ECR Europe Barometer Survey January 2015 - Full Survey script

*Required Question(s)

Where is your office?

○ Austria

○ Baltics (Latvia / Lithuania / Estonia)

○ Belgium/Luxembourg

○ Croatia

○ Cyprus

○ Czech / Slovak Republic

○ France

○ Germany

○ Greece

○ Ireland

○ Italy

○ Netherlands

○ Poland

○ Portugal

○ Romania

○ Russia

○ Spain

○ Sweden

○ Switzerland

○ UK

○ Other [   ]

*Type of business?

○ FMCG

○ Electronics

○ Pharmaceutical

○ Other [   ]

*Type of company?

○ Retailer

○ Manufacturer

○ Logistics Service Provider

*Number of Employees in your Company?

○ Less than 10

○ 10 - 100

○ 101 - 300

○ 301 - 500

○ More than 500

Name, Role and Company Name (optional):
If you would like to be sent a copy of the final report, please add your email address also.
Note all data will be treated confidentially and no individual company response will be reported.

First Name:	[ ]
Last Name:	[ ]
Job Title:	[ ]
Company Name:	[ ]
Email Address:	[ ]

emailaddress@xyz.com

The following question uses skip logic:
depending on which option the respondent chooses, they will be directed to different questions.

* Are you familiar with Logistics Pooling concepts?

- ○ I am not familiar with Logistics Pooling concepts.
- ○ I am familiar with the concepts but do not operate them.
- ○ I am familiar and have a Pooling project planned within the next 2 years.
- ○ I already do Pooling operations.

Comment:

[   ]

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Option 1:
Those answering "I am not familiar with Logistics Pooling concepts."
Survey finishes at next question.

Would you like to receive more information on Logistics Pooling?

- ○ Yes (Please ensure you have entered your email address above).
- ○ No

Option 2 questions:
Those answering "I am familiar with the concepts but do not operate them."

Which type of Logistics Pooling do you know?
(Tick all that apply.)
- ☐ Transport
- ☐ Warehousing
- ☐ Buying
- ☐ Waste Management
- ☐ Order processing
- ☐ Other [   ]

What are the main reasons for not operating Logistics Pooling?

☐ I don't have the necessary financial resources.

☐ I don't have the necessary competencies.

☐ My IT system is not adapted.

☐ I don't know how to start such a project.

☐ I cannot find the right partner to start with.

☐ I'm not convinced of the financial benefits.

☐ My general management doesn't want to share information with competitors.

☐ I don't want to lose my independence.

☐ Other [   ]

Do you know of Pooling operations in place and their economic results?

○ Yes

○ No

Please specify the Pooling operations and non-confidential results that you know of.

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Option 3:
Those answering "I am familiar and have a Pooling project planned within the next 2 years."

Which type of Pooling project(s) do you intend to implement?

Tick all that apply.

- ☐ Transport
- ☐ Warehousing
- ☐ Buying
- ☐ Waste Management
- ☐ Order processing
- ☐ Other [   ]

Please provide any non-confidential details you can about this project.

(name, partners involved, providers involved, etc.)

1000 characters left.

Benefits of Logistics Pooling:

How strongly do you agree with the following stated benefits of logistic pooling?

If you don't know, please leave blank.

Strongly Disagree   **Strongly Agree**

Strongly Disagree   Disagree   Neutral   Agree   Strongly Agree

Enables an increase in delivery frequency	○	○	○	○	○
Improves On Shelf Availability	○	○	○	○	○
Enables better truck fill.	○	○	○	○	○
Enables reduction of environmental footprint.	○	○	○	○	○
Helps reduce inventory along the chain	○	○	○	○	○
Reduces logistic costs	○	○	○	○	○
Enables multi-modal transport development	○	○	○	○	○
Other (Please specify below)	○	○	○	○	○

Comment:

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Drivers of Logistics Pooling:

How big are the following in driving Logistics Pooling?

	No Impact	A little impact	Some Impact	Big Impact	Huge impact
The environmental image of companies.	○	○	○	○	○
Oil prices rise	○	○	○	○	○
Scarcity of transport	○	○	○	○	○
Fiscal laws (new taxes)	○	○	○	○	○
Retailers strategies	○	○	○	○	○
Decreasing margins	○	○	○	○	○
Other (please specify below)	○	○	○	○	○

Comment:

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Do you have internal resources dedicated to your Logistics Pooling project?
○ Yes
○ No

Will you work with IT service providers to implement your Pooling project?

○ Yes

○ No

○ Don't know yet

If yes, please specify the IT solution that you intend to use.

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Do you know of Pooling operations in place and their economic results?

○ Yes

○ No

Please provide any non-confidential details and results you can about these.

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Option 4:
Those answering "I already do Pooling operations."

Which type of Pooling project(s) do you operate?

Tick all that apply.

☐ Transport

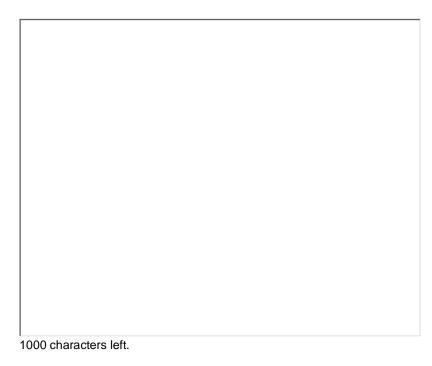☐ Warehousing

☐ Buying

☐ Waste Management

☐ Order processing

☐ Other [   ]

Please provide any non-confidential you can about this project.

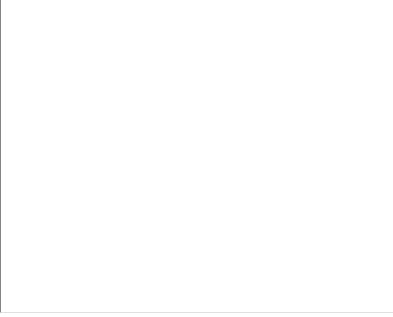(name, partners involved, providers involved, etc.)

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Do you have additional projects planned in the future?

○ Yes

○ No

○ Considering projects but not confirmed yet.

If yes, Please provide any non-confidential you can about your planned project.

(name, partners involved, providers involved, etc.)

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Benefits of Logistics Pooling:

How strongly do you agree with the following stated benefits of logistics pooling?

If you don't know, please leave blank.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Enables an increase in delivery frequency	○	○	○	○	○
Improves On Shelf Availability	○	○	○	○	○
Enables better truck fill.	○	○	○	○	○
Enables reduction of environmental footprint.	○	○	○	○	○
Helps reduce inventory along the chain	○	○	○	○	○
Reduces logistic costs	○	○	○	○	○
Enables multi-modal transport development	○	○	○	○	○
Other (Please specify below)	○	○	○	○	○

Comment:

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Drivers of Logistics Pooling:

How big are the following in driving Logistics Pooling?

	No Impact	A little impact	Some Impact	Big Impact	Huge impact
The environmental image of companies.	○	○	○	○	○
Oil prices rise	○	○	○	○	○
Scarcity of transport	○	○	○	○	○
Fiscal laws (new taxes)	○	○	○	○	○
Retailers strategies	○	○	○	○	○
Decreasing margins	○	○	○	○	○
Other (please specify below)	○	○	○	○	○

Comment:

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Have you worked with IT service providers to implement your Pooling project(s)?
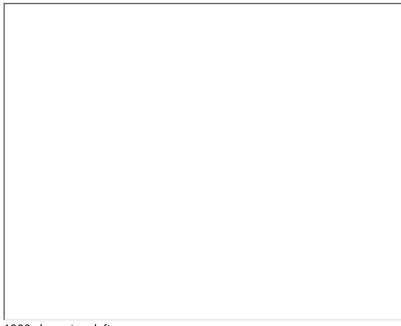
○ Yes

○ No

If yes, please specify the IT solution that you have used.

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Have you worked with other service providers to implement your Pooling solution?

☐ Consultants

☐ 4PL (Fourth Party Logistics)

☐ Other [   ]

If yes, please specify the providers that you have used.

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Do you know of Pooling operations in place and their economic results?

○ Yes

○ No

Please provide any non-confidential details and results you can about these.

1000 characters left.

[Finish]