

# Comparative Results Survey Report

## 1. Introduction

This report summarizes and compares the key findings of the **2024 Stakeholder Satisfaction Survey** conducted between March and April 2024. Results from this cycle are analyzed alongside the previous year (2023) to highlight trends and differences in stakeholder responses.

## 2. Survey Overview

**Target Group:** Employees, Clients, and Partners

**Survey Period:** March 10, 2024 – April 5, 2024

**Sample Size:** 350 respondents

**Methodology:** Online questionnaire (Likert scale 1-5)

## 3. Comparative Results Table

Survey Indicator	2023 Result (%)	2024 Result (%)	Change
Overall Satisfaction	78	82	+4
Communication Effectiveness	74	79	+5
Service Responsiveness	80	77	-3
Product/Service Quality	81	85	+4

## 4. Key Findings

- The highest positive change was observed in **Communication Effectiveness** (+5%).
- There was a slight decrease in **Service Responsiveness** (-3%), suggesting a need for process review.
- Product/Service Quality** continues to improve, with an increase of 4% over the previous year.
- Overall satisfaction has seen a moderate increase, indicating a positive trend.

## 5. Recommendations

- Continue efforts to improve communication channels with stakeholders.
- Address concerns raised about service responsiveness through targeted interventions.
- Maintain quality assurance initiatives for products and services.

### Important Notes about Comparative Results Survey Reports:

- Consistent survey design and question phrasing are essential for valid year-to-year comparisons.
- Sample size and demographic shifts can influence result interpretations; review sampling methodology annually.
- Numerical changes should be supplemented by qualitative feedback where possible for deeper insights.
- Reports should remain objective and clearly highlight both areas of progress and those needing improvement.

