



R E P O R T

CROWN SEGMENT CONSULTANCY SERVICES

Category Evaluation in the 2nd Edition of the Quality Awards

Evaluation process conducted throughout 2024, with official results announced in 2025.



"Quality is a multidimensional concept that goes beyond functionality or price. For the consumer, it represents the feeling of having made a choice that truly makes a difference. Brands that can convey this value create genuine connections and earn the trust of their audience.

At ConsumerChoice, we believe that quality is at the heart of consumer decisions, but to be effective, it must be authentic and perceived in a tangible way. For this reason, we use comprehensive criteria that capture and translate the perceptions that truly matter to people.

At ConsumerChoice, we believe that quality is not a destination but an ongoing journey."

José Borralho

Chairman & Founder | ConsumerChoice

ABOUT US

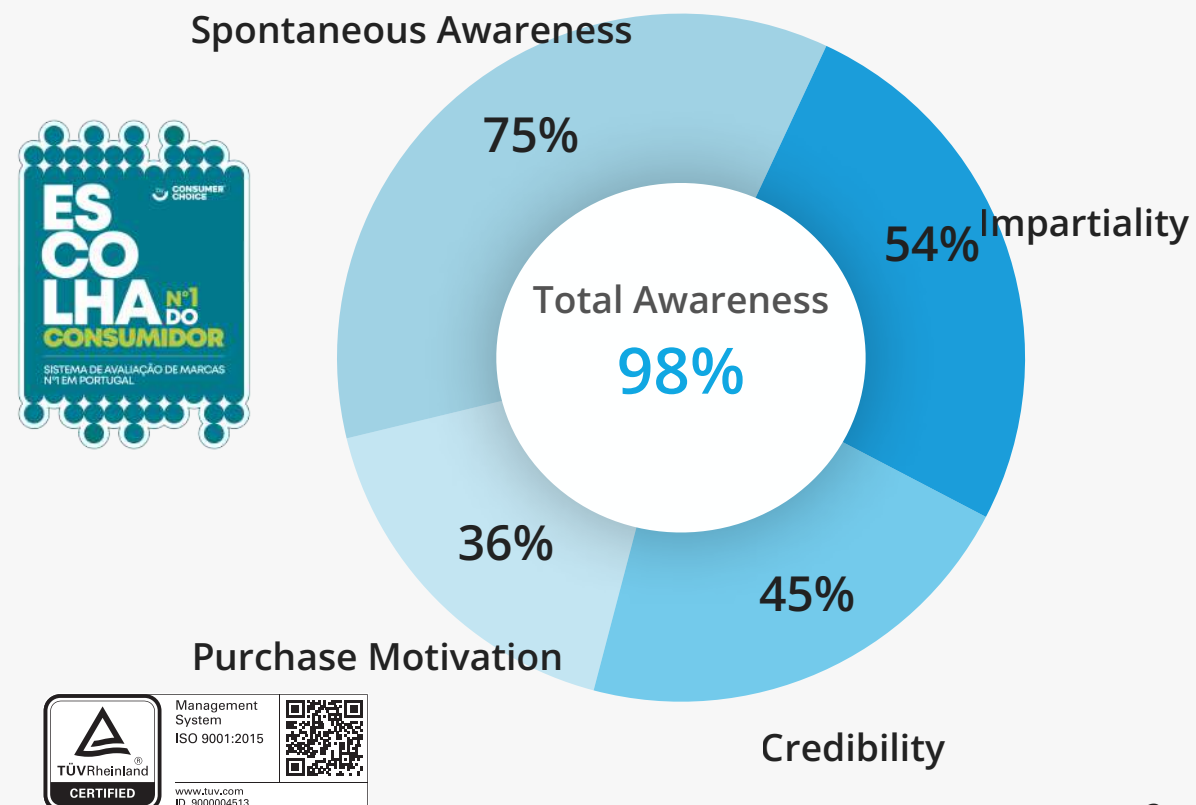
FOR PEOPLE AND BRANDS

No. 1 in evaluation systems in Portugal

Consumers identify with the recommendations of their peers and believe that brands that meet their expectations should be recognized.

Therefore, they trust evaluation systems and accept them as a key factor in their purchasing decisions.

- We evaluate the experience of professional decision-makers with brands, based on the most valued attributes and benefits within the business context.
- We value brands by highlighting those that best satisfy professional decision-makers, prioritizing informed purchasing.
- We operate based on a transparent, impartial, credible process, duly certified with ISO 9001.



Fonte: CINT. Março.2024 - Estudo de notoriedade de sistemas de avaliação em Portugal.



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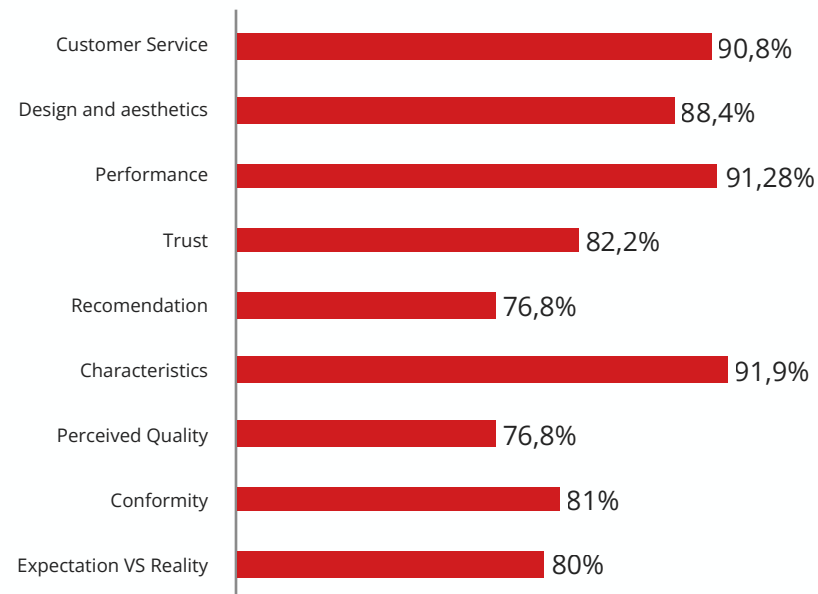
EXECUTIVE SUMMARY

Executive Summary

Categoria: Consultancy Services

Marca: Crown Segment Consultancy Services

Evaluated Dimensions



Final Result

Of the evaluated brand

84,0%

Executive Summary

Categoria: Consultancy Services

Marca: Crown Segment Consultancy Services

82% The respondents state that they consider **Crown Segment Consultancy Services a trustworthy choice.**

37% of respondents state that **Crown Segment Consultancy Services consistently exceeds their expectations.**



METHODOLOGY

Metodologia

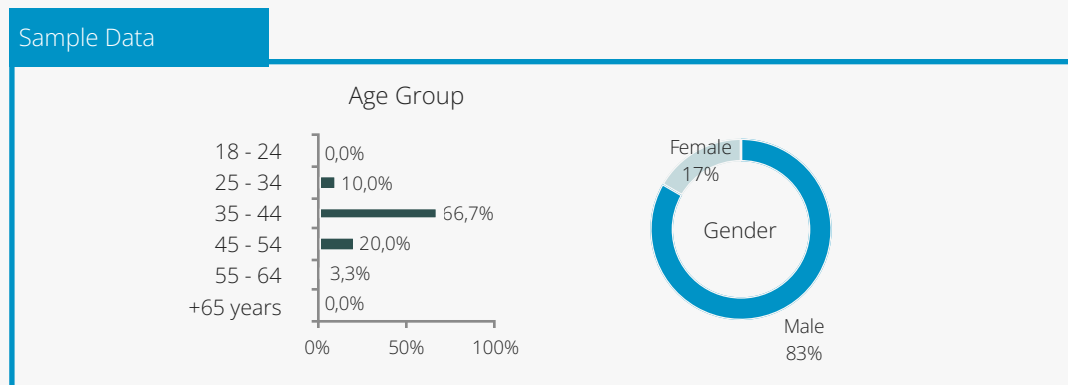
Categoria: Consultancy Services

Marca: Crown Segment Consultancy Services

The Quality Awards evaluate brands based on nine fundamental dimensions: service, features, performance, aesthetics and design, compliance, alignment between expectations and actual experience, recommendation, perceived quality, and brand trust. ConsumerChoice provides an initial proposal of the attributes to be evaluated within each dimension, with the final version being adjusted in collaboration with the client to ensure the evaluation process is tailored and relevant to each specific case.

The assessment is conducted exclusively by the brand's consumers or clients, ensuring that the analysis is based on real and direct experiences. Evaluations are recorded on a scale from 1 to 5 and subsequently converted into a percentage score. The final result is calculated using the simple average of the scores obtained in each dimension, with equal weight assigned to all dimensions.

To earn the Quality Award distinction, a brand must achieve a final score of over 70%. This criterion ensures that only brands demonstrating a high level of excellence and alignment with customer expectations are recognized, reinforcing the evaluation's rigor and credibility.





RESULTS

Result: Customer Service

Categoria: Consultancy Services

Marca: Crown Segment Consultancy Services

Final Result (%)

Of dimension

▶ Availability and flexibility	4,42
▶ Politeness, empathy, and courtesy	4,63
▶ Quality and professionalism during and after the services	4,63
▶ Communication	4,47

90,8%

Resultado: **Characteristics**

Categoria: Consultancy Services

Marca: Crown Segment Consultancy Services

Final Result (%)

Of dimension

▶ Flexibility and adaptability	4,58
▶ Ethics and professionalism	4,61
▶ Reliability	4,58
▶ Commitment to the client	4,53

91,9%

Resultado: Performance

Categoria: Consultancy Services

Marca: Crown Segment Consultancy Services

Final Result (%)

Of dimension

▶ Efficiency	4,63
▶ Ability to manage unforeseen events and issues	4,26
▶ Meeting promised deadlines	4,37

88,4%

Resultado: **Design and aesthetics**

Categoria: Consultancy Services

Marca: Crown Segment Consultancy Services

Final Result (%)

Of dimension

▶ Visual consistency across all customer touchpoints	4,42
▶ Aesthetics of the website and social media	4,42
▶ Visual coherence and brand graphic identity	4,42

88,4%

Resultado: Outras Dimensões

Categoria: Consultancy Services

Marca: Crown Segment Consultancy Services

Trust

82,2%

Conformity

81,0%

Expectation VS Reality

80,0%

Resultado: Outras Dimensões

Categoria: Consultancy Services

Marca: Crown Segment Consultancy Services

Recomendation

76,8%

Perceived Quality

76,8%



CLIENTS FEEDBACK

Clients Feedback



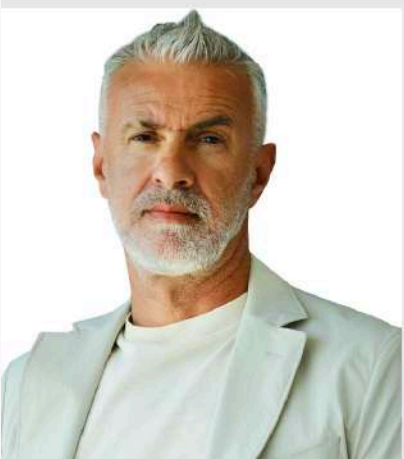
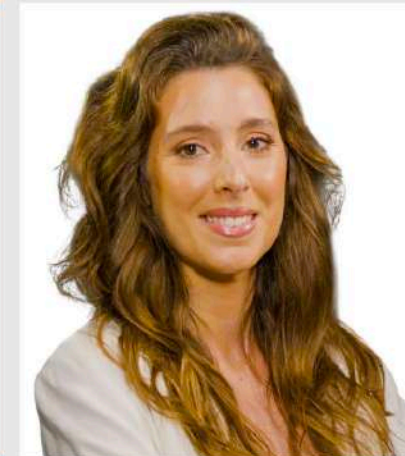
Feedbacks

What types of innovations or improvements do you believe could be implemented to increase the attractiveness and efficiency of the products/services?

- Digitization of customer cases with numbers and follow up till it's finish with timelines
- More attractive web design with AI integration
- They should have uniform for the staff
- I think they are certainly effective, may be AI can add another feather
- Add more staff to ease their work
- Needs to improve in communications
- Just to answer with what customer need it
- Crown Can improvise for Timeline delivery



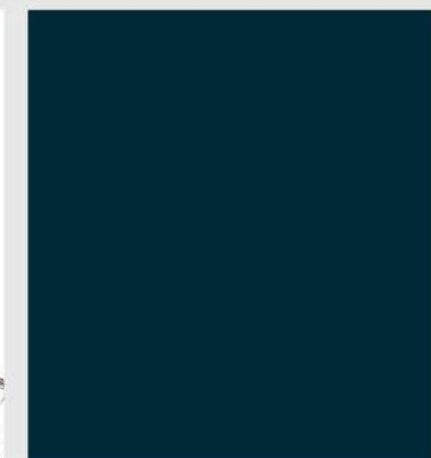
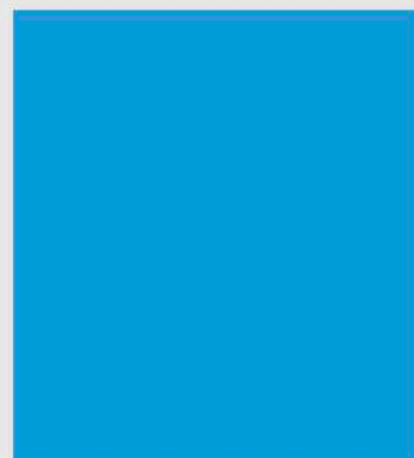
ABOUT US



EQUIPA



**CONSUMER[®]
CHOICE**



Global Presence

Consumer Guidance Group

Alemanha
França
Suíça
Austria

ConsumerChoice

Portugal
Espanha
Angola
Moçambique



THANK YOU ANY QUESTIONS?

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