Questionnaire

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| English Version | Version 1  05 2021 |

**Questionnaire for participating AMs in pilot action**

The Service Export Radar aims at facilitating the decision making process regarding the export of industrial services for advanced manufacturers by offering relevant market information with the help of artificial intelligence algorithms. The radar contains two major functionalities, on the one hand the tool investigates databases via exemplary companies and keyword search, to reduce market research efforts to search for potential partners to cooperate with, potential customers to sell to and existing competitors in the target market. On the other hand, the artificial intelligence algorithms investigates company webpages regarding the industrial service offerings and provides an estimated probability with which confidence level the algorithm is sure that certain industrial services are promoted on the webpage. The results can support Advanced Manufacturers within exporting industrial services successfully.

Thank you very much for using the Service Export Radar and the valuable feedback you provide us in order to improve the functionalities of our developed Radar tool.

Data protection is very important to us. All data will be treated anonymously and absolutely confidentially. You can find more information on this in our imprint on the prosperAMnet webpage: [www.prosperamnet.eu](http://www.prosperamnet.eu)

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Assess function I: similar company search

* 1. Did you find your main competitors you knew before in the search results when investigating your home market?

|  |  |  |  |
| --- | --- | --- | --- |
|  | Yes |  | No |

* 1. Which keywords did improve your search results?

e.g.: company attributes, tasks, services,

* 1. Did you find new competitors/customers you were not aware of before?

|  |  |  |  |
| --- | --- | --- | --- |
|  | Yes |  | No |

Competitor:

|  |  |  |  |
| --- | --- | --- | --- |
|  | Yes |  | No |

Customer:

* 1. Do you find the tool useful for this function?

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 1. Not at all helpful |  | 2. Not really helpful |  | 3. I do not know |  | 4. helpful |  | 5. very helpful |  |

Assess function II: service promotion on the webpage

* 1. In general, does your company promote its most important services on its homepage?

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 1. no, we do not promote services at all |  | 2. no, we do no put special effort on promoting our most important services | | |  | 3. Indifferent. | |  |
| 4. yes, we promote important services on the webpage | | |  | 5. yes, our services are clearly promoted | | |  | |

* 1. How important are services compared to products in your company today?

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| 1. product focus – services as add-ons |  | 2. product emphasis |  | 3. products and services are equal |  |
| 4. service emphasis |  | 5. service focus – products as add-ons |  |

* 1. Do the results shown match the services promoted on your homepage?

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 1. no services were found by the Artificial Intelligence | |  | 2. minor degree of services were found | |  | 3. Indifferent | |  |
| 4. major degree of services were found |  | | | 5. all services promoted were found by the Artificial Intelligence | | |  | |

* 1. Do the results reflect the strategic service focus of your company?

|  |  |  |  |
| --- | --- | --- | --- |
|  | Yes |  | No |

* 1. Analysing your competitors, do the results reflect the strategic service focus of your competitors?

|  |  |  |  |
| --- | --- | --- | --- |
|  | Yes |  | No |

* 1. Do you find the tool useful for this function?

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 1. Not at all helpful |  | 2. Not really helpful |  | 3. I do not know |  | 4. helpful |  | 5. very helpful |  |

Overall questions

* 1. Do you consider yourself better informed to make an educated decision regarding the export of services after using the tool?

|  |  |  |  |
| --- | --- | --- | --- |
|  | Yes |  | No |

* 1. What measures are necessary to increase your trust in AI-based market research?
  2. Do you think the Radar is as self-explanatory as possible?

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| |  |  |  |  | | --- | --- | --- | --- | |  | Yes |  | No | |  |  |  |  |  |  |  |  |  |  |

Respondent related question

* 1. In which department do you work?
  2. Which position do you currently hold within the company?
  3. In which country is your company located?

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| 1. Austria |  | 1. Czech Republic |  | 1. Germany |  | 1. Hungary |  |
| 1. Italy |  | 1. Slovakia |  | 1. Slovenia |  | 1. Other |  |

Open feedback

Overall (comments/feedback/…)

How can the tool be improved?

What was your motivation to use the Radar tool? (questions, open decisions, practical needs….)