



# Original Equipment Suppliers Association

## BULLETIN

**To: OESA Regular and Affiliate Members**

**BULLETIN: 05-11**

**From: Neil De Koker, President**

**Date: March 23, 2005**

### OESA 2005 Member Survey – The Results Are In

In a continuous effort to improve member services, the Original Equipment Suppliers Association recently surveyed membership on 2004 activities and services. OESA distributed the 18-question online survey to members in February 2005. The purpose of the survey is to gather information from OESA members to provide strategic direction to the organization to better serve the nearly 400 member companies.

OESA received more than 500 responses, a 15 percent member response rate. Of that number 147 executives identified themselves and 53 percent held a position of vice president and above, which is in line with senior level participation with OESA events and peer group councils.

The survey found that on a scale of one to five, with five being the highest, overall member satisfaction is 4.2. Eighty-nine percent ranked satisfaction with OESA at four or five.

Survey findings include:

- OESA importance to member companies:
  - Providing a forum and good information and analysis is of primary importance
  - Serving as a change agent is important with little evidence of success in the industry or with government
- Events:
  - 2004 events averaged 4.1 among respondents, with 21 percent attending one or no events and 79 percent attending two or more
  - Members agree OESA events cover the right issues in a timely manner
  - Networking is a critical part of OESA events
- OESA Communication:
  - OESA materials get wide distribution within member organizations
  - Navigation of [www.oesa.org](http://www.oesa.org) needs to be reviewed and improved
  - Members agree that the *Automotive OE Supplier News* newsletter is an effective tool for communicating issues of importance
- OESA Information:
  - Ninety-four percent of respondents agree that OESA information makes their company more effective
  - Members believe that OESA is a key source for industry-related information that members couldn't obtain effectively any other way

Ninety-nine percent of survey respondents said they would recommend OESA to a colleague or other supplier.

Visit [www.oesa.org](http://www.oesa.org) to view complete survey results. For more information, contact Noelle Schiffer at 248.952.6401 ext. 225 or [nschiffer@oesa.org](mailto:nschiffer@oesa.org).



# What OESA Members Value 2005 Feedback Survey Analysis

502 complete and partial survey responses  
(395 complete and 107 partial)

March 7, 2005



# Survey Analysis

- OESA used an electronic survey with 18 questions with sub-components
  - Survey response rate was 15%: complete (12%) and partial (3%)
  - Of the 147 executives responding to the survey who identified themselves, 78 or 53% were VP and above (in line with senior level participation with OESA events and Councils)
  - Survey responses asked for ranking of 1 to 5 with 5 being best
- Overall ranking of member satisfaction is 4.21 with 89% ranking a satisfaction of 4 or 5
  - Survey results show ranking as well as % rating 4 and 5



# Importance to Your Company and How OESA is Doing

Activity	Importance		OESA Performance	
➤ Credible voice with the media	3.8	(68%)	3.7	(61%)
➤ Serving as an industry change agent	3.9	(68%)	3.4	(41%)
➤ Providing information/analysis	4.3	(88%)	4.1	(83%)
➤ Providing a forum	4.3	(84%)	4.2	(81%)
➤ Change agent with government (MEMA)	3.5	(52%)	3.3	(35%)
➤ Covering issues of importance			3.8	(69%)

## Analysis:

- Providing a forum and good information/analysis is of primary importance
- Serving as a change agent is important with little evidence of success in the industry or with government



# Interest in Specific Products or Events

Product/Event	Survey Ranking	Attendee Rating
➤ Model Terms & Conditions	3.7 (62%)	4.2
➤ OEM T&C Comparative Analysis	3.9 (71%)	
➤ OEM Warranty Comp. Analysis	3.7 (60%)	
➤ Steel Surcharges Town Halls	3.6 (57%)	4.2
➤ Resin Recovery Town Halls	3.2 (44%)	4.2
➤ Rating of 20 events in 2004 by attendees at the events averaged 4.14		
➤ <u>Lesson learned</u> : since OESA gets rating from event attendees, avoid questions about specific events in future annual surveys		
➤ <u>Conclusion</u> : OESA conducts many special events and activities that serve the interests of a select number of members. Rarely would a single issue or area of focus satisfy the total membership.		



# Meeting/Events Attendance

How many meetings/events did you attend in 2004?

	Responses	%
➤ None	38	9%
➤ 1	51	12%
➤ 2-3	167	40%
➤ 3-6	128	31%
➤ 7-10	23	6%
➤ Over 10	8	2%
➤ Analysis:		
- 21% attended one or no events		
- 79% attended 2 or more events		



# Value of OESA Events

Event Statement	Ranking	% 4/5
1. Events cover issues of concern/interest	4.1	82%
2. Events are timely	4.1	83%
3. Event pricing is reasonable	3.7	64%
4. Event value is well worth the cost	3.8	67%
5. Cost/time of travel is bigger concern than the price of the event	3.3	45%
6. Should provide more webcasts so I don't have to travel	3.2	41%

## Analysis:

- OESA covers the right issues in a timely manner
- Pricing is reasonable but don't go much higher to maintain strong value
- I miss events more due to cost/time of travel than lack of interest
- Webcasts are OK but networking is a critical part of OESA events



# OESA Communications

- Does your company post OESA info on your intranet? 62 Yes (16%)
- Do you forward OESA information to others? 369 Yes (93%)
  - To entire company 2%
  - Executive Staff 66%
  - My Department 60%
  - Other Departments 50%
  - Colleagues outside my company 10%
- How often do you visit [www.oesa.org](http://www.oesa.org)?
  - Once a week or more 8%
  - Once every other week 15%
  - Once a month 61%
  - Never 17%

## Analysis:

- OESA materials get wide distribution within companies
- OESA Website usage and content and ease-of-use needs to be reviewed



# OESA Newsletter

Statement	Ranking	% 4/5
➤ Newsletter is an effective tool for communicating issues of importance to suppliers	3.9	73%
➤ Articles adequately summarize key points	3.9	76%
➤ Newsletter should contain more “good news” stories about the automotive industry	3.2	31%

## Analysis:

- Readers are interested in real facts summarized for easy reading
- While good news stories are nice, it is not a primary interest



# Does OESA Information Make Your Company More Effective?

- Yes: 355 responses (94%). No: 22 responses (6%)

## Sampling of specific responses (out of 173)

- OESA has a nice touch in areas where grace and courage are needed to address difficult, complex problems. This helps our company and others.
- Gives the feeling “we’re all in this together” and allows us a forum to check our perceptions against the reactions of others
- Shared industry experience in responding to new challenges from customers and suppliers
- OESA is very good at reviewing market current issues and concerns that affect most of the members to a greater or lesser extent. Sharing member experiences, approaches, and outlooks help formulate and solidify planning and strategies
- Big one last year was metal surcharges. OESA provided great tools for my company to respond to these issues
- Accurate and timely information is always helpful in assessing key information prior to making sound decisions
- Good gauge of industry issues and how they are being handled by others



# Does OESA Information Make Your Company More Effective?

- OESA is a key source for industry related information that we couldn't obtain effectively any other way
- We're a small supplier and OESA gives us a much broader view of the industry than we could ever have on our own
- Information is directly related to the burning issues facing the supply base – timely and concise
- OESA provides clear, timely information which allows us to formulate strategies quickly
- Insight from seminars and relationships developed through networking provide significant value which is not available elsewhere
- Let's us know if our particular issues are commonly shared among the membership and also what methods are being used to address them
- Yes and no. We appreciate the industry news like globalization issues. But much of the discussion is just that – everyone talks about the issues, but very little gets resolved. I think it is just the nature of the industry – not OESA's fault. This is a very professional organization and has some heavy hitters on the team. But I'm a little disappointed in the lack of progress on things like terms and conditions, material cost resolution, etc.



# Would you recommend OESA to a colleague or other supplier?

- 181 written responses with 180 Yes (99.4%)
- Sample responses
  - Good opportunities to get involved – strong staff
  - Understand topical issues and how to handle them
  - Great source of quality and timely information
  - Excellent resource for contacts and networking
  - Addressing concerns of common interest
  - Effective voice of the suppliers
  - Excellent venue for supplier industry collaboration
  - Represent the industry fairly on timely topics
  - **The only no nonsense forum for automotive suppliers**



# Thoughts, Comments, Questions

-- 73 responses

- OESA has done a very good job fulfilling a difficult mission and suppliers benefit from the efforts of the OESA staff – probably more than they realize
- I like the focus on issues that concern the automotive supplier. No other organization is so well aligned to our issues
- You're the only one doing what you're doing, you're doing it well and it's important. Progress with the OEMs in some areas is slow to non-existent, but that's not OESA's fault
- The reason we joined OESA centered around the T&C and Warranty issues the auto industry is trying to force. We will have little interest in the organization in the future unless positive change, in favor of the supplier, results
- The real value coming from OESA is not only understanding the challenges (of which I think is the focus of OESA today) but understanding what other organizations are doing about it. We need to get deeper into best practice sharing
- Start sharing customer success stories. Create initiatives that have a positive impact
- I hope we can see progress with OESA becoming a strong "supplier lobby" helping us to enact constructive change with the OEMs



# Thoughts, Comments, Questions

-- 73 responses

- By limiting member access (Regular and Affiliate), you are actually cheating your members out of valuable consulting time. We all want to participate in the various Councils, yet you prohibit it. We are professional enough not to force sales on members. You are limiting member access to our breadth and depth of knowledge
- More aggressive stands with OEMs in the media. More education of the general public via the media on how OEMs treat and pressure suppliers
- We need to change the laws where a supplier is obligated to continue supplying when the work is financially destructive to the firm
- Excellent source of market and industry information. Your efforts have helped me significantly with my customer management strategy
- I cannot pinpoint the overall vision of OESA anymore. Are you going to represent suppliers or be mediators for GM, Ford and DCX? Finding any truth in these companies at the executive levels is rare indeed. Does OESA seek the truth or simply knowledge?
- Our joint need is to make our OEM customers more successful and at the same time avoid having that success come at the one-dimensional expense of supplier cost-downs
- Great organization and market positioning. Keep it up.



# Summary

- OESA has a very strong and supportive membership who value what OESA provides for them and the industry
- OESA has a sensitive issue around limiting the ability of Affiliate members to serve on Councils since some of these Affiliate members are a primary resource for surveys and best practices products highly valued by Regular members
- OESA can serve the industry by expanding its efforts to move from issues dialogue to sharing best practices solutions
  - Members are starting to seek solutions oriented dialogue
- Becoming an industry change agent will be a long term but important mission
- The OESA media strategy must be carefully managed to recognize member needs/expectations while optimizing the ability for OESA to be an industry change agent