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## THE GRADUATE

**Name:** Neil Gouw

**Date of Birth:** 21 October, 1976

**Study + University:** Business economics at Universiteit van Amsterdam

**Graduation date:** June 2001

**Thesis:** Customer Satisfaction in the Netherlands – Identifying the major causes of customer satisfaction and customer dissatisfaction in the Dutch service industry using the Critical Incident Technique.



### Summary of Thesis:

The Critical Incident Technique has been previously applied in the USA by several researchers and I have used this technique in gathering information. The technique requires respondents to provide two detailed incidents they experienced with regard to the service industry. These experiences have been analyzed and categorized into different groups. These groups represent the different kinds of causes for customer satisfaction or customer dissatisfaction. It turns out that The Dutch sample does not differ that much from the US sample. However, there are minor differences, which can be attributed to cultural differences. Customers are satisfied and dissatisfied most if employees do something unsolicited or unprompted – both positively and negatively. For example, if your waiter brings you an extra glass of wine for you to try out with that particular steak, or if your waiter denies you the other half of the fish you ordered, because he thinks you have had enough.

### Your relationship with Aerius:

My relationship with Aerius has already been established quite a while back. From late 1999 until late 2000, I was treasurer at Aerius. During that same period, I was librarian as well for the Institute of Transport Economics (IVVE). At the time, interest in Aerius was not very high. I remember the study trip to Canada got cancelled and we could not get many activities going, so it was a very quiet time for me as a board member. Right now, I want to spend some of my spare time in Aerius/Aerlines again and help people out, while at the same time practice my editorial skills (see below).

### Current Employer:

Economisch Instituut voor de Bouwnijverheid – Economic Institute for the Construction Industry in the Netherlands.

### Since:

February 2004

### Position:

Economic researcher

### Job Content:

Conducting economic research concerning various topics ranging from forecasting the economic climate for certain markets in the construction industry, to analyzing the impact of external developments on certain markets.

### Future wishes:

In my spare time, I'm currently studying translation studies at ITV Hogeschool. When I've graduated, I'd like to combine my interests for economics and languages, hopefully taking me on a new career path.

### Previous employer(s):

After graduating from the Universiteit van Amsterdam, I started working at ECORYS Transport in Amsterdam and in Rotterdam. It's a division of ECORYS, a research and consulting firm in Rotterdam, founded several years ago after a merger between the Netherlands Economic Institute (NEI), Kolpron Consultants and ECOTEC.

### Your application experiences:

There have been many experiences, but the ones that were almost successful, include applying for research analyst at McKinsey and for junior analyst at Statistics Netherlands (Centraal Bureau voor de Statistiek).

### Your Golden Rule for application (interviews):

Only apply at companies you're really interested in. On the day of the interview, be well prepared and just be yourself. Look around at how the company culture is (how do the managers interact with the people behind the front desk? How do co-workers greet each other?).

### Some short questions:

<b>Newspaper:</b>	Volkskrant
<b>Magazines:</b>	Time, Newsweek, Onze Taal
<b>Radio:</b>	Radio 1, SlamFM
<b>Television:</b>	Ned 1, Ned 2, Net 5, CNN, Eurosport
<b>Music:</b>	Pop, dance, classical
<b>Last book:</b>	Harry Potter and the Order of the Phoenix
<b>Sport(s):</b>	Tennis, fitness
<b>Food:</b>	Japanese, Chinese, Indonesian
<b>You can wake me up for:</b>	anything, as long as it's worth waking me up for
<b>Cities:</b>	Amsterdam, Minneapolis, San Francisco, Seattle, Vancouver, Singapore
<b>Country:</b>	Netherlands, USA, Germany, Japan (still want to visit!)
<b>Season:</b>	Summer
<b>Holiday:</b>	Koninginnedag
<b>Best flight:</b>	After I asked for an upgrade, I enjoyed the privileges of flying business class for the first time on my return flight to MUC from SIN on board a Lufthansa A340. Great service, good seat, and just the whole experience of being pampered was amazing.
<b>Worst flight:</b>	My worst flight to date is without a doubt the one I had from Phuket to Bangkok on board a Thai Airways B747. Due to extremely bad weather, we had to wait for the 747, because passengers from an SQ flight from SIN to BKK were forced to stop at Phuket and share the flight to BKK with us. The bad weather continued during the flight and it seemed like forever until we finally landed.