

MATCHOFFICE CLIENT SURVEY 2015

MatchOffice presents this year's
client survey with input from
1.135 customers across **17 countries**.

MatchOffice, Copenhagen, Denmark

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MATCHOFFICE

CLIENT SURVEY 2015

MatchOffice has conducted the annual client survey and we are ready to provide you with the results. This year has seen feedback from 1.135 clients from 17 countries.

The client survey is a great tool for optimizing your business, spot potential and provide relevant services to your clients.

Enjoy!



About MatchOffice

MatchOffice is Europe's leading serviced office broker specialized in serviced office rental since 2003.

As one of the leading serviced office brokers worldwide with more than 4.700 selected serviced offices, our database offers huge variety and ensures a perfect match for every type of business. Thousands of businesses worldwide use our services to find an office and benefit from the countless advantages of renting a serviced office.

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RESULTS SUMMARY



“SERVICED OFFICE IS AN
ATTRACTIVE AND MORE WIDELY USED SERVICE”

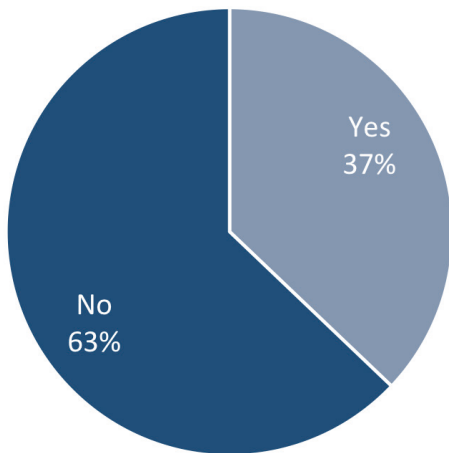
Key findings include:

- Serviced offices is an attractive and more widely used service. In total, 37% percent of serviced office users has previously used a serviced office. This number has increased from 25%. This indicates both further potential and the ability of serviced office to turn potential into business.
- Only 50% of customers still look for closed offices. which means the remaining 50% look for alternative solutions, such as day offices, meeting rooms and virtual offices. This has significance relating to marketing and increased granularity of services and service levels.
- When customers buy on price, they tell you that you are a product – not a service. As a consequence of the latter, you might want to focus on the slides stating the customer view of disadvantages (customer sacrifice) and relate these to the slide stating which features would make serviced offices more valuable. Both should provide fairly concrete input to business development.

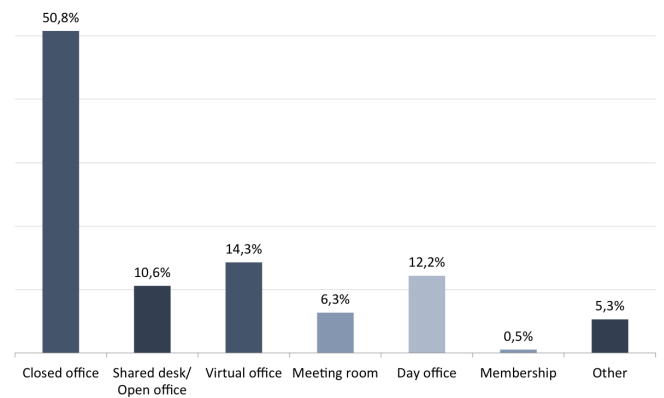
View the complete survey in full details in the following pages.

2015 RESULTS

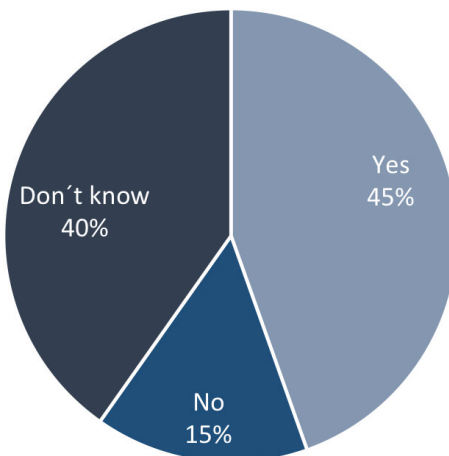
1. Have you used a serviced office before?



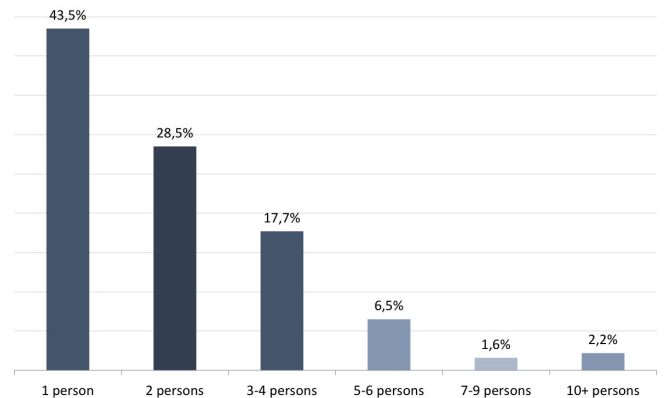
2. What type of agreement did you sign?



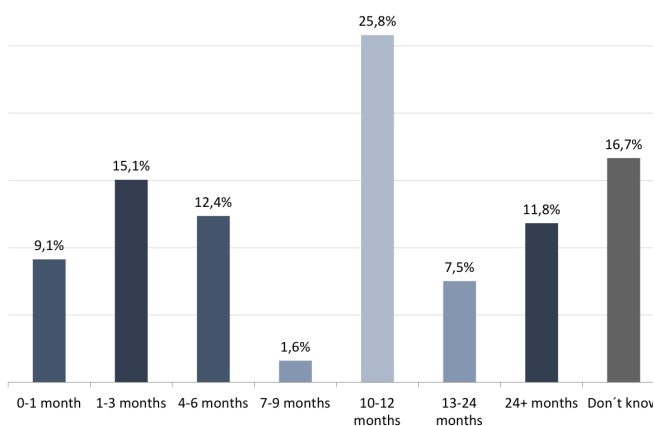
3. Do you plan to renew your contract?



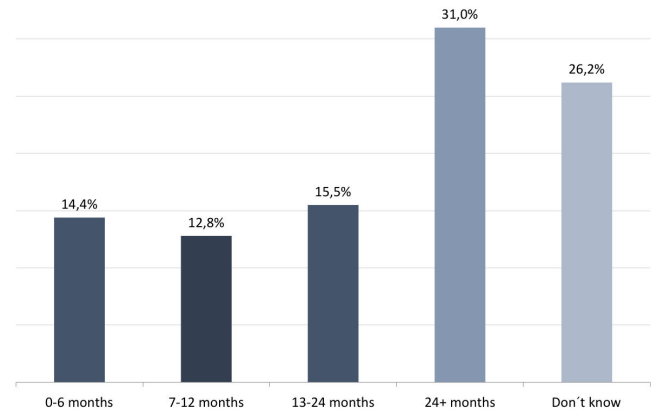
4. How many persons from your office are using the serviced office?



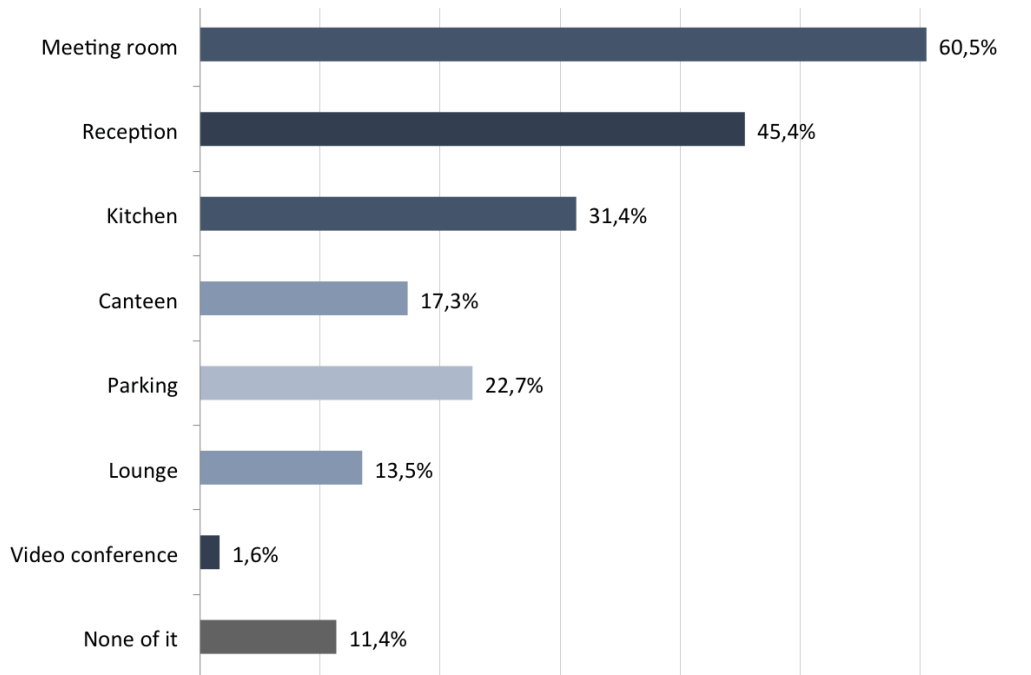
5. What is the length of your contract?



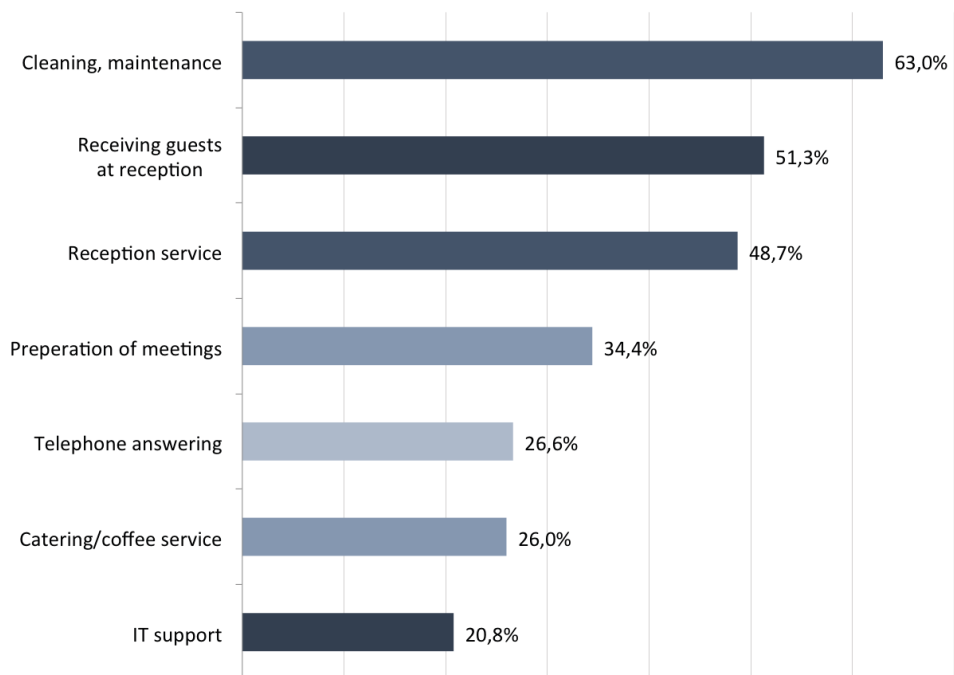
6. How long do you expect to stay in the serviced office?



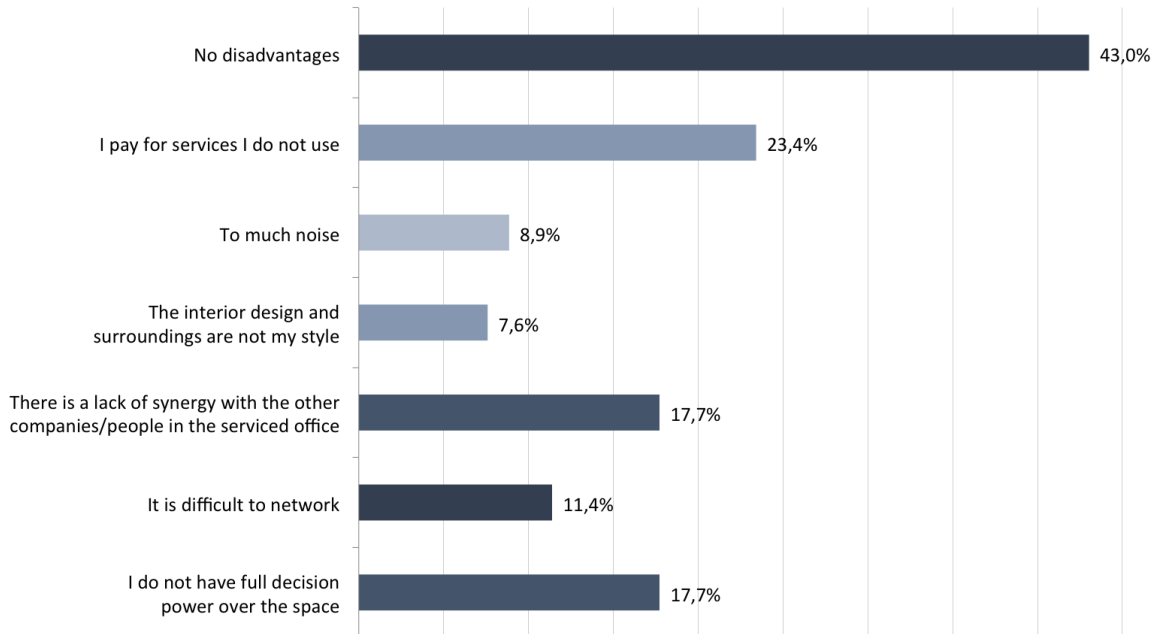
7. Other than the office, which facilities do you use in the serviced office?



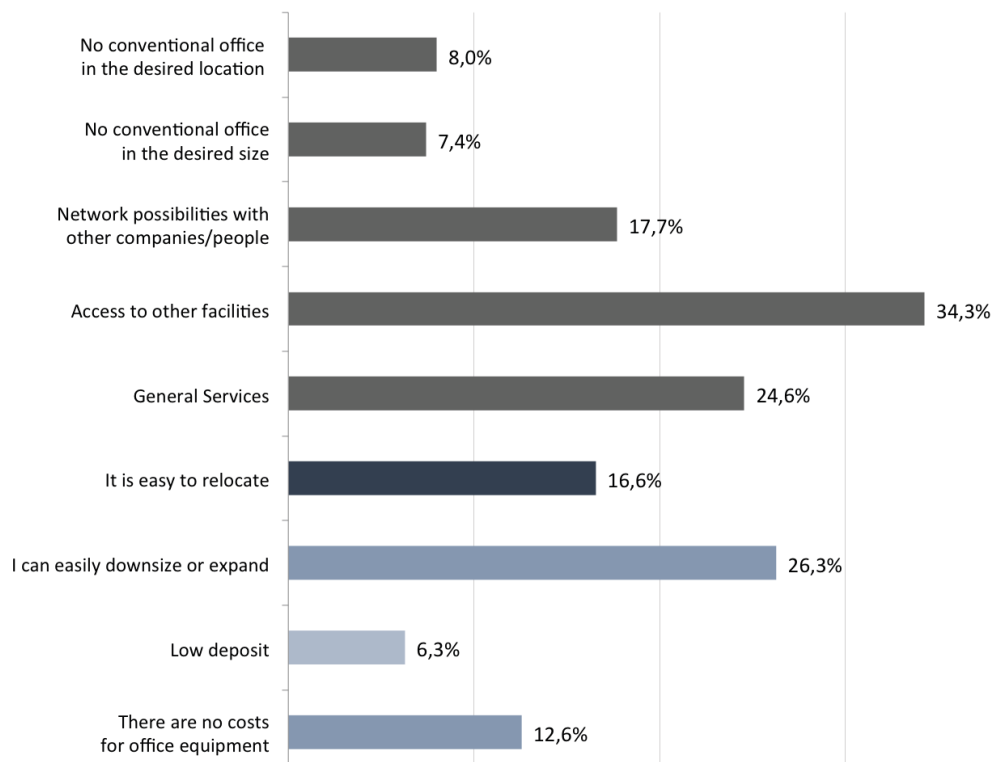
8. Which services are the most important to you?



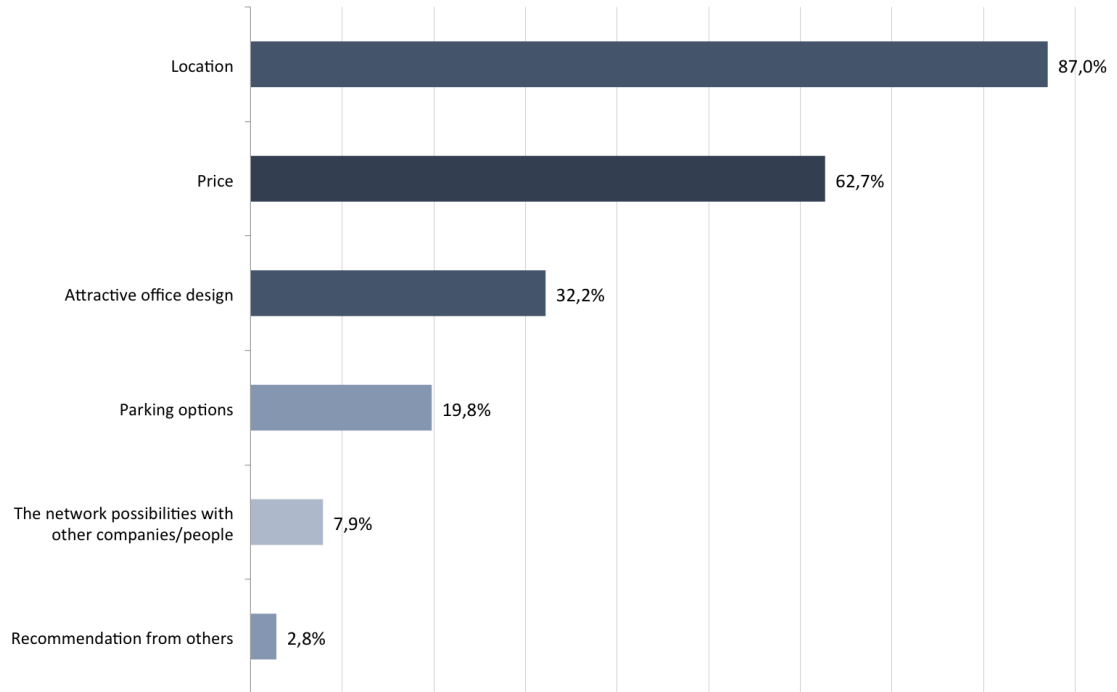
9. After having used the serviced office, what are the disadvantages?



10. Why did you choose a serviced office instead of a regular office?



11. Why did you choose this particular serviced office?



12. What would make the serviced office even more valuable to you?

