



## **Press Release**

### **Six 9s Conducts Research in Korean, Japanese, and Chinese**

**Scottsdale, Arizona, March 1, 2012** – H.C. Starck’s Fabricated Products business unit has expanded its multilingual customer research initiative with Six 9s Customer Research (Six 9s) to include not only the English and German languages but also Korean, Japanese, and Chinese. The objective is to make it easier for H.C. Starck’s customers in Asia to engage in the survey process and to provide H.C. Starck with an understanding of customer experiences as well as the customer impact of corrective actions taken after last year’s program worldwide.

In late 2008, H.C. Starck retained Six 9s Customer Research (Six 9s) to establish a systematic approach to understanding how well the organization is performing in the eyes of customers. Last year, the survey process was expanded to include German as well as English resulting in higher customer participation by European customers.

This year Six 9s is conducting H.C. Starck’s Customer Satisfaction Survey in English, German, Korean, Japanese, Simple Chinese, and Traditional Chinese to drive significantly higher survey participation by customers worldwide especially in the Asia region. Simple Chinese is targeted for customers in mainland China. Traditional Chinese is for customers in Taiwan as well as other overseas countries.

#### **About H.C. Starck**

H.C. Starck is a leading global supplier of refractory metals and technical ceramics, and serves growing industries such as the electronics, chemicals, automotive, medical technology, aerospace, energy technology, and environmental technology industries, as well as mechanical engineering and tool manufacturers. H.C. Starck has 12 manufacturing facilities located in Europe, America, and Asia, with close to 3,000 employees worldwide.

For more information about H.C. Starck visit [www.hcstarck.com](http://www.hcstarck.com).

#### **About Six 9s Customer Research**

Six 9s is a full-service, customer research firm that plans, designs, and conducts customer satisfaction, customer service, and customer requirements assessments and surveys as part of client’s Customer Relationship Management (CRM), Customer Loyalty, and Customer Satisfaction initiatives. The results help clients achieve success by delivering powerful and actionable information about their customers and markets. Founded in 2001, Six 9s is headquartered in Scottsdale, Arizona.

***For Immediate Release***



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