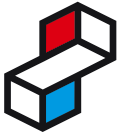


# Cluster for Logistics Satisfaction Survey 2023



**CLUSTER  
FOR  
LOGISTICS**

LUXEMBOURG  
ADDING VALUE IS THE KEY.



# Satisfaction Survey Summer 2023

## General Information

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General information about the survey

### **Purpose of the survey:**

To continuously improve the services of the Cluster for Logistics Luxembourg, this study aims to gain insights about the satisfaction of the cluster's members and to get feedback on the activities of the association.

### **Participation of the survey:**

The Cluster for Logistics Luxembourg currently counts around 100 members.

From this base of 100 members, **36 have participated** in the underlying survey.

This corresponds to a participation rate of 36%.

The survey was conducted over a period of 2 months starting the 14<sup>th</sup> July 2023 and ending on 13<sup>th</sup> September 2023.

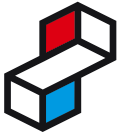
Some of the results are compared to the results of a similar survey conducted in 2020.

Several questions were repeated to gain a comparative overview of the situation.

### **Outline of the survey:**

- Membership Satisfaction
- Activities of the Cluster
- The issues of the companies in challenging times

The results of the survey are presented on the following pages.



# Survey Results

## 1. Membership Satisfaction

On a scale from 1 (low) to 10 (high), how would you **rate the external appearance of the Cluster for Logistics Luxembourg?**



On a scale from 1 (low) to 10 (high), how would you **rate the Cluster for Logistics Luxembourg compared to other sectorial associations?**

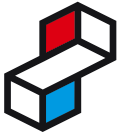


On a scale from 1 (low) to 10 (high), how would you **recommend** a Cluster for Logistics Luxembourg **membership** to another company of the logistics industry?



On a scale from 1 (low) to 10 (high), how would you **recommend** a Cluster for Logistics Luxembourg **event** to another company of the logistics industry?

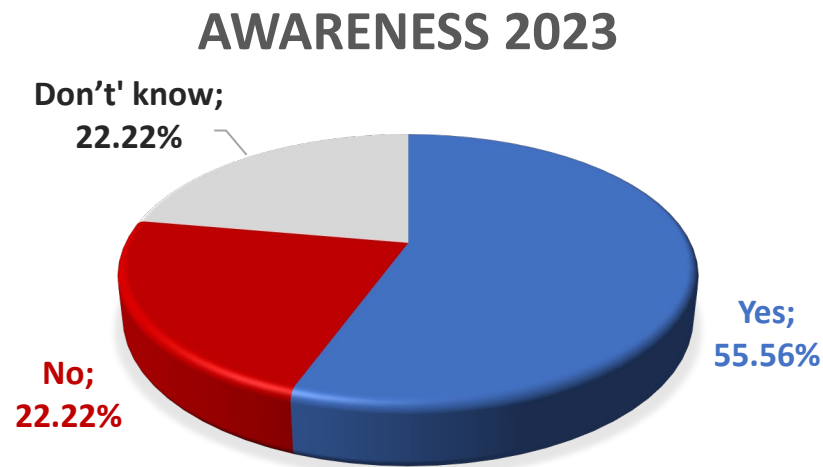




# Survey Results

## 1. Membership Satisfaction

Are the employees of your company aware about the services and events offered by the Cluster for Logistics Luxembourg?



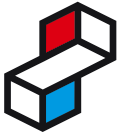
The result is slightly lower than in 2020 where 77% were thought to be aware of the C4L.

### **Knowledge sharing is a benefit for your company.**

We kindly ask our members to **spread awareness** among employees, who could benefit of the Cluster for Logistics activities

We also need to mention the (larger) companies more in our communication about common activities.

Example specific Webinars



# Survey Results

## 1. Membership Satisfaction

External appearance, including Social Media  
**Do you follow our information channels?**

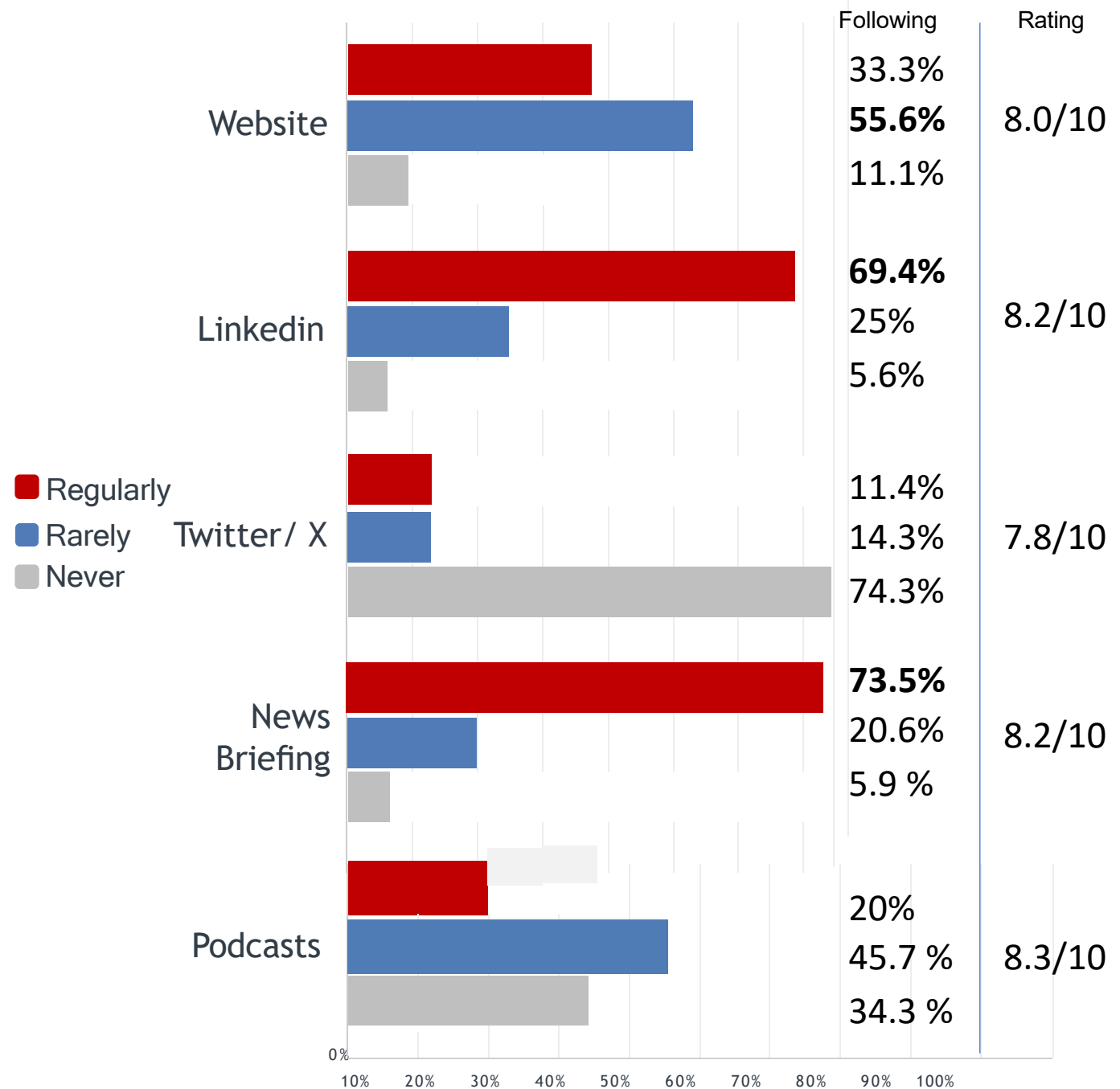
The C4L activities are visible on the website and social media channels. As the website is still the main channel to register to C4L's activities, the traffic is relatively high, But does **play a lesser importance as information tool.**

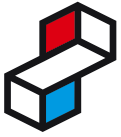
While **LinkedIn** has proven to become the main social media channel with now 2250 followers, Twitter (now X) is however less popular.

The monthly News Briefing has a regularly high follow rate while the podcasts have a mitigated following.  
-> This should be audited by specialist to improve communication

The quality of the information channels has a high rating, ranging from **7.8 to 8.3**

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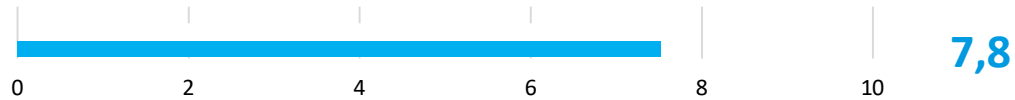




# Survey Results

## 2: Activities of the Cluster

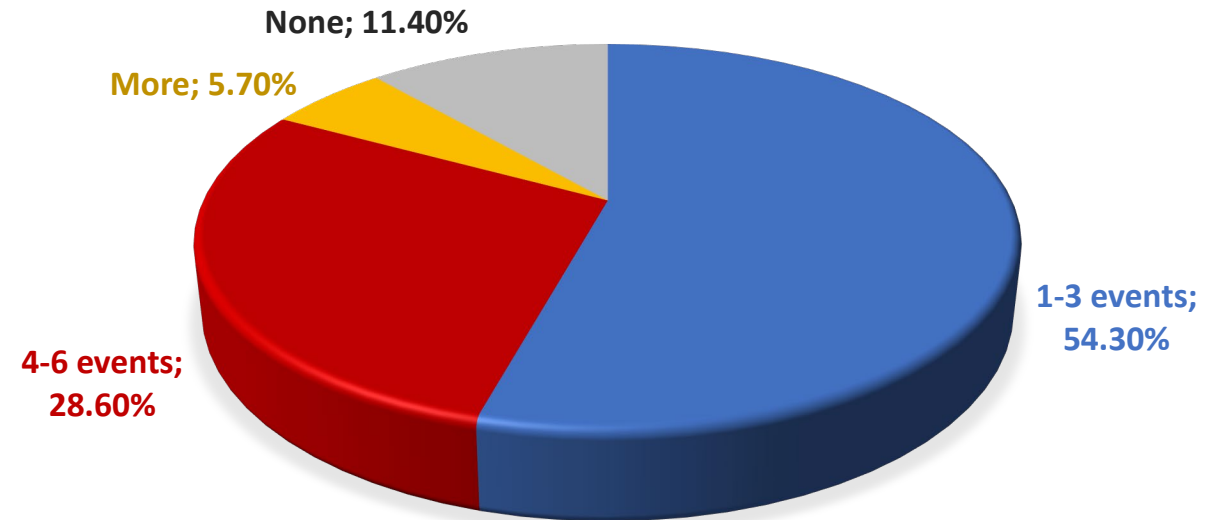
How **relevant** are the activities and events of the Cluster for Logistics and how can we improve them?



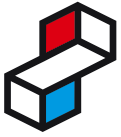
The community responses included:

- Continue addressing a wide range of requirements within the logistics industry
- Focus also on local topics on certain products
- Create focused community subjects on Air freight, Sea Freight, Road freight, Logistics
- I'm a fan of company visits and I really like your Spring / Autumn conference

DID YOU ATTEND CLUSTER FOR LOGISTICS EVENTS IN THE PAST 24 MONTHS?



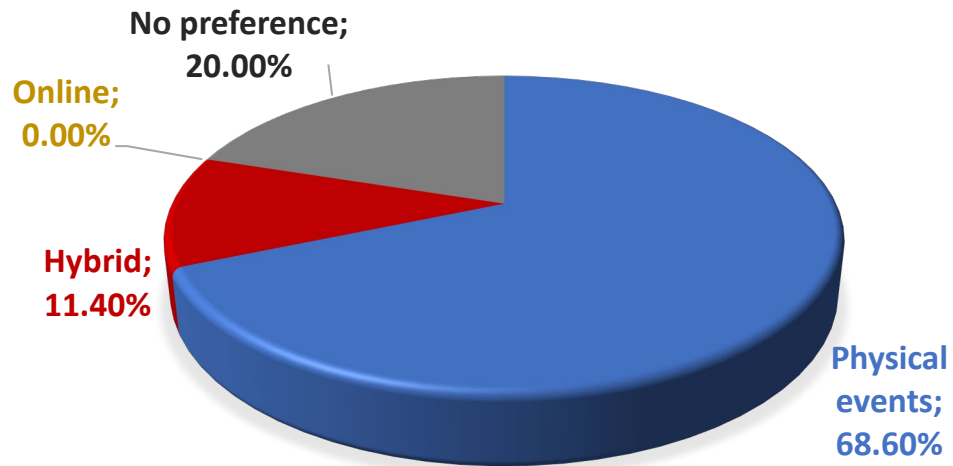
Over half of the 35 respondents attended 1-3 events in the last 2 years while over a quarter attended 4-6.



# Survey Results

## 2: Activities of the Cluster

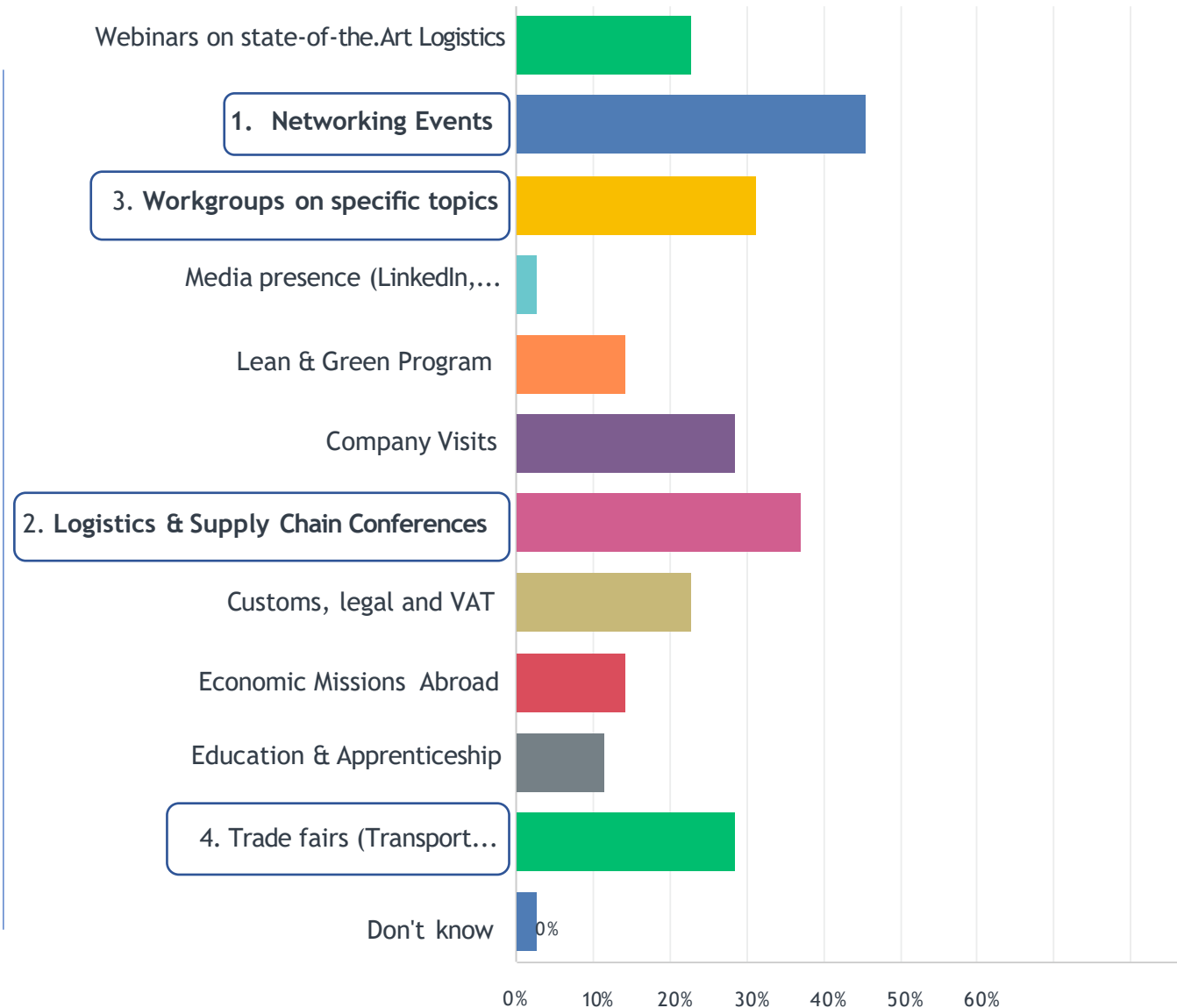
DO YOU PREFER PHYSICAL EVENTS, WEBINARS OR HYBRID EVENTS?

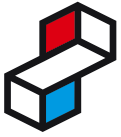


The respondents majorly preferred physical events due to the networking aspect.

Regarding the subjects, the respondents asked for more specific workgroups, conferences and trade fair participations.

Which of the three services or events should the Cluster for Logistics Luxembourg focus on within the Upcoming months?





# Survey Results

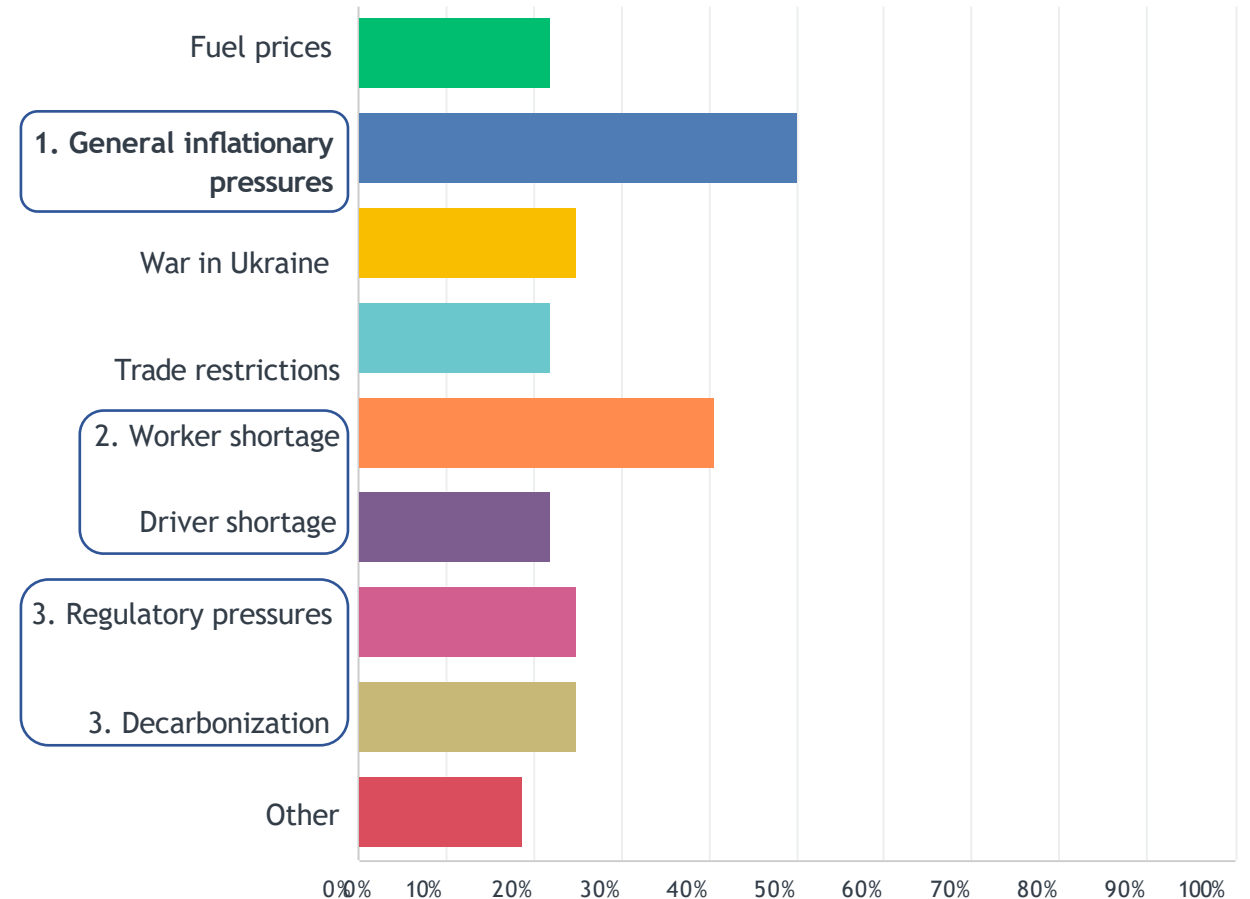
## 3: Your business in challenging times

What current issues impact activities directly and what are the biggest challenges companies face currently?

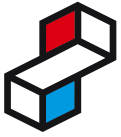
The companies are worried by the current economic situation that includes high inflationary costs in general with fuel/electricity prices in particular.

Regulation in decarbonization efforts will also impact the companies, not only financially but also regarding process optimization.

Other challenges include cost, regulatory pressures but also talent management and hiring. The commercial war, notably with China and internal budget considerations are also mentioned.





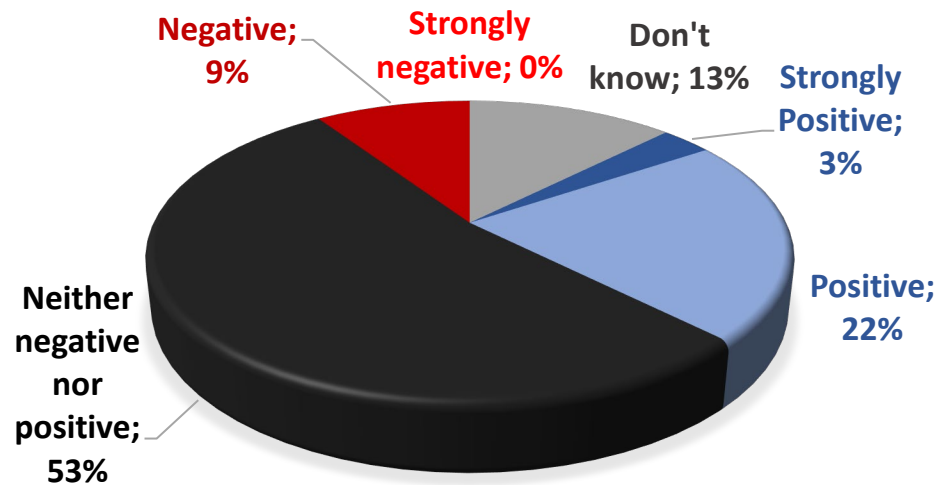


# Survey Results

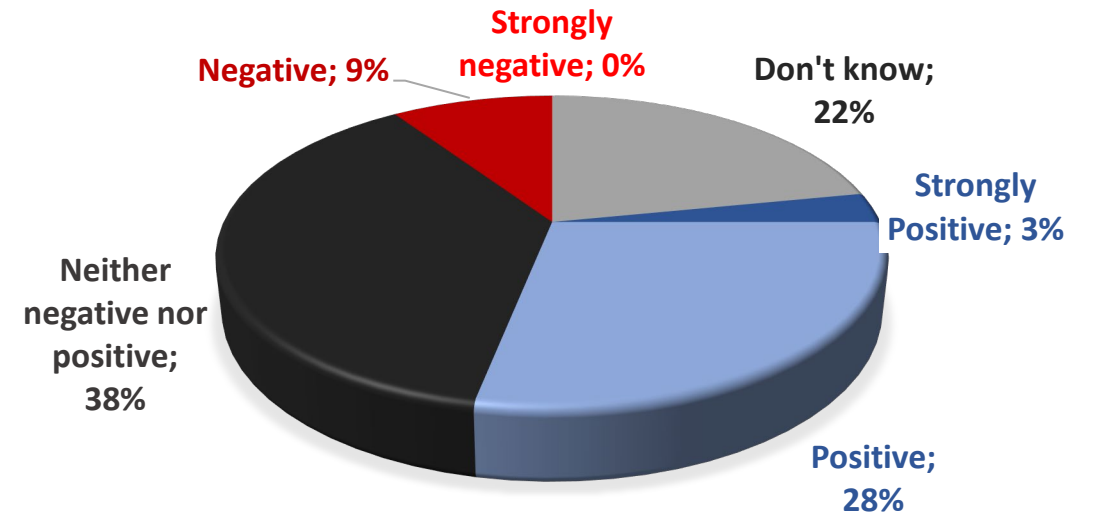
## 3: Your business in challenging times

What is your forecast on the development of the number of employees:

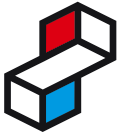
within the next 6 months?



within the next 3 years?



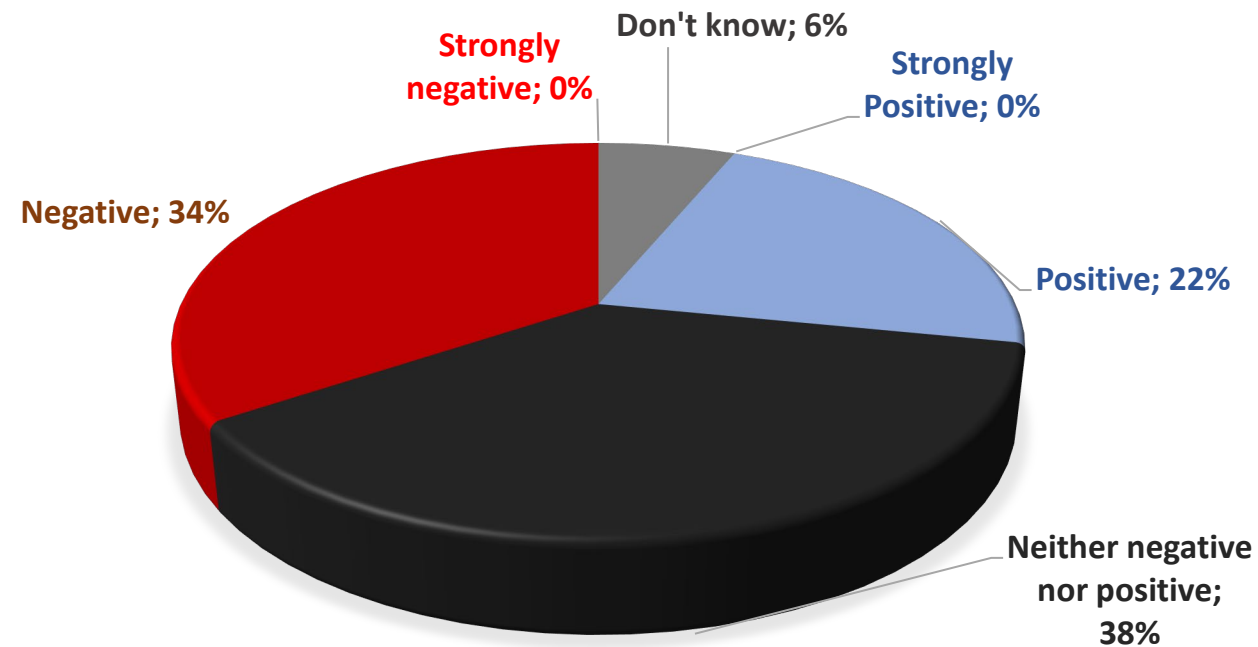
The insecurity regarding the current economic and political situation is taking its toll on the development forecast of the companies. The short-term forecast is decidedly more negative regarding employment however no respondent was strongly negative regarding the future.



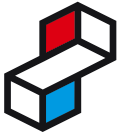
# Survey Results

## 3: Your business in challenging times

What is your feeling about the current public perception regarding transports & logistics?



The positive feeling about the perception of logistics is slightly lower than 3 years ago, when the COVID-19 crisis put the logistics sector in the spotlight. However, no one is reporting a strong negative feeling unlike 3 years ago.



# Satisfaction Survey Summer 2023

## Summary

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### **Membership Satisfaction**

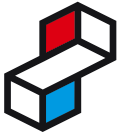
The perception of the external C4L appearance is slightly higher than in the last survey in 2020. Over the last three years, the C4L strongly upgraded its presence on LinkedIn to inform members and reach non-members about our activities, projects and events. Spreading awareness and invitations among the network of employees and partners can help broaden the presence of C4L in Luxembourg as well.

### **Activities of the Cluster**

Events are generally well perceived, and the respondents favor physical events due to the networking opportunity. Sustainability, digital transformation and talent hiring are major subjects. However, the logistics community is also looking for shorter events with deeper knowledge and more detailed insights. Additional webinars and seminars with industry experts will be dedicated to the current challenges of the community.

### **Challenging time in Business**

Companies are worried by the current economic situation, additional regulation, talent acquisition and cost pressure. Stronger demand on sustainable delivery and digitalization requires higher investments in the future. The C4L is planning to focus even more on talent management and training. The stagnating business situation leads to hiring freeze, but companies need to stay agile and flexible. To attract more talents, the C4L and its partners aim to further enhance the public perception of the transport sector.



# Thanks to our Partners

Premium members > 100 members



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