



markt intern-Leistungsspiegel Wärmepumpen 2018/2019

VERTRIEB/STRATEGIE

| Fachhandwerksorientierung | | | | | Verkaufsunterstützung | | | | | Endverbraucherwerbung | | | | |
|---------------------------|---------------------|-----------|-----------|-----------|-----------------------|---------------------|-----------|---|-----------|-----------------------|------------|-----------|-----------|-----------|
| Rang 2019 | Hersteller | Note 2019 | Rang 2017 | Note 2017 | Rang 2019 | Hersteller | Note 2019 | Rang 2017 | Note 2017 | Rang 2019 | Hersteller | Note 2019 | Rang 2017 | Note 2017 |
| 1 | Weishaupt | 1,72 | 1 | 1,77 | 1 | Mitsubishi Electric | 1,94 | Das Kriterium wurde 2017 noch nicht abgefragt | | 1 | Vaillant | 1,77 | 3 | 2,18 |
| 2 | Viessmann | 2,06 | 2 | 1,90 | 2 | Weishaupt | 2,00 | | 2 | Viessmann | 1,99 | 1 | 1,88 | |
| 3 | Stiebel Eltron | 2,08 | 7 | 2,18 | 3 | Stiebel Eltron | 2,05 | | 3 | Stiebel Eltron | 2,32 | 3 | 2,18 | |
| 4 | Mitsubishi Electric | 2,15 | 3 | 1,95 | 4 | Vaillant | 2,07 | | 4 | Wolf | 2,36 | 10 | 2,58 | |
| 5 | Junkers | 2,16 | 4 | 2,03 | 5 | Viessmann | 2,22 | | 5 | Buderus | 2,38 | 2 | 1,92 | |
| 6 | Ochsner | 2,17 | 13 | 2,58 | 6 | Junkers | 2,25 | | 6 | Mitsubishi Electric | 2,40 | 5 | 2,21 | |
| 7 | NIBE | 2,36 | 8 | 2,19 | 7 | Dimplex | 2,36 | | 7 | Weishaupt | 2,43 | 9 | 2,52 | |
| 8 | Alpha-Innotec | 2,37 | 9 | 2,29 | 8 | NIBE | 2,38 | | 8 | Brötje | 2,64 | 7 | 2,39 | |
| 9 | Brötje | 2,38 | 12 | 2,50 | 9 | Ochsner | 2,40 | | 9 | Junkers | 2,73 | 8 | 2,40 | |
| 10 | Vaillant | 2,53 | 16 | 2,88 | 10 | Alpha-Innotec | 2,46 | | 10 | Ochsner | 2,77 | 14 | 3,04 | |
| 11 | Dimplex | 2,57 | 5 | 2,07 | 11 | Buderus | 2,56 | | 11 | Daikin | 3,21 | - | - | |
| 12 | Waterkotte | 2,58 | 10 | 2,34 | 12 | Brötje | 2,61 | | 12 | Dimplex | 3,29 | 13 | 2,80 | |
| 13 | Wolf | 2,73 | 15 | 2,78 | 13 | Wolf | 2,70 | | 13 | NIBE | 3,41 | 12 | 2,71 | |
| 14 | Buderus | 2,76 | 11 | 2,46 | 14 | Waterkotte | 2,86 | | 14 | Alpha-Innotec | 3,42 | 15 | 3,09 | |
| 15 | Daikin | 3,04 | - | - | 15 | Daikin | 2,92 | | 15 | Waterkotte | 3,50 | 10 | 2,58 | |
| ∅ | | 2,38 | | 2,29* | ∅ | | 2,39 | ∅ | | 2,71 | | 2,51* | | |

VERTRIEB/STRATEGIE

| Online-Strategie | | | | |
|------------------|---------------------|-----------|---|-----------|
| Rang 2019 | Hersteller | Note 2019 | Rang 2017 | Note 2017 |
| 1 | Weishaupt | 2,28 | Das Kriterium wurde 2017 noch nicht abgefragt | |
| 2 | Stiebel Eltron | 2,29 | | |
| 3 | Buderus | 2,41 | | |
| | Mitsubishi Electric | 2,41 | | |
| 5 | Viessmann | 2,42 | | |
| 6 | Ochsner | 2,43 | | |
| 7 | Brötje | 2,45 | | |
| 8 | Junkers | 2,59 | | |
| 9 | Wolf | 2,77 | | |
| 10 | Alpha-Innotec | 2,90 | | |
| 11 | Vaillant | 2,94 | | |
| 12 | Dimplex | 3,02 | | |
| 13 | Daikin | 3,08 | | |
| 14 | NIBE | 3,23 | | |
| 15 | Waterkotte | 3,27 | | |
| ∅ | | 2,70 | | |

Gesamtergebnis

| Rang 2019 | Hersteller | Note 2019 | Rang 2017 | Note 2017 |
|-----------|---------------------|-----------|-----------|-----------|
| 1 | Weishaupt | 1,96 | 2 | 2,05 |
| 2 | Stiebel Eltron | 2,11 | 4 | 2,13 |
| 3 | Vaillant | 2,13 | 13 | 2,44 |
| | Viessmann | 2,13 | 1 | 1,99 |
| 5 | Mitsubishi Electric | 2,17 | 3 | 2,08 |
| 6 | Ochsner | 2,32 | 11 | 2,40 |
| 7 | Junkers | 2,34 | 5 | 2,17 |
| 8 | Brötje | 2,42 | 12 | 2,41 |
| 9 | Buderus | 2,52 | 8 | 2,25 |
| | NIBE | 2,52 | 6 | 2,19 |
| 11 | Alpha-Innotec | 2,54 | 14 | 2,51 |
| | Dimplex | 2,54 | 7 | 2,22 |
| 13 | Waterkotte | 2,60 | 10 | 2,30 |
| 14 | Wolf | 2,61 | 16 | 2,54 |
| 15 | Daikin | 2,85 | - | - |
| ∅ | | 2,38 | | 2,28* |

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* ∅-Note aller 2017 teilnehmenden Hersteller

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PRODUKT

Produktqualität

| Rang 2019 | Hersteller | Note 2019 | Rang 2017 | Note 2017 |
|-----------|---------------------|-----------|-----------|-----------|
| 1 | Mitsubishi Electric | 1,82 | 2 | 1,78 |
| 2 | Weishaupt | 1,89 | 1 | 1,68 |
| 3 | Ochsner | 1,93 | 4 | 1,90 |
| 4 | Stiebel Eltron | 1,94 | 5 | 1,92 |
| 5 | Waterkotte | 1,96 | 16 | 2,28 |
| 6 | Viessmann | 2,02 | 3 | 1,81 |
| 7 | Alpha-Innotec | 2,07 | 11 | 2,14 |
| 8 | Vaillant | 2,12 | 14 | 2,27 |
| 9 | NIBE | 2,20 | 6 | 1,94 |
| 10 | Brötje | 2,21 | 14 | 2,27 |
| 11 | Junkers | 2,29 | 8 | 2,06 |
| 12 | Buderus | 2,32 | 10 | 2,11 |
| 13 | Dimplex | 2,39 | 7 | 1,98 |
| 14 | Daikin | 2,65 | - | - |
| 15 | Wolf | 2,69 | 12 | 2,16 |
| Ø | | 2,17 | | 2,04* |

Sortimentspolitik

| Rang 2019 | Hersteller | Note 2019 | Rang 2017 | Note 2017 |
|-----------|---------------------|-----------|-----------|-----------|
| 1 | Viessmann | 1,83 | 1 | 1,97 |
| 2 | Stiebel Eltron | 1,90 | 2 | 2,03 |
| 3 | Vaillant | 1,93 | 16 | 2,55 |
| 4 | Weishaupt | 1,94 | 4 | 2,07 |
| 5 | Ochsner | 1,98 | 8 | 2,19 |
| 6 | Mitsubishi Electric | 2,08 | 5 | 2,09 |
| 7 | Junkers | 2,10 | 7 | 2,18 |
| 8 | NIBE | 2,29 | 3 | 2,05 |
| 9 | Waterkotte | 2,30 | 6 | 2,11 |
| 10 | Buderus | 2,35 | 11 | 2,23 |
| 11 | Alpha-Innotec | 2,36 | 9 | 2,20 |
| 12 | Brötje | 2,42 | 10 | 2,22 |
| 13 | Dimplex | 2,43 | 13 | 2,41 |
| 14 | Daikin | 2,46 | - | - |
| 15 | Wolf | 2,59 | 14 | 2,43 |
| Ø | | 2,20 | | 2,22* |

Montagefreundlichkeit

| Rang 2019 | Hersteller | Note 2019 | Rang 2017 | Note 2017 |
|-----------|---------------------|-----------|-----------|-----------|
| 1 | Weishaupt | 1,96 | 2 | 1,90 |
| 2 | Mitsubishi Electric | 1,97 | 1 | 1,89 |
| 3 | Vaillant | 1,99 | 14 | 2,36 |
| 4 | Ochsner | 2,02 | 13 | 2,31 |
| 5 | Viessmann | 2,04 | 6 | 2,03 |
| 6 | Stiebel Eltron | 2,08 | 9 | 2,10 |
| | Waterkotte | 2,08 | 8 | 2,08 |
| 8 | Brötje | 2,17 | 12 | 2,30 |
| 9 | Alpha-Innotec | 2,30 | 16 | 2,60 |
| 10 | Junkers | 2,33 | 5 | 2,02 |
| | NIBE | 2,33 | 2 | 1,90 |
| 12 | Dimplex | 2,40 | 4 | 1,93 |
| 13 | Wolf | 2,47 | 15 | 2,47 |
| 14 | Daikin | 2,76 | - | - |
| 15 | Buderus | 2,84 | 10 | 2,16 |
| Ø | | 2,25 | | 2,15* |

ERTRAG

Realisierbare Handelsspanne

| Rang 2019 | Hersteller | Note 2019 | Rang 2017 | Note 2017 |
|-----------|---------------------|-----------|-----------|-----------|
| 1 | Vaillant | 1,87 | 13 | 2,64 |
| 2 | Waterkotte | 2,17 | 11 | 2,58 |
| 3 | Stiebel Eltron | 2,20 | 12 | 2,59 |
| 4 | Weishaupt | 2,25 | 10 | 2,57 |
| 5 | Viessmann | 2,29 | 7 | 2,44 |
| 6 | NIBE | 2,31 | 5 | 2,31 |
| | Ochsner | 2,31 | 9 | 2,52 |
| 8 | Wolf | 2,32 | 14 | 2,65 |
| 9 | Mitsubishi Electric | 2,37 | 2 | 2,16 |
| 10 | Brötje | 2,38 | 15 | 2,72 |
| | Daikin | 2,38 | - | - |
| 12 | Junkers | 2,45 | 2 | 2,16 |
| 13 | Dimplex | 2,46 | 1 | 2,15 |
| 14 | Alpha-Innotec | 2,56 | 5 | 2,31 |
| 15 | Buderus | 2,81 | 15 | 2,72 |
| Ø | | 2,34 | | 2,45* |

Lieferverhalten

| Rang 2019 | Hersteller | Note 2019 | Rang 2017 | Note 2017 |
|-----------|---------------------|-----------|-----------|-----------|
| 1 | Viessmann | 1,72 | 2 | 1,86 |
| 2 | Weishaupt | 1,90 | 1 | 1,72 |
| 3 | Vaillant | 1,98 | 15 | 2,37 |
| 4 | Stiebel Eltron | 2,02 | 3 | 1,91 |
| 5 | Brötje | 2,20 | 9 | 2,15 |
| 6 | Junkers | 2,24 | 4 | 1,98 |
| 7 | Wolf | 2,28 | 16 | 2,44 |
| 8 | NIBE | 2,36 | 6 | 2,08 |
| 9 | Buderus | 2,44 | 5 | 2,01 |
| | Dimplex | 2,44 | 7 | 2,11 |
| 11 | Ochsner | 2,47 | 8 | 2,14 |
| 12 | Alpha-Innotec | 2,59 | 11 | 2,23 |
| 13 | Daikin | 2,62 | - | - |
| 14 | Mitsubishi Electric | 2,76 | 14 | 2,36 |
| 15 | Waterkotte | 2,89 | 12 | 2,25 |
| Ø | | 2,33 | | 2,13* |

Reklamationsverhalten

| Rang 2019 | Hersteller | Note 2019 | Rang 2017 | Note 2017 |
|-----------|---------------------|-----------|-----------|-----------|
| 1 | Weishaupt | 1,79 | 3 | 2,08 |
| 2 | Mitsubishi Electric | 2,01 | 4 | 2,14 |
| 3 | Stiebel Eltron | 2,07 | 7 | 2,28 |
| 4 | Vaillant | 2,14 | 5 | 2,23 |
| 5 | Junkers | 2,27 | 11 | 2,45 |
| 6 | Ochsner | 2,28 | 10 | 2,44 |
| 7 | Viessmann | 2,30 | 2 | 2,06 |
| 8 | Brötje | 2,39 | 12 | 2,55 |
| 9 | Dimplex | 2,50 | 1 | 2,00 |
| 10 | Alpha-Innotec | 2,62 | 16 | 2,96 |
| 11 | NIBE | 2,67 | 6 | 2,27 |
| 12 | Buderus | 2,71 | 9 | 2,40 |
| 13 | Waterkotte | 2,92 | 8 | 2,32 |
| 14 | Daikin | 3,07 | - | - |
| 15 | Wolf | 3,13 | 15 | 2,93 |
| Ø | | 2,46 | | 2,40* |

SERVICE

Betreuung durch den Hersteller

| Rang 2019 | Hersteller | Note 2019 | Rang 2017 | Note 2017 |
|-----------|---------------------|-----------|-----------|-----------|
| 1 | Weishaupt | 1,82 | 4 | 2,10 |
| 2 | Vaillant | 2,04 | 12 | 2,48 |
| 3 | Stiebel Eltron | 2,19 | 2 | 2,00 |
| 4 | Dimplex | 2,32 | 13 | 2,52 |
| 5 | Junkers | 2,35 | 8 | 2,22 |
| 6 | Mitsubishi Electric | 2,39 | 5 | 2,14 |
| 7 | Viessmann | 2,47 | 1 | 1,92 |
| 8 | Buderus | 2,50 | 7 | 2,20 |
| 9 | Ochsner | 2,61 | 11 | 2,47 |
| 10 | NIBE | 2,65 | 9 | 2,24 |
| 11 | Brötje | 2,66 | 14 | 2,57 |
| 12 | Waterkotte | 2,67 | 6 | 2,19 |
| 13 | Alpha-Innotec | 2,71 | 15 | 2,74 |
| 14 | Wolf | 2,75 | 10 | 2,41 |
| 15 | Daikin | 3,29 | - | - |
| Ø | | 2,49 | | 2,34* |

Planungsunterstützung

| Rang 2019 | Hersteller | Note 2019 | Rang 2017 | Note 2017 |
|-----------|---------------------|-----------|-----------|-----------|
| 1 | Weishaupt | 1,74 | | |
| 2 | Mitsubishi Electric | 1,91 | | |
| 3 | Stiebel Eltron | 2,09 | | |
| 4 | NIBE | 2,11 | | |
| 5 | Waterkotte | 2,17 | | |
| 6 | Vaillant | 2,20 | | |
| 7 | Alpha-Innotec | 2,21 | | |
| | Dimplex | 2,21 | | |
| 9 | Junkers | 2,31 | | |
| 10 | Viessmann | 2,33 | | |
| 11 | Ochsner | 2,35 | | |
| 12 | Buderus | 2,41 | | |
| 13 | Brötje | 2,43 | | |
| 14 | Wolf | 2,59 | | |
| 15 | Daikin | 2,83 | | |
| Ø | | 2,26 | | |

Das Kriterium wurde 2017 noch nicht abgefragt

Schulungsmaßnahmen

| Rang 2019 | Hersteller | Note 2019 | Rang 2017 | Note 2017 |
|-----------|---------------------|-----------|-----------|-----------|
| 1 | Weishaupt | 1,81 | | |
| 2 | Viessmann | 1,97 | | |
| 3 | Mitsubishi Electric | 2,00 | | |
| 4 | Vaillant | 2,11 | | |
| 5 | Stiebel Eltron | 2,23 | | |
| 6 | Buderus | 2,24 | | |
| 7 | Junkers | 2,30 | | |
| 8 | Ochsner | 2,40 | | |
| 9 | Alpha-Innotec | 2,43 | | |
| 10 | NIBE | 2,46 | | |
| 11 | Waterkotte | 2,47 | | |
| 12 | Brötje | 2,54 | | |
| 13 | Wolf | 2,57 | | |
| 14 | Dimplex | 2,64 | | |
| 15 | Daikin | 2,80 | | |
| Ø | | 2,33 | | |

Das Kriterium wurde 2017 noch nicht abgefragt