

B2B market research questionnaire (Research on hygiene in companies)

Question 1

Target: All respondents

Question: Are you responsible for managing hygiene equipment and services in your company?

Example: You manage the purchase of hand towel dispensers in the washrooms. You manage the contracts of the Service Providers in charge of cleaning the company's mats.

Choice of answers:

- Yes
- No

Question 2

Target: If "No" to Q1

Question: If not you, who is responsible for managing your company's hygiene facilities and services?

Choice of answers:

- The CEO
- The building manager
- The purchasing manager
- The CSR manager
- Maintenance staff
- Other (insert)
- Don't know

Question 3

Target: All respondents

Question: Please rate the following items from most important to least important. The hygiene and cleanliness of your company is important to:

Choice of answers:

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- The company's image
- Employee well-being
- Disease and infection prevention
- The reception of the public/customers
- Other: (Insert)

Question 4

Target: All respondents

Question: How important is the cleanliness of the following areas in your company?

Choice of answers:

	Very important	Important	Not important	Not important at all
Toilets and sanitary facilities	•	•	•	•
Kitchen	•	•	•	•
Offices	•	•	•	•
Common areas (break room, coffee machine...)	•	•	•	•
Contact points	•	•	•	•
Other: please specify	•	•	•	•

1 Hygiene products and services for toilets and washrooms

Question 5

Target: All respondents

Question: What products and services do you currently use from the following list?

Choice of answers:

- Hand washing systems
- Hand drying systems
- Hand towel dispensers
- Toilet paper dispensers
- Soap dispensers
- Washing and replacement of sanitary bins (toilet waste garbage cans)
- Toilet seat cleaner
- Disinfection and air purification device
- Air freshener system
- Carpet washing and replacement
- Other: (specify)

Question 6

Target: All respondents

Question: In the following list, please rank the facilities and services most important to you (top 3):

Choice of answers:

- Hand washing systems
- Hand drying systems
- Hand towel dispensers
- Toilet paper dispensers
- Soap dispensers
- Washing and replacement of sanitary bins (toilet waste garbage cans)
- Toilet seat cleaner
- Disinfection and air purification device
- Air freshener system
- Carpet washing and replacement
- Other: (specify)

Question 7

Target: All respondents

Question: Please select the desired consumption and service model for each of the following products and services.

Explanation: The consumption model represents how the equipment is installed in your company.

- Rental: your company rents the equipment (e.g., hand towel dispenser) from a first supplier. The services associated with this equipment (carpet cleaning, cotton roll washing, ...) are managed by your company or another Service Provider.
- Purchase: your company has decided to buy the equipment from a supplier. The associated services (carpet cleaning, cotton roll washing, ...) are managed by your company or another Service Provider.
- All in one: your company rents the equipment (e.g., hand towel dispenser) from a supplier and this same supplier is also in charge of the associated services.

	Purchase	Rental	All-in-one
Hand washing systems	•	•	•
Hand drying systems	•	•	•
Hand towel dispensers	•	•	•
Soap dispensers	•	•	•
Sanitary bins (toilet waste garbage cans)	•	•	•
Toilet seat cleaner	•	•	•
Disinfection and air purification device	•	•	•
Air freshener system	•	•	•
Mats	•	•	•

Others: <i>(specify)</i>	•	•	•
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Question 8

Target: All respondents

Question: Are you willing to pay more for an all-in-one service?

All-in-one: your company rents the equipment (e.g., hand towel dispenser) from a supplier, and this same supplier is also responsible for the associated services.

Choice of answers:

- Yes
- No

Question 9

Target: Only those who answered "Yes" to question 8

Question: If yes, why?

Choice of answers:

- Operational ease
- Increased flexibility in contract management
- Time-saving
- Money saving
- Other: specify

1 Satisfaction with current products and services

Question 10

Target: All respondents

Question: In the following areas, are you satisfied with your current toilet and washroom equipment supplier and products (score 1-10)?

Choice of answers:

- The price
- The quality

- The customer relationship
- Contract transparency
- Service level
- The automation of inventory management
- Digitalization
- Other: (insert)

Question 11

Target: All respondents

Question: If your supplier does not improve, are you ready today to change suppliers of equipment and hygiene products for restrooms and sanitary areas?

Choice of answers:

- Yes
- No

Question 12

Target: All respondents

Question: Which aspects would you be willing to pay more for?

Choice of answers:

- Contract flexibility
- Digitalization of relations
- Connected inventory management
- Green products and services/circular economy
- Automatic/automated equipment
- Other: specify

Question 13

Target: All respondents

Question: How important is it to you to have a single point of contact for the management of cleaning equipment, products, and services?

Single point of contact: all hygiene of the toilets and sanitary areas is done through a single point of contact.

Example: A single Service Provider manages the soap dispenser, the soap, and the cleaning of the washrooms.

Choice of answers:

- Very important
- Important
- Not important
- Not important at all

1 Eco-responsible products and services

Question 14

Target: All respondents

Question: Is it important that your company uses eco-friendly hygiene products and services for the restrooms and washrooms?

Choice of answers:

- Very important
- Important
- Not important
- Not important at all

Question 15

Target: All respondents

Question: Did you or would you choose your supplier based on their eco-friendly products and services?

Choice of answers:

- Yes
- No

Question 16

Target: All respondents

Question: Are you willing to pay more to use eco-friendly hygiene products and services for the restrooms and washrooms?

Choice of answers:

- Yes
- No

1 Buying habits

Question 17

Target: All respondents

Question: Can you name the first company proposing hygiene products and services for restrooms and washrooms that you know of?

Question 18

Target: All respondents

Question: Have you ever heard of the following companies?

Choice of answers: *list of competitors*

Question 19

Target: All respondents

Question: Which of the following brands of sanitary products and services are used in your company?

Choice of answers: *list of competitors*

Question 20

Target: All respondents

Question: Through which communication channel did you find your current supplier of equipment and cleaning products?

Choice of answers:

- Search engine
- Social networks
- Word of mouth
- Phone contact
- Contact by email
- Commercial visit
- Trade shows or other events
- Other: specify

Question 21

Target: All respondents

Question: If you were approached by a hygiene equipment and service provider, which channel would you like to be contacted through?

Choice of answers:

- Social networks
- Word of mouth
- Phone contact
- Contact by email
- Commercial visit
- Trade shows or other events
- Other: specify

2 Profile of the respondent and their company

Question 23

Target: All respondents

Question: What is the size of your company?

Choice of answers:

- Micro-business (less than 10 employees)
- Small or medium-sized company (between 11 and 250 employees)
- Intermediate-sized company (between 251 and 5000 employees)
- Large company

Question 24

Target: All respondents

Question: In which sector does your company operate?

Choice of answers:

- Agriculture and agri-food
- Industry
- Energy

- Trade and crafts
- Tourism
- Telecoms and Internet
- Research
- Medical
- Finance and insurance
- Education
- Public service
- Other: specify

Question 25

Target: All respondents

Question: In which region(s) is your company located?

Choice of answers: list of regions according to the target country



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