

In September 2014, Finnpiilot Pilotage Oy commissioned a customer satisfaction survey from Innolink Research Oy. The purpose was to chart the company's customer satisfaction and find the elements that require development. The survey, implemented in the form of an e-mail questionnaire, was responded to by 80 customers or contact persons of Finnpiilot's national organisations. Many thanks to all who took part.

SATISFACTION WITH FINNPILOT AS A PARTNER IS HIGH

According to the overall survey results, 87% of all respondents are satisfied with Finnpiilot as a partner.

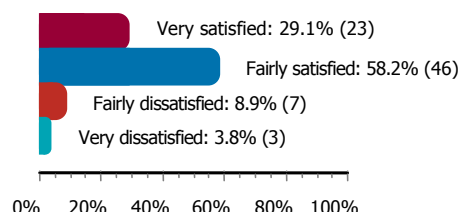


Fig. 1: Recommending the company

Fifteen per cent of the respondents found pilotage by Finnpiilot to be better than that of other operators in Europe. The pilotage is deemed to be at the same level by 39% and regarded as worse by only four per cent. Of the respondents, 43% indicated that they could not assess Finnpiilot's piloting operations in relation to other European operators'.

RELIABILITY - THE KEY FACTOR IN CO-OPERATION

According to the respondents, the most important aspects of the company's operation are the reliability of its services and the efficiency and ease of co-operation. Timeliness of pilotage services, skills and professionalism, and accuracy in the services provided are also viewed as important. The significance of these factors is emphasised by the fact that they were deemed to be the most important also in the previous survey, conducted in 2012.

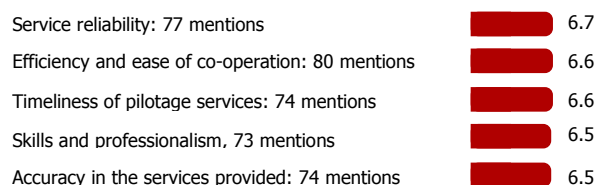


Fig. 2: The most important factors in operations (scale: 1-7)

The respondents felt that Finnpiilot has also shown excellent success with the factors found to be the most important. Finnpiilot received the highest

success ratings for the reliability of its services and for skills and professionalism.

Communication with the pilot order centre and accuracy in the services provided are regarded as the most successful elements of the operation.



Fig. 3: The most successful elements of the operations (scale: 1-7)

According to the survey, the respondents were fairly satisfied with Finnpiilot's operations: the company received an overall rating of 5.5, on a scale of 1 to 7, from its customers.

FURTHER DEVELOPMENT OF OPERATIONS

Although the feedback received by Finnpiilot is, for the most part, very positive, we still want to develop our operations strongly. We will pay attention to the development targets that stood out in the survey: developing our customer relationships and the efficiency and ease of co-operation. The price of pilotage services was criticised. However, the company must maintain the same level of service availability for all routes ordered to be piloted, with more than 60 ports and loading points. Maintaining such availability has an effect on prices. In international comparison, the prices can be regarded as affordable.

THANKS TO THE PARTICIPANTS

We plan to focus more on the areas that the customers consider the most important and those that this survey pointed to as requiring more development. Finnpiilot Oy and Innolink Research Oy thank you and hope that you will continue to give us your valuable feedback.

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