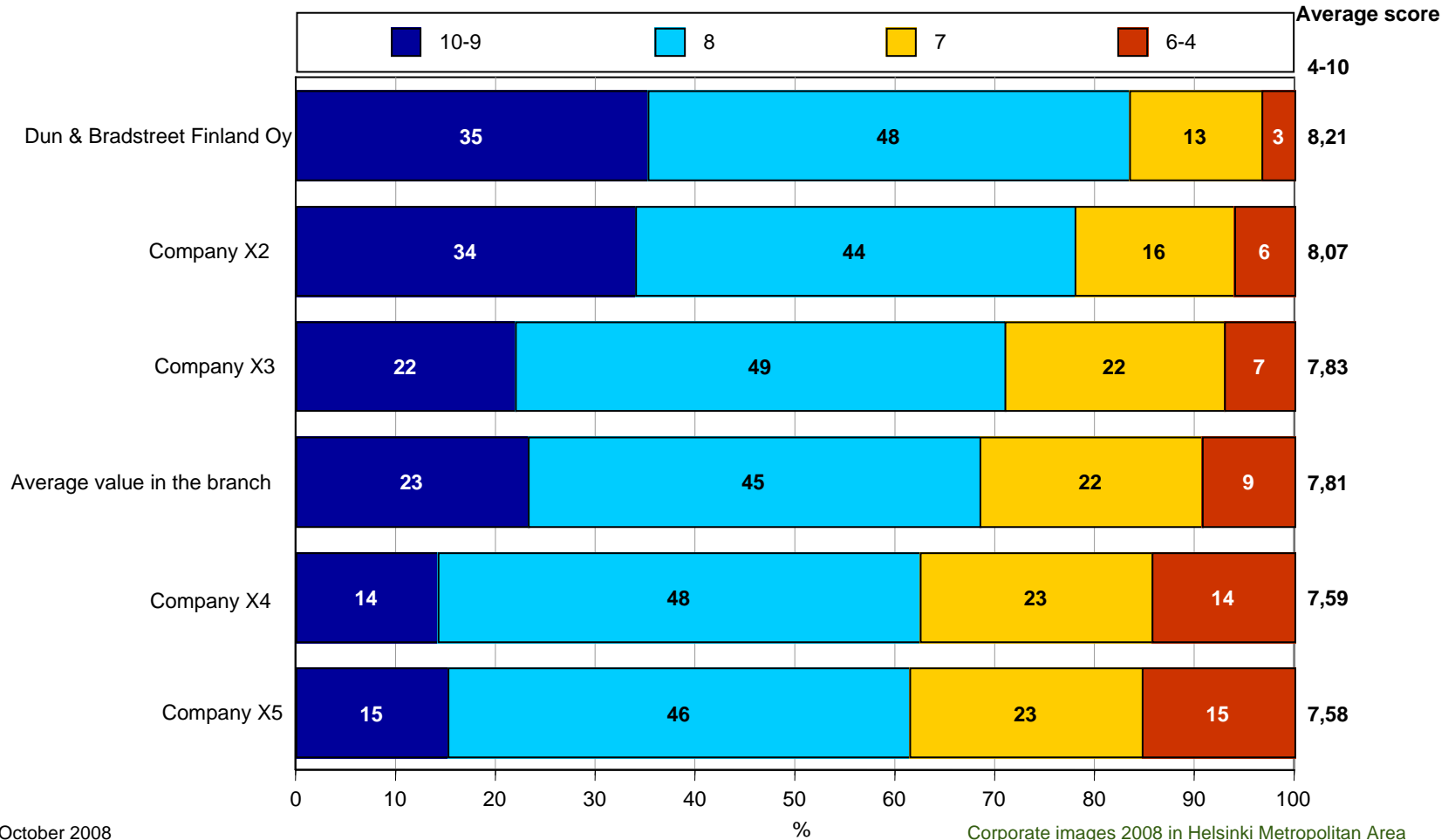
Company	Combined procentages
Company X1	266
Company X2	261
Dun & Bradstreet Finland Oy	244
Company X4	166
Company X5	158
Company X6	120
Company X7	88
Company X8	-108

Score distribution 2008

Dun & Bradstreet Finland Oy and the control group



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August-October 2008
 Alkuperätunniste 9258/ST/ku/le
 Kopiointi kielletty

Corporate images 2008 in Helsinki Metropolitan Area

Contact Information Service
 Alueen yrityspäätäjät



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