



Swedish Chamber
of Commerce



ANNUAL

MEMBER SATISFACTION SURVEY REPORT

2024



Swedish Chamber of Commerce in the Netherlands

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MEMBER SATISFACTION SURVEY REPORT 2024

Prepared by Malin Alders

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A GUIDING RESOURCE

The Swedish Chamber of Commerce is delighted to present this year's *Member Satisfaction Survey Report*. This vital tool gather meaningful insights from our members, enabling us to identify areas for growth and development as we strive to serve our community better.

We extend our heartfelt gratitude to every member who generously shared their knowledge and invaluable perspectives. Your contributions are the foundation of this report and serve as **an essential resource for guiding Swe-Cham's work in the future**. We aim to leverage this report to enhance further and strengthen Swe-Cham's community.

This year's survey engaged four primary member groups: Patron Members, Corporate Members, Private Members, and Young Professionals (YP). We are incredibly proud to report an **extraordinary 94.6% increase in participation** compared to last year, with a remarkable 216% rise in responses from YP members. These figures highlight the growing enthusiasm and commitment of our community.

This report provides a detailed analysis of the survey findings, including key satisfaction metrics, behavioural trends, and actionable recommendations.

RESPONDENTS

The member survey 2024 saw a remarkable 94.6% increase in responses compared to the previous year. Notably, participation from Young Professional (YP) members surged by an impressive 216%, highlighting the success of our enhanced engagement efforts.

Young Professionals included

A change for this year is that the Young Professionals survey was included in the Swe-Cham survey. The decision to include YP in the general member survey was due to very low participation from YP in the previous year. It came from a hypothesis that making one marketing campaign would benefit overall engagement.

Marketing campaigns

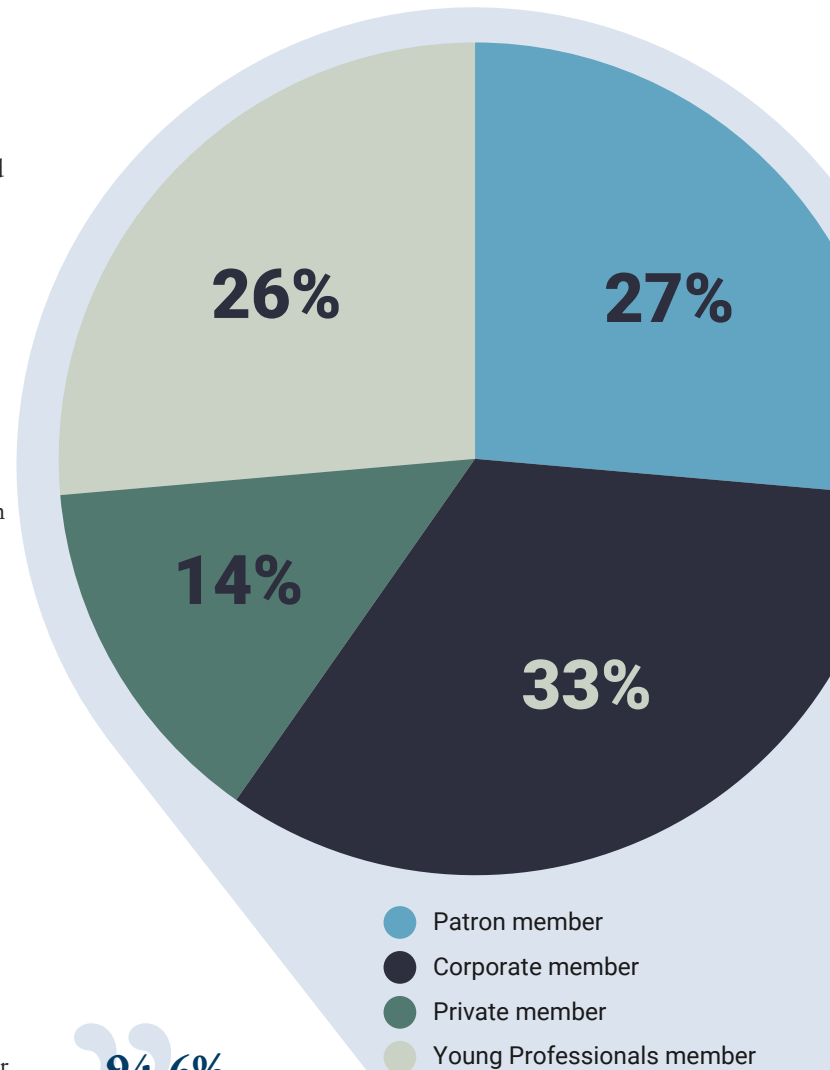
We also decided to include a competition to further the hype over the survey, introducing a **lottery** with prizes to be handed out during our events to enhance response incentives.

The previous year's marketing campaign consisted of information dispatches, with Swe-Cham and Young Professional target groups receiving information via **email** three times each. The member survey was also addressed four times via **Instagram** and **LinkedIn** postings (two times Swe-Cham, two times YP).

Since the survey was combined this year, we were able to run a **joint marketing campaign**. This year's marketing campaign, featuring a lottery incentive and unified messaging, saved resources and improved outreach efficiency.

Social media content

Furthermore, we decided to announce the winners of our member survey competition on our social media platforms. This resulted in varied content regarding the member survey and provided opportunities to highlight individuals in our network. *In one case, a winner decided to share her victory on LinkedIn, and engagement on the post increased by 500%.*



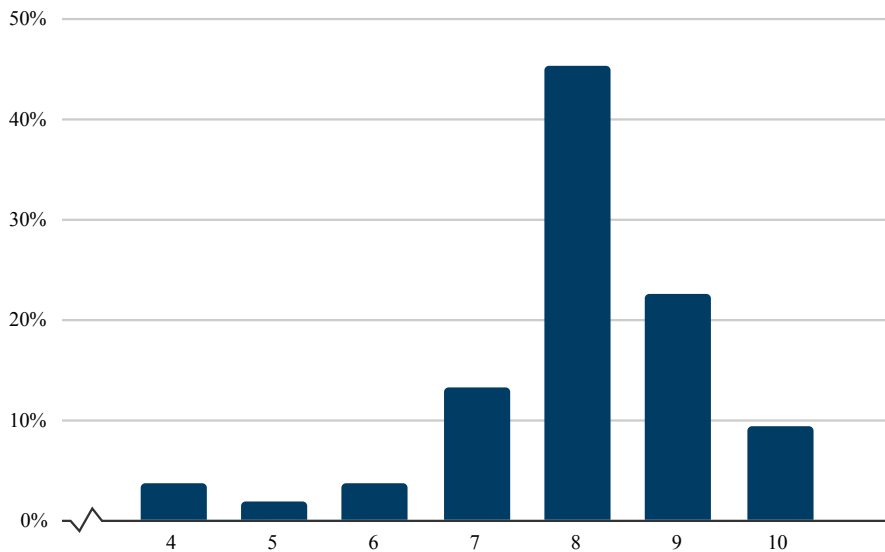
94.6%
increase in
responses

Specific dates that reached a higher number of respondents and their driving factors were:

- Launch of the survey campaign: 18 responses by October 30.
- Engagement via a YP event: eight responses by November 14.
- Final-day campaign efforts: 13 responses.
- Personal outreach (calls and emails): five responses.

MEMBER SATISFACTION

Patron, Corporate, and Private Members



8.0

overall satisfaction rate among patron, corporate and private members.

The overall satisfaction score for these groups is 8.0, a slight decline of 0.3 points compared to the previous year. Although modest, this decrease suggests potential areas for improvement in the services or value perceived by these member categories.

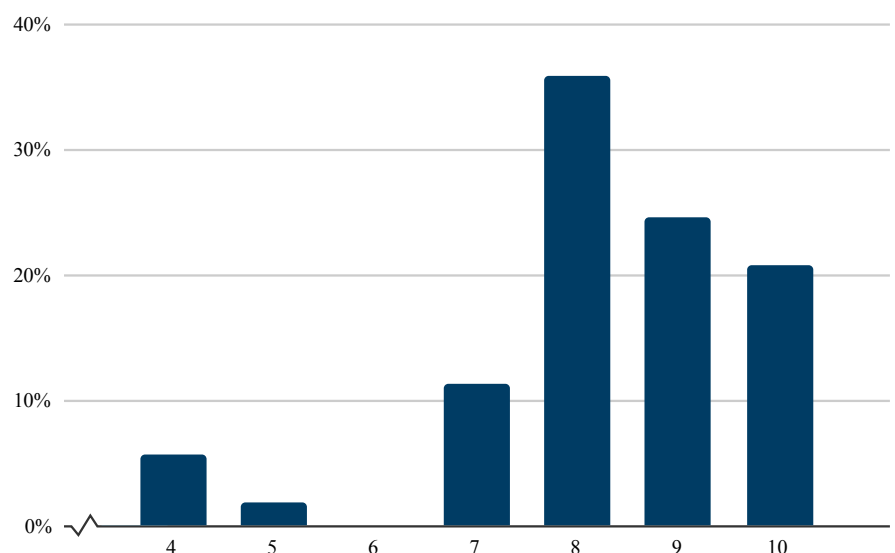
Moreover, 8.26 respondents stated they would recommend the Swedish Chamber of Commerce to a business contact. This figure represents a more significant drop of 0.47 points from last year's recommendation score 8.73, indicating

a potential need to reinforce Swe-Cham's unique value proposition. Considering the significant increase in survey respondents this year as a potential factor influencing the decline in satisfaction and recommendation scores among these groups is essential.

A more extensive and diverse respondent pool might reflect broader perspectives, including those of members who are less engaged or new to Swe-Cham, thereby contributing to a slight dilution of scores.

8.26

would recommend the Swedish Chamber of Commerce to a business contact.

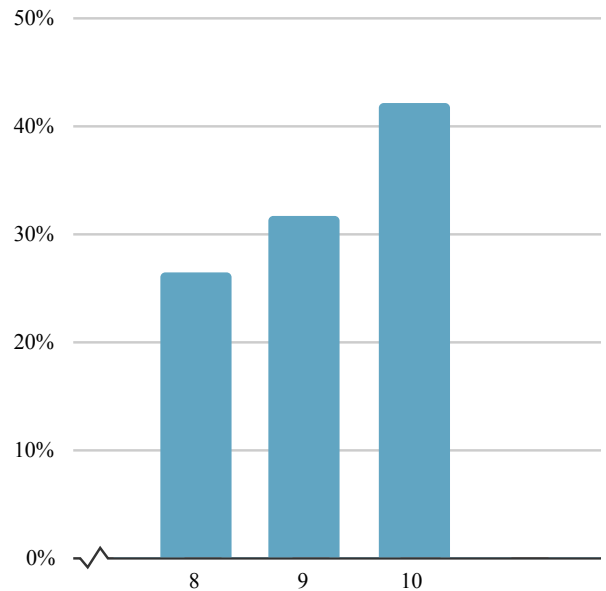


Young Professionals (YP)

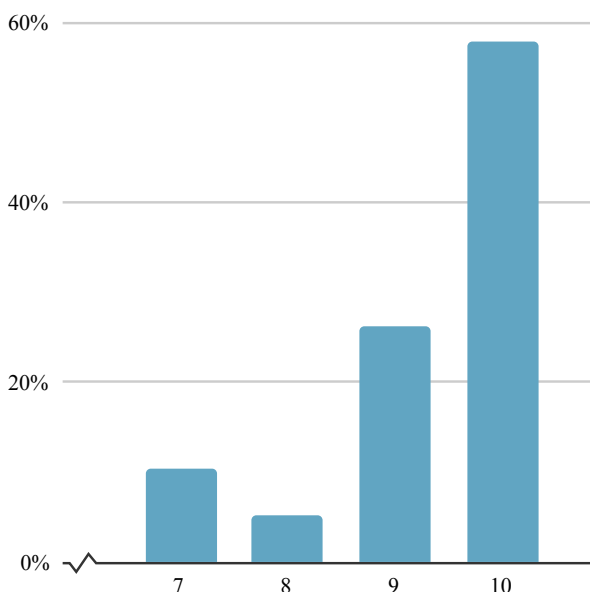
In stark contrast, the Young Professionals group exhibited a **marked increase in satisfaction**, with a score of 9.16, up by 0.66 points from the previous year. The group's recommendation score also climbed to 9.32 from 9.0, further solidifying their enthusiasm and alignment with Swe-Cham's initiatives. Notably, 100% of respondents from this group provided **positive feedback**. This trend underscores the effectiveness of targeted efforts such as specialised networking events and communication tailored to young professionals.

The increasing satisfaction levels among YP members highlight their **growing engagement** and Swe-Cham's ability to serve their professional and social aspirations.

9.16 increase in satisfaction among the YP members.



9.32 would recommend the Swedish Chamber of Commerce YP to a business contact.



Insights on member satisfaction

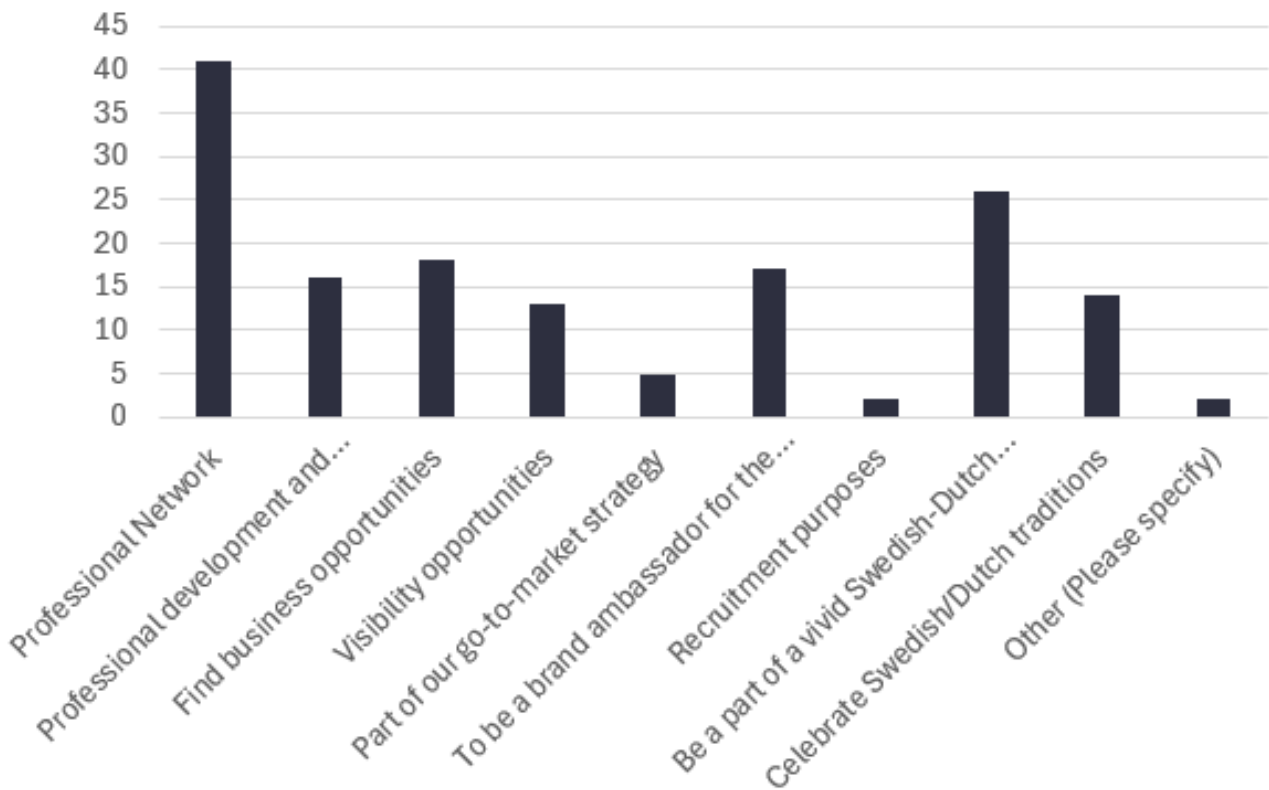
1 Strong alignment. YP members' high satisfaction and recommendation scores suggest a strong alignment between their needs and Swe-Cham's offerings. Continuation and expansion of these initiatives could further strengthen this demographic's loyalty.

2 Tailored strategies. While not dramatic, the decline in scores among non-YP members highlights an opportunity to re-engage these groups. Tailored strategies, such as more inclusive event topics or improved communication, help bridge the gap.

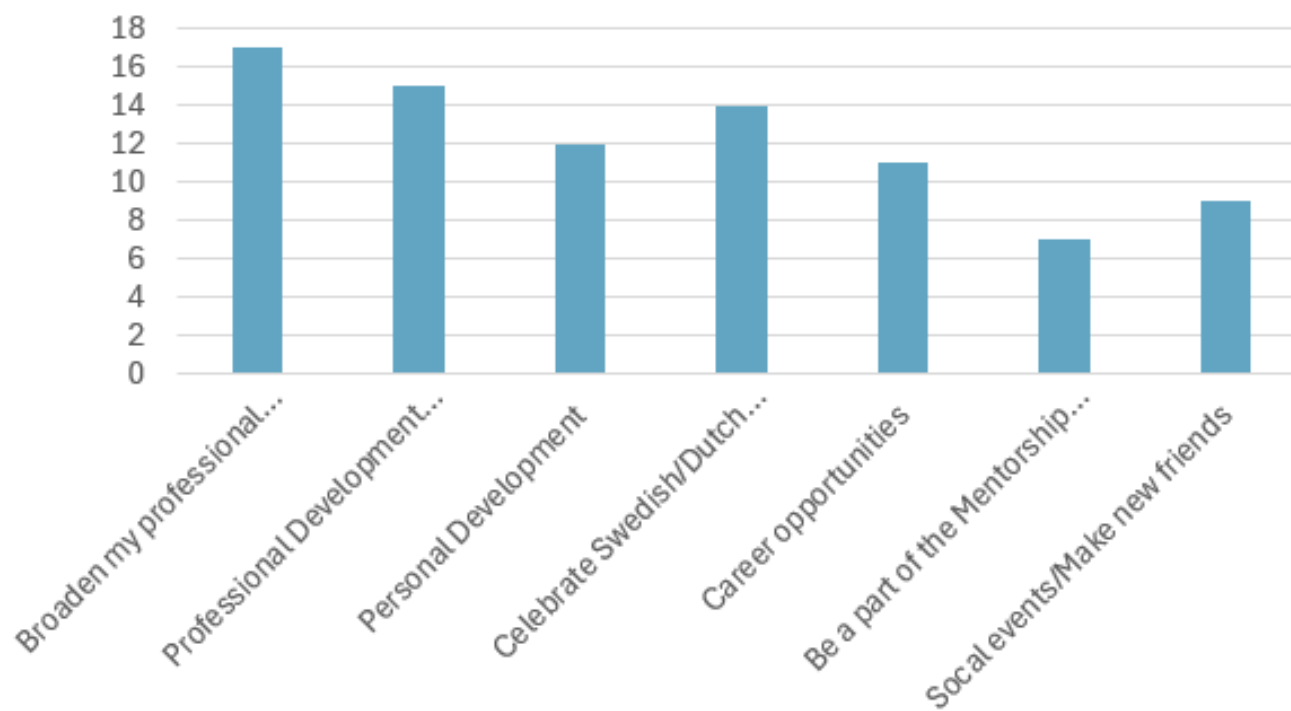
3 Nuanced interpretation. The more extensive and diverse respondent base provides a valuable opportunity to gain comprehensive insights, but also underscores the need for nuanced interpretation of trends and tailored engagement strategies.

REASONS FOR MEMBERSHIP

Swecham



Young Professionals



BEHAVIOURAL INSIGHTS

- Frequency: Varies across groups, with **time constraints as the primary barrier** to participation.
- Feedback: Very few respondents found topics uninteresting or cited a lack of awareness about events, indicating **effective topic selection and outreach**.

THEMATIC INSIGHTS

Core Value Importance (Average Scores)

Sustainability 7.75

Innovation & Technology 7.61

Diversity & Inclusion 7.66

Top Areas of Interest

AI 79 %

Business Culture 60 %

SUMMARY AND ACTIONS

The **2024 Member** Satisfaction Survey by the Swedish Chamber of Commerce achieved a **94.6% increase in participation, with 72 respondents**. Young Professionals (YP) contributed significantly, showing a 216% rise in responses thanks to a combined survey approach and targeted engagement strategies.

Satisfaction remains strong, with YP members scoring the highest in satisfaction (9.16) and recommendation (9.32). Patron, Corporate, and Private Members reported a satisfaction score of 8.0, a slight decline from last year. This may be due to a **broader respondent base** introducing diverse perspectives.

Key thematic insights show the **continued relevance** of Swe-Cham’s core values, including Sustainability (7.75), Innovation & Technology (7.61), and Diversity & Inclusion (7.66).

AI (79%) and Business Culture (59.7%) emerged as the top areas of interest, with preferences for networking, leadership, and company visits highlighted by all member groups.

The report recommends enhancing Instagram and LinkedIn strategies, **focusing on high-interest topics like AI and Business Culture**, and diversifying event formats to **address time constraints**.

These steps **strengthen engagement, retain satisfaction, and align offerings** with member priorities.



www.swedishchamber.nl
malin.alders@swedishchamber.nl