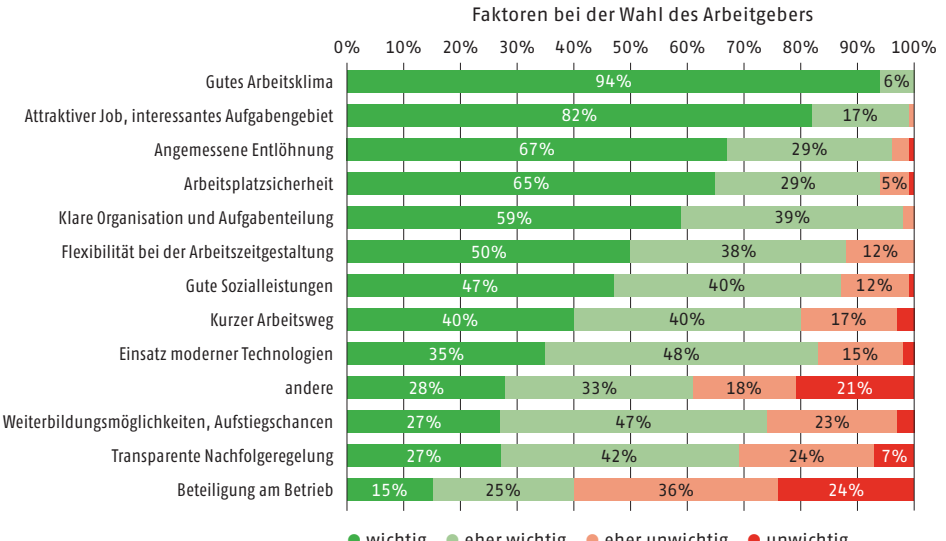ZUFRIEDENHEITSKRITERIEN