

# THE SHELL NATIONWIDE SURVEY 2013. THANK YOU FOR MORE THAN 2.5 MILLION\* RESPONSES.



These results will be used to help us continue to deliver quality products, services and customer experiences to you.

## Shell FuelSave TIPS SURVEY

**93%** survey respondents would like to get more information on fuel-saving tips.

**42%** would like to learn more through radio, newspapers, magazines and television

**23%** via workshops and events **20%** via internet or social media

**i** In response, Shell Malaysia will continue to increase awareness with the above platforms as our primary focus.

## Shell HELIX SURVEY Motor oils



**94%** of our customers believe in using the right combination of fuel and lubricant for their vehicles.

**i** **Shell FuelSave Tips:** Use fuel with fuel economy formula like Shell FuelSave 95, and high quality lubricants such as Shell Helix, to improve fuel efficiency.

## Shell Select SURVEY



**95%** of survey respondents frequent Shell Select/Shell Shop because of:



Customer service



Store's ambiance



Range of products

**i** We will continuously look to enhance the customer experience at Shell Select/Shell Shop.



\*Statistics and figures are based on a sample size of 762,130 survey respondents processed out of 2,529,880 surveys collected from the Malaysian general public. The survey was conducted throughout Peninsular Malaysia, Sabah and Sarawak with 4 sets of questionnaires obtained from Shell stations nationwide. The survey ran from 15 May 2013 to 9 July 2013. Visit [www.shell.com.my](http://www.shell.com.my) for more information.