Latest IMV ServiceTrak Report for Clinical Chemistry Analyzers measuring customer satisfaction shows thirteen industry averages above “very good” out of twenty factors rated.

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This just published report provides objective, non-anecdotal customer satisfaction results for Abbott Diagnostics, Beckman-Coulter, Olympus America, Ortho-Clinical Diagnostics, Roche Diagnostics, and Siemens Healthcare Diagnostics and also calculates Industry Average ratings.

The 2008 ServiceTrak Clinical Chemistry Report measures customer satisfaction primarily related to Service. The results are based on telephone interviews conducted in 2008 with users representing 2,262 systems across the U.S. Thirty different performance factors are measured.

Not surprisingly, 25% of current users cite cost as a major consideration when considering the acquisition of a new system. Instrument reliability, also at 25% runs neck and neck with cost, followed by service quality at 14%, system ease of use at 12%, test menu at 7%, quality of results at 7%, throughput/turnaround at 6% and technological improvements at 5%.

OEM’s provide service to 96% of their customers in this year’s survey, and service contracts continue as the most common mode of service selected. On a scale of 1 to 6, where 1=very poor and 6=excellent, service engineer attitude remains the highest-rated attribute in the survey at 5.55, followed by service engineer competence at 5.47 and service engineer meeting commitments at 5.34.

IMV (www.imvinfo.com) is a market research consulting firm founded in 1977 specializing in clinical diagnostics, diagnostic imaging, patient monitoring and other advanced healthcare technology markets. IMV’s marketing and sales consulting services, in combination with our census databases of U.S. in-vitro diagnostic testing, diagnostic imaging sites and radiation oncology facilities, provide clients with valuable market information in strategic planning, sales initiatives, customer satisfaction, and product development. Additional 2008 ServiceTrak customer satisfaction reports cover Immunochemistry, Hematology, Coagulation, AST/MIC/ID systems and Blood Culture systems.

Contact:
Marsha Bell
mbell@imvinfo.com
301-345-2866