



Customer Satisfaction Assessment

Presented September 11th, 2007



Presented by
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Customer Satisfaction Assessment

What you will learn:

- Why Assessing Customer Satisfaction Matters
- Terms and Definitions
- Standards and Regulations
- Methods for Performing Customer Satisfaction Assessment
- Examples of Metrics
- How to turn Results into Action
- References and Some Web Links to Nifty Tools

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Why Assessing Customer Satisfaction Matters:

- It makes **Good Business Sense** to know how your Customers feel about you
- It makes **Good Business Sense** to know about Customer Needs that are not yet being met
- It makes **Good Business Sense** to know how you compare to your competition in the eyes of your Customer
- Many Customers require or prefer Quality Management System Registration
 - *Most current Quality Management System Standards (other than Regulatory) Require Customer Satisfaction Assessment*

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Terms and Definitions:

- American Heritage® Dictionaries:
- **Cus-tom-er** (kūs´ta-mar) *n.*
 1. One that buys goods or services.
 2. *Informal.* An individual with whom one must deal: *a tough customer.*

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Terms and Definitions:

- American Heritage® Dictionaries:
- **Sat-is-fac-tion** (sătĭs-făc´shən) *n.*
 1.
 - a. The fulfillment or gratification of a desire, need or appetite.
 - b. Pleasure or contentment derived from such gratification.
 - c. A source or means of gratification.
 2.
 - a. Compensation for injury or loss; reparation. *Informal.*
 - b. The opportunity to avenge a wrong; vindication.
 3. Assurance beyond doubt or question; complete conviction.

(Middle English, from Old French, from Latin satisfactio, satisfaction-, amends, from satisfactus, past participle of satisfacere, to satisfy. See satisfy.)

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**Terms and
Definitions:**

- **Customer Satisfaction**
 - A measure of the degree to which a product or service meets the customer's expectations.

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Related phrases: [customer satisfaction dimensions](#) [customer satisfaction measurement](#) [customer satisfaction index](#)


Definitions of **customer satisfaction** on the Web:

- The company's ability to fulfill the business, emotional, and psychological needs of its customers.
www.customersurveystore.com/The_Process/Definitions/definitions.html
- Quality of your service delivery expected by the customers.
training.fnop.umn.edu/sip/defin.html
- Customer Satisfaction may be measured directly by survey and expressed as a percentage, such as Percent of Custom
www.moresteam.com/metrics.cfm

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**Terms and
Definitions:**

- **American Heritage® Dictionaries:**
- **As·sess·ment** (ə-sēs´mant) *n.*
 1. The act of assessing or appraisal.
 2. An Amount assessed, as for taxation.
- **As·sess** (ə-sēs´) *tr. v.*

As·sessed, As·sess·ing, As·sess·es


 1. To estimate the value of (property) for taxation.
 2. To set or determine the amount of (a payment, such as a tax or fine).
 3. To charge (a person or property) a special payment (such as a tax or fine).
 4. Sports: To charge (a foul or penalty) against a player, coach or team.
 5. **To determine the value, significance or extent of; appraise. See synonyms at estimate.**

(Middle English, assessen, from Old French, assessor, from Latin assidere, assess-, to sit by as an assistant judge: ad-, ad + sedere, to sit)

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**Standards
and
Regulations**

- ISO 9001:2000 - General
- AS-EN-JIQS 9100 and FAA FAR Title 14 Part 21 – Aerospace
- GMP/HACCP, cGMP/21 CFR 211, ISO 13485/21 CFR 820 – Foods, Drugs, Medical Devices
- QS 9000, ISO TS2 (TS 16949:2002) and TE 9000 - Automotive
- TL 9000 - Telecommunications

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**Standards
and
Regulations:**


**ISO
9001:2000
General**

- 5.2 Customer Focus:
 - “Top management shall ensure improving customer satisfaction by understanding and meeting customer requirements.”
- 5.6.2 Management Review Inputs:
 - “Management review inputs shall include:
 - Customer feedback”
- 6.1 Providing Resources:
 - “Determine and provide the resources required to:
 - Improve customer satisfaction”
- 7.2.3 Communication with Customers:
 - “Establish customer communication processes to communicate:
 - Customer feedback”

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Standards and Regulations:
ISO
9001:2000
General

- 8.2.1 Customer Satisfaction
 - “As one measurement of the QMS performance, monitor how the customer perceives the organization’s ability to meet customer requirements. Establish a process to obtain and utilize this information.”

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Methods for Performing Customer Satisfaction Assessment

- Positive Indicators
 - Repeat Orders
 - Purchase Volume and Frequency
 - Referrals
 - Long Term Agreements
 - Longevity of Customer Relationships
 - Testimonials

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Methods for Performing Customer Satisfaction Assessment

- **Negative Indicators**
 - Backlogs, Backorders or Stockouts
 - Returns, Warranty Costs and Allowances
 - Repair Costs and Turnaround Times
 - Field Service Requests and Response Times
 - Production Reject or Yield Rates
 - Customer Complaints and Corrective Action Requests
(NOTE: only 2 to 4% of Customers ever complain)

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Methods for Performing Customer Satisfaction Assessment

- **Neutral Indicators**
 - Feedback gained during Customer Visits
 - Customer Interviews
 - Focus Groups
 - Customer Inquiries
 - Surveys, Questionnaires
(most common method)

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Methods for Performing Customer Satisfaction Assessment

- Tips for Conducting an Effective Customer Survey:
 - Make it Ongoing and Timely
 - Prioritize Objectives
 - Be Specific, Brief and Direct
 - Rate and Rank to Weight Results
 - Contrast and Compare against Competition

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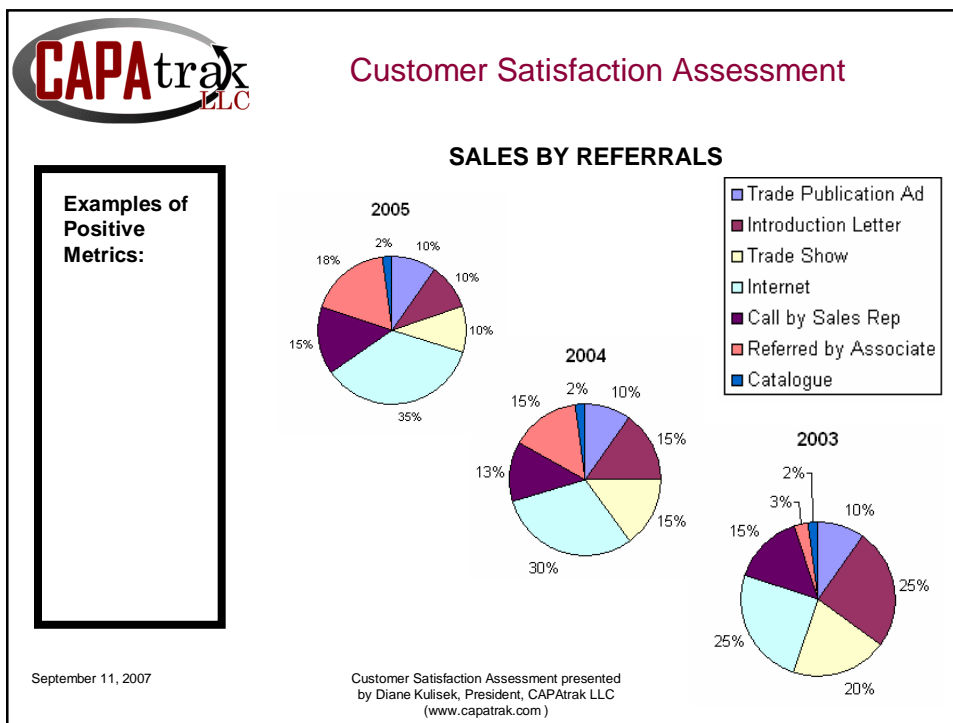
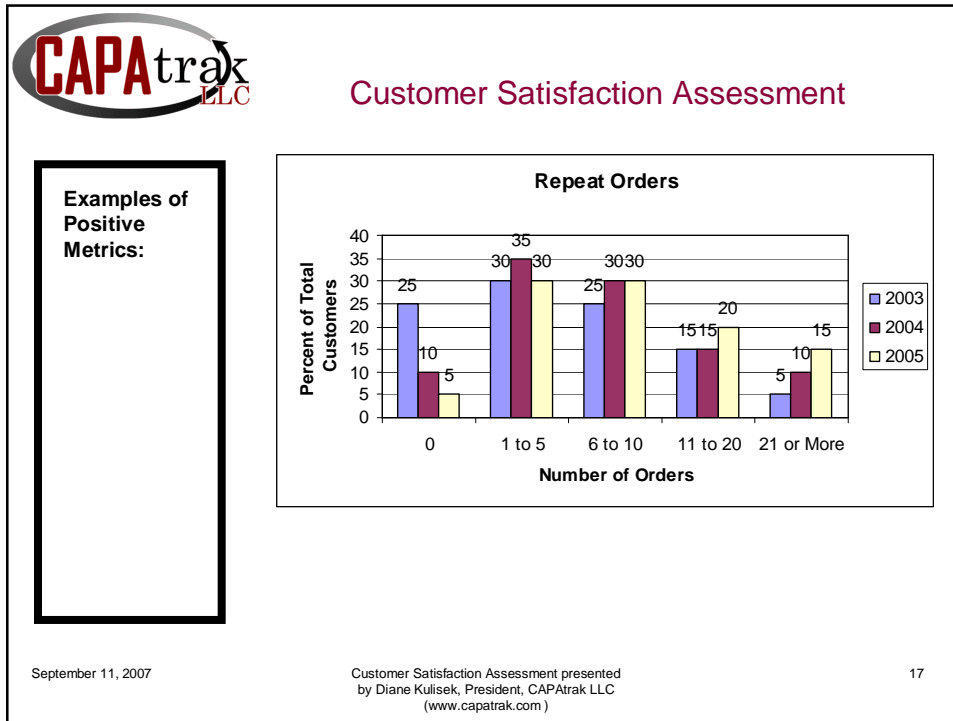
Methods for Performing Customer Satisfaction Assessment

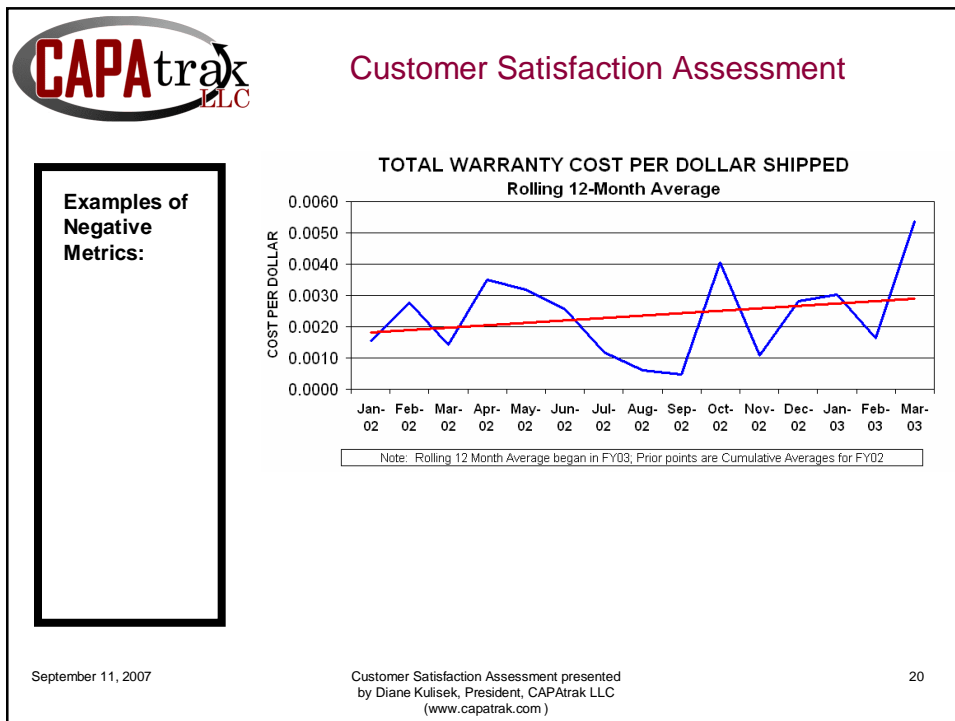
- Steps for Conducting an Effective Customer Survey
 1. Decide on your objectives
 2. Determine who should complete the survey
 3. Develop the survey
 4. Administer the survey
 5. Analyze the results
 6. Communicate the results
 7. Prepare an action plan based upon the results.

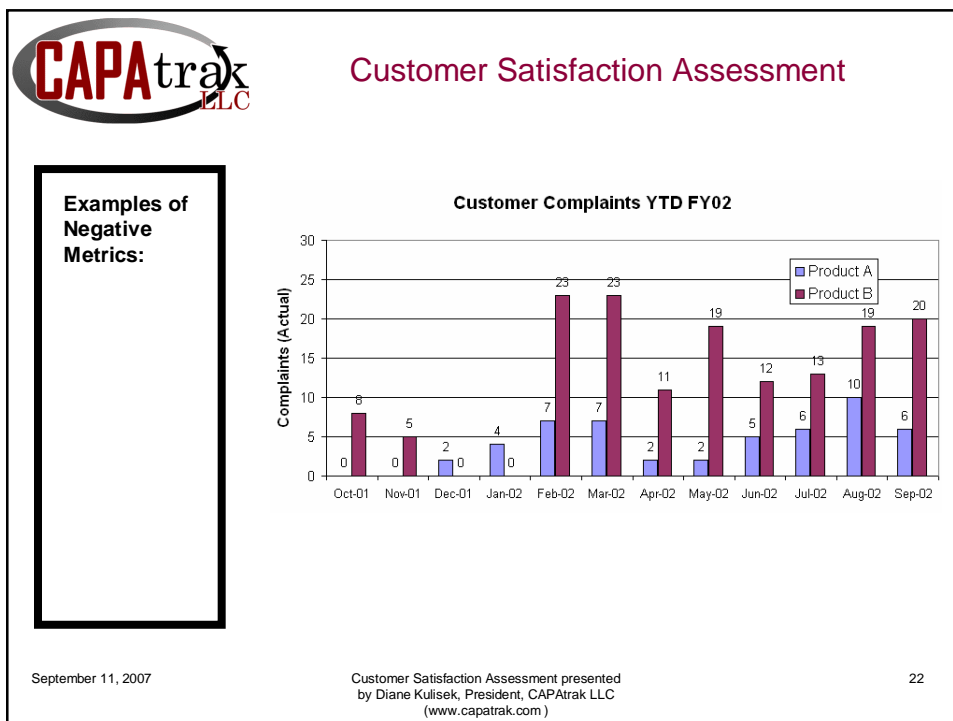
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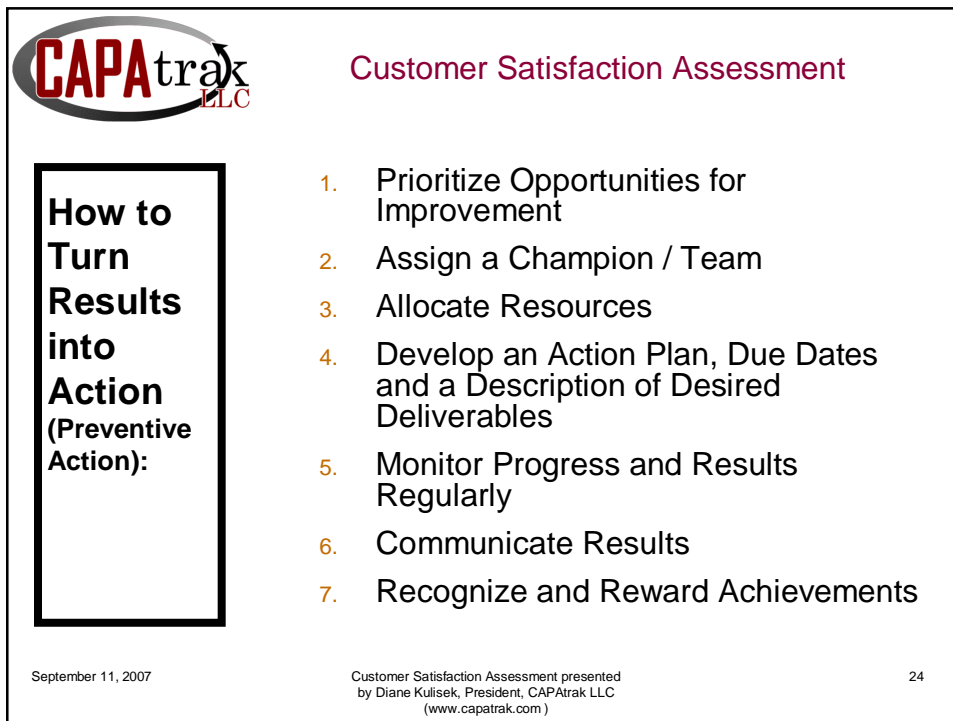
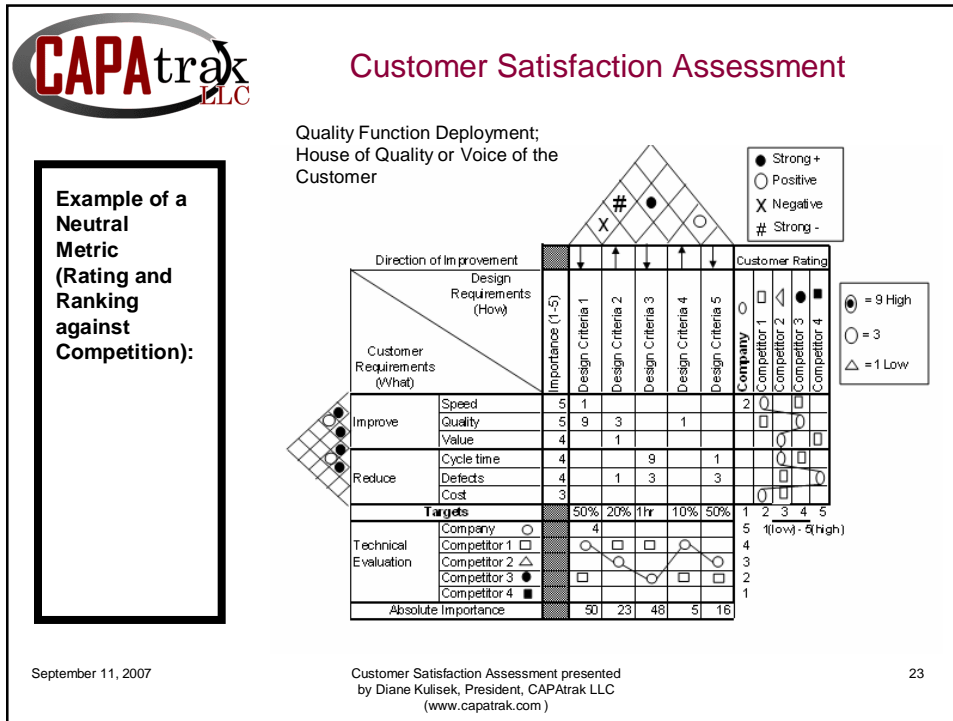
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How to Turn Results into Action (Preventive Action):

CUSTOMER SATISFACTION IMPROVEMENT DASHBOARD

TOTAL WARRANTY COST PER DOLLAR SHIPPED
Rolling 12-Month Average



Plan:

1. Address top three drivers with Weekly Action Teams
2. Establish Root Causes and Develop Corrective Action Plans with Due Dates and Actionees
3. Monitor Progress at Executive Quarterly Reviews and Baseline Key Performance Indicators
4. Establish Annual Improvement Goals for KPM's
5. Achieve a 50% Overall Improvement by End of FY


Pareto Analysis - Warranty Costs



Progress: Status = GREEN

1. Order Fulfillment issues top combined driver: Shipping Errors secondary driver; and Leaks tertiary driver.
2. Manager of Customer Service Assigned as Lead Champion; Shipping Manager and Process Engineer for Leak Test assigned as sub-Champions for Shipping Errors and Leaks, respectively.
3. Action Plans are in development; results will be presented with milestones and due dates next week.

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References and Web Links to Some Nifty Tools:

- Recommended References
 - White Paper on Conducting Customer Service Assessments from USAIDS (United States Agency for International Development): http://www.usaid.gov/pubs/usaid_eval/pdf_docs/pnaby227.pdf
 - White Paper on Defining Customer Satisfaction from CustomerSatisfaction.com: <http://customersatisfaction.com/articles/battle.html>
 - AT&T Business Portal focusing upon Customer Service has MANY additional references: <http://smallbusiness.att.yahoo.com/r-subCat-m-6-sc-46-sales marketing customer service-i>

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References and Web Links to Some Nifty Tools:

- Web Links to Some Nifty Tools
 - Free Customer Satisfaction Survey Form to Download from Clinivation:
<http://www.clinivation.com/docs/records/CustomerSatisfactionSurvey.doc>
 - Electronic/OnLine Customer Survey Services Summary from iSixSigma:
<http://www.isixsigma.com/vc/esurveys/>
 - OnLine Electronic Survey Tracking Service with Tips Tricks and Techniques for a Successful Survey Reference Page from SurveyTracker:
<http://www.surveytracker.com/support/principles.htm>


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THANK YOU!
May I answer Your Questions?

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