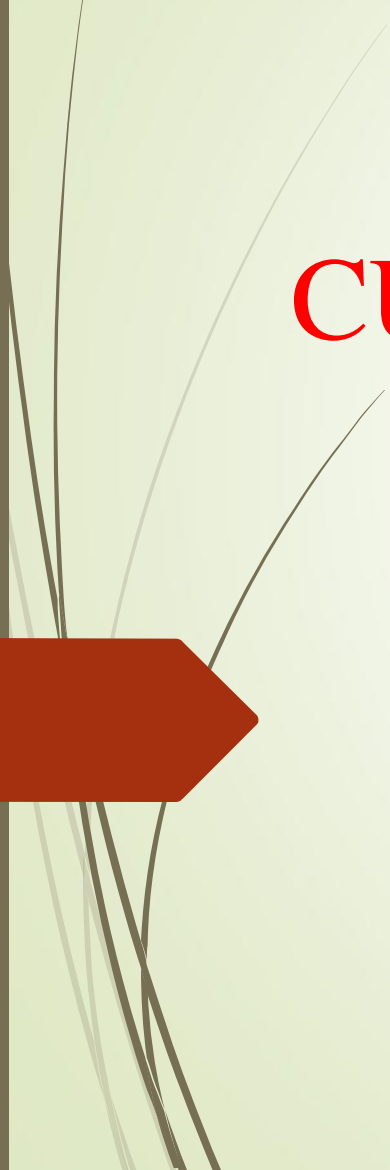



CUSTOMER SATISFACTION

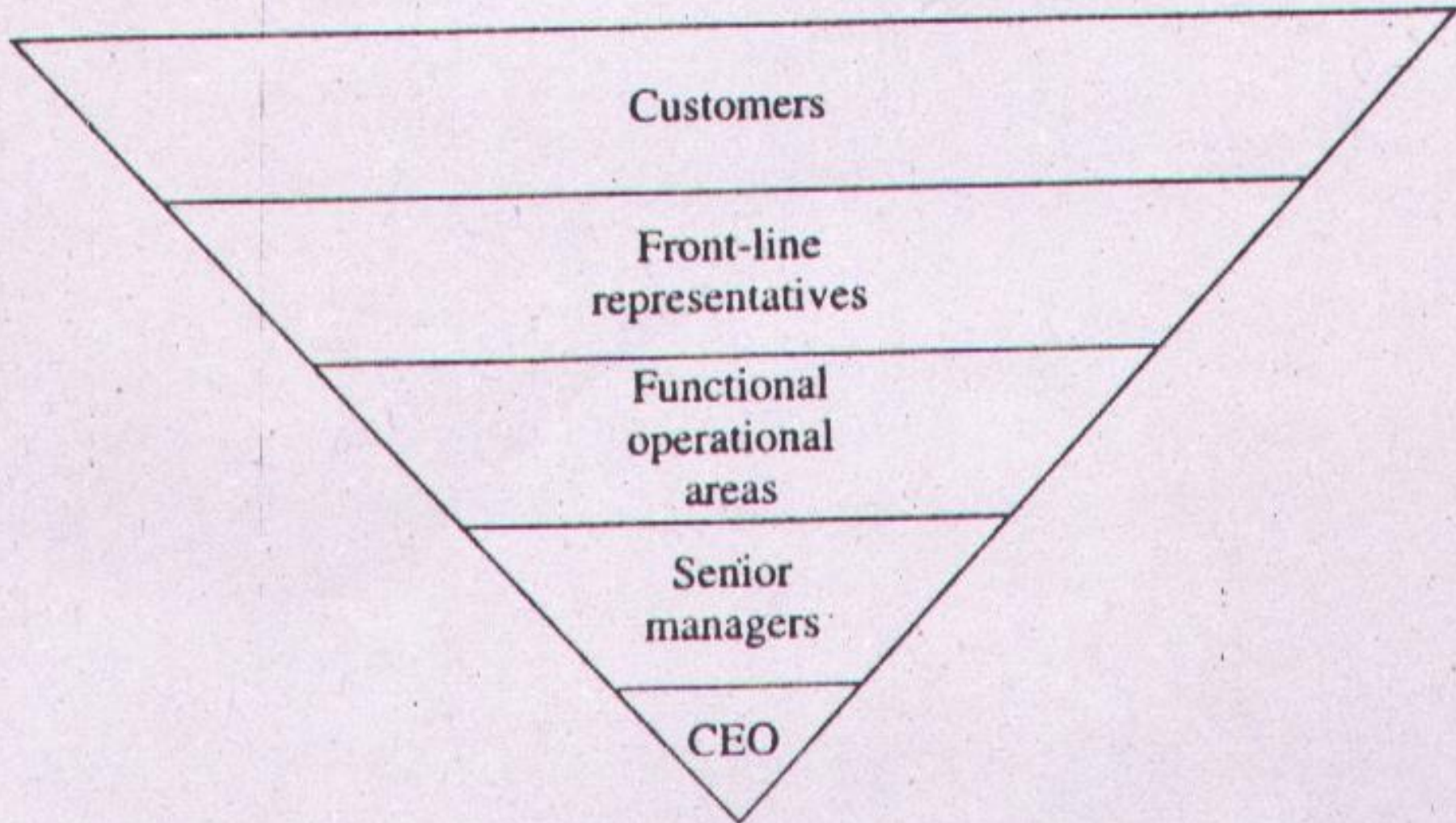




CUSTOMER SATISFACTION

- ▶ The most important asset of any organization is its customers
 - ▶ Satisfied customers pay their bills promptly which greatly improves cash flow – the lifeblood of any organization
- 

ORGANIZATIONAL HIERARCHIAL DIAGRAM




CUSTOMER SATISFACTION

- ▶ CUSTOMERS EXPERIENCE OF A PRODUCT OR A SERVICE IS MULTIFACETED SO HARD TO DETERMINE
- ▶ IT NEEDS TO BE MEASURED INDIVIDUALLY TO GET AN ACCURATE TOTAL PICTURE OF CUSTOMER SATISFACTION



CUSTOMER SATISFACTION

- ▶ Customer satisfaction should not be viewed in a vacuum.
 - ▶ For example, a customer may be satisfied with a product or service and therefore rate the product or service highly in a survey and yet same customer may buy another product.
- 




CUSTOMER SATISFACTION

- ▶ Similarly customer's view about a product or service are useless if customer's view about competitors products are not understood.
- 



CUSTOMER SATISFACTION

- ▶ The value customers places on the product compared to another may be a better indication of customer loyalty.
- 



TYPES OF CUSTOMER

External Customer

Internal Customer





CUSTOMER PERCEPTION OF QUALITY

ASQ SURVEY SHOWS THAT IMPORTANT FACTORS THAT INFLUENCE PURCHASING ARE

1. PERFORMANCE
2. FEATURES
3. SERVICE
4. WARRANTY
5. PRICE
6. REPUTATION

FEEDBACK

- Comment Card.
- Customer Questionnaire.
- Focus Groups.
- Toll Free Telephone No.
- Customer Visits.
- Report Card.
- Internet & Computer.
- Employee Feedback.
- Customer complaints



COMMENT CARD

- ▶ COMMENT CARD CAN BE ATTACHED TO THE WARRANTY CARD & INCLUDED WITH THE PRODUCT AT THE TIME OF THE PURCHASE
- ▶ INTENT OF THIS CARD IS TO GET SIMPLE INFORMATION SUCH AS NAME , AGE, ADDRESS, OCCUPATION & WHAT MADE THE CUSTOMER BUY THAT PRODUCT

COMMENT CARD

- ▶ FOR CUSTOMER THERE IS LITTLE OR NO INCENTIVE TO COMMENT
- ▶ CUSTOMERS DO RESPOND WHEN THERE IS SOMETHING VERY GOOD OR VERY BAD
- ▶ USED IN HOSPITALITY INDUSTRY(HOTELS, RESTAURANTS)



CUSTOMER QUESTIONNAIRE

- ▶ POPULAR TOOL FOR OBTAINING OPINION & PERCEPTIONS ABOUT AN ORG./PRODUCT/SVS
- ▶ COSTLY & TIME CONSUMING
- ▶ MOST SURVEYS ASK THE CUSTOMER TO GRADE THE QUESTION ON A 1-5 OR 1-10 LIKERT SCALE


TEACHING METHODOLOGY OF MUHAMAD ASIF

PARAMETER	HIGHLY SATISFIED	NEUTRAL	HIGHLY DISSATIS		
COMMUNICATION SKILLS	5	4	3	2	1
GRIP ON THE SUBJECT	5	4	3	2	1
ANSWER TO THE QUESTIONS	5	4	3	2	1
WHOLE CLASS PARTICIPATION	5	4	3	2	1
DO U FEEL ANY VALUE ADDITION AFTER HIS CLASS	5	4	3	2	1
DO U GO HOME SATISFIED AFTER ATTENDING HIS LECTURE	5	4	3	2	1



CUSTOMER QUESTIONNAIRE

- DOES NOT TELL ABOUT THE IMPORTANCE OF INDIVIDUAL QUESTION RELATIVE TO OTHERS
- NOR DOES IT TELL WHAT CUSTOMERS EXPECT FROM ORGANIZATION
- RESULTS ARE NOT REPRESENTATIVE OF THE NORMAL POPULATION
- THOSE WHO FEEL VERY GOOD OR VERY BAD RESPOND ONLY



TO MAKE SURVEY MORE USEFUL REMEMBER

1. CLIENTS & CUSTOMERS ARE NOT SAME
2. SURVEY RAISE CUSTOMER EXPECTATION
3. HOW U ASK A QUESTION WILL DETERMINE HOW THE QUAESTION IS ANSWERED
4. THE MORE SPECIFIC THE QUESTION, THE BETTER THE ANSWER



TO MAKE SURVEY MORE USEFUL REMEMBER

5. U HAVE ONLY ONE CHANCE & 15 MIN.(max. time a customer will give to respond a survey)
6. MORE TIME U SPEND IN SURVEY DEVELOPMENT, LESS TIME U GET IN DATA
7. ANALYSIS & INTERPRETATION
7. WHOME U ASK IS AS IMPORTANT AS WHAT U ASK
8. BEFORE DATA ARE COLLECTED , U SHOULD KNOW HOW U WANT TO ANALYSE & USE THE DATA



FOCUS GROUPS

- POPULAR WAY TO OBTAIN FEEDBACK
- SURVEYING A FOCUS GROUP IS A RESEARCH METHOD USED TO FIND OUT WHAT CUSTOMERS ARE REALLY EXPECTING
- GROUP OF CUSTOMERS IS ASSEMBLED IN THE MEETING ROOM TO COLLECT INFORMATION
- CAREFULLY PREPARED ANSWERS R ASKED BY SKILLED MODERATOR
- WHO PROBES INTO PARTICIPANTS IDEAS, THOUGHTS PERCEPTIONS & COMMENTS
- PEOPLE SELECTED HAVE THE SAME PROFILE AS THE EXPECTED CUSTOMER
- FOCUS GROUPS R SOMETIMES USED WITHIN THE ORGANIZATION TO ADDRESS INTERNAL ISSUES



FOCUS GROUPS(IMPRINT ANALYSIS)

- IMPRINT ANALYSIS IS AN EMERGING TECHNIQUE USED IN THE FOCUS GROUPS
- GOOD WAY TO OBTAIN INTRINSIC FEELING ABOUT THE PRODUCT/SERVICE
- FEELING R NOT EASILY OBTAINED FROM THE CUSTOMERS
- CUSTOMERS OFTEN HOLDBACK INFORMATION'S ON SURVEY



FOCUS GROUPS (IMPRINT ANALYSIS)

- ▶ WORD ASSOCIATION, DISCUSSIONS & RELAXATION TECHNIQUES CAN IDENTIFY A CUSTOMERS EMERGING NEEDS
- ▶ IMPRINT ANALYSIS HELPS TO UNDERSTAND THE HUMAN EMOTIONS INVOLVED IN THE PURCHASE DECISION



TOLL FREE PHONE NO.

- EFFECTIVE TECHNIQUE FOR COMPLAINT FEEDBACK
- ORGANIZATION CAN RESPOND FASTER & CHEAPLY TO THE COMPLAINTS



CUSTOMER VISITS

- VISIT TO A CUSTOMERS PLACE OF BUSINESS IS AN EFFECTIVE WAY TO GATHER INFORMATION
- ACCURATE INFORMATION OBTAINED –PEOPLE CAN SEE FIRST HAND HOW THE PRODUCT IS PERFORMING



➔ REPORT CARD

➔ THE INTERNET & THE
COMPUTER

QUARTERLY REPORT CARD

To our Customers:

We are continually striving to improve. To assist us in this endeavor, we need your feedback. Would you please grade our performance in each category? The grading scale is

- A = Excellent
- B = Very Good
- C = Average
- D = Poor
- F = Failing

I. PRODUCT QUALITY

Grade _____

Comments: _____

II. ON-TIME DELIVERY

Grade _____

Comments: _____

III. SERVICE

Grade _____

Comments: _____

IV. OVERALL

Grade _____

Comments: _____

Signed _____

Date _____

Title _____

Organization _____




EMPLOYEES FEEDBACK

- ▶ EMPLOYEES R UNTAPPED SOURCE OF INFORMATIONS
- ▶ CONVENTIONALLY COMPANIES LISTEN MORE TO THE EXTERNAL CUSTOMERS & LESS TO THE INTERNAL CUSTOMER
- ▶ EMPLOYEES USUALLY PROVIDE DEEPER INSIGHT INTO CONDITIOINS



EMPLOYEES FEEDBACK

- ▶ CUSTOMERS RESEARCH REVEALS WHAT IS HAPPENING
 - ▶ EMPLOYEES RESEARCH REVEALS WHY IT IS HAPPENING
 - ▶ IT SHOULD BE REGULARLY SOLICITED RATHER THAN CHECKING THE WOODEN BOX ANNUALLY
- 




USING CUSTOMER COMPLAINTS

- THE FEEDBACK OBTAINED IN ALL ABOVE CASES IS PROACTIVE
- CUSTOMER COMPLAINT IS REACTIVE BUT VERY USEFUL
- **ASQ SURVEY** REVEALS THAT ABOUT
 1. **1.5%** COMPLAINTS REACH TOP MANAGEMENT
 2. **20%** TO FRONT LINE PERSONNEL
 3. **80%** DON'T REPORT



IT INDICATES THAT IT IS EASY FOR THE TOP MANGMNT TO
PERCEIVE THAT EVERY THING IS OK

- ▶ WHEN SATISFIED CUSTOMERS R INCLUDED IN THE DATA,
NO. OF COMPLAINTS TO MANGMNT IS LOWER THAN 1.5%
 - ▶ FREQUENTLY DISSATISFIED CUSTOMERS DON'T SAY
ANYTHING & QUIETLY SWITCH OVER TO COMPETITOR
- 

- 
- ▶ THOSE WHO DONT COMPLAIN R THE ONE WHO SHOULD WORRY THE ORGANIZATION MOST
 - ▶ BY TAKING THE POSITIVE APPROACH TO THE COMPLAINTS IT IS POSSIBLE TO IMPROVE THE PRODUCTS/SERVICES
 - ▶ IN FACT COMPLAINTS GIVE THE ORGANIZATION A SECOND CHANCE



ONCE U HAVE IDENTIFIED THE COMPLAINTS/ PROBLEMS



NOW TURN TO ELIMINATION.

INCORPORATE CUSTOMER VOICE INTO PRODUCT/ SERVICE

Several thin, dark, curved lines on the left side of the slide, resembling stylized grass or reeds.

Mass Customization

- GIVE CUSTOMER EXACTLY WHAT CUSTOMER WANTS





Mass customization

- IN THE OUTSET, PRICE TAG ON SUCH PRODUCTS WAS PROHIBITIVE, BUT M.C PROVIDES THIS AT AFFORDABLE PRICE
- M.C IS RESULT OF FLEXIBLE MANUFACTURING SYSTEM(FMS),JIT,& CYCLE TIME REDUCTION

Mass customization

- IN AUTOMOBILES IT IS SINCE MANY YEARS
- CUSTOMER MAY DETERMINE WHAT TYPE OF SEAT COVERINGS, COLOUR & STEREO SYSTEM THEY WANT
- COMPUTER MFRs & ASSEMBLERS DO IT

Mass customization



- ➔ Modular design
 - ➔ Delayed differentiation
- 

MODULAR DESIGN

Is a form of standardization in which component parts are subdivided into modules that are easily replaced or interchanged. It allows:

- Easier diagnosis and remedy of failures
- Easier repair and replacement
- Simplification of manufacturing and assembly

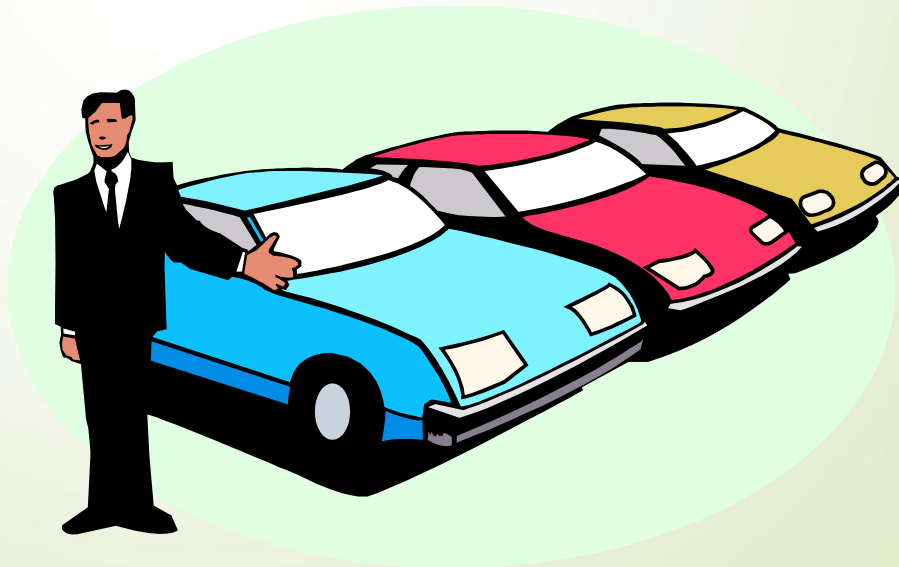
DISADVANTAGE:

Variety Decreases

DELAYED DIFFERENTIATION

Delayed differentiation is a postponement tactic

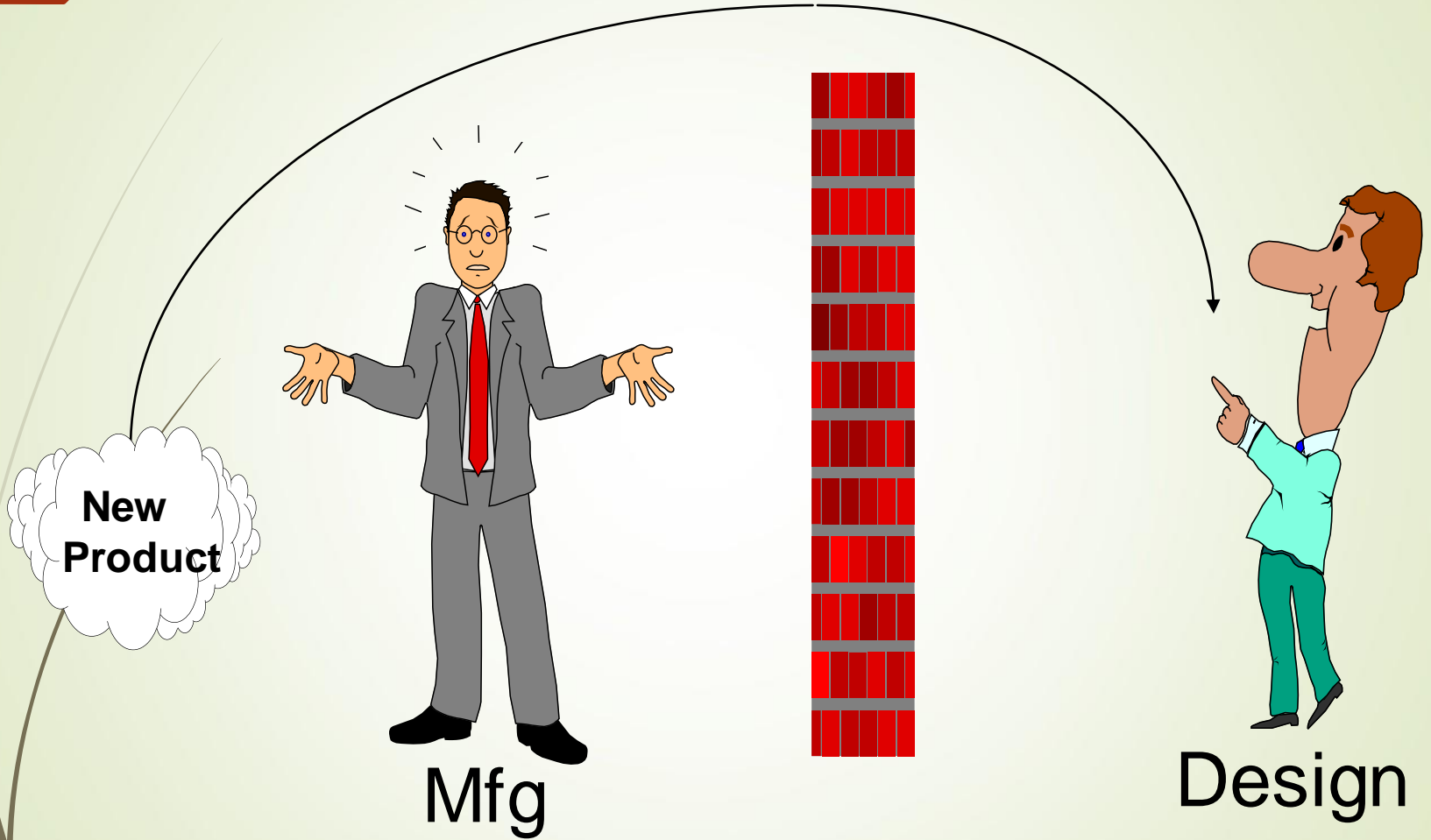
- ▶ Producing but not quite completing a product or service until customer preferences or specifications are known



DELAYED DIFFERENTIATION



“Over the Wall” Approach





CONCURRENT ENGINEERING

Concurrent engineering is bringing together marketing, engineering, manufacturing, purchasing, service, packaging, etc. people early in the design phase.

ROBUST DESIGN

Design that results in products or services that can function over a broad range of conditions



CUSTOMERS' REQUIREMENTS

- **NORMAL REQUIREMENTS** Are typically what one gets by just asking customers what they want.
- **EXPECTED REQUIREMENTS** Are the obvious / compulsory requirements. For example, if meal is served hot, customers barely notice it. If it's cold or too hot, dissatisfaction occurs. Expected requirements must be fulfilled.
- **EXCITING REQUIREMENTS**
Beyond the customer's expectations.
If provided , customer would be excited
If not ,they would hardly complain

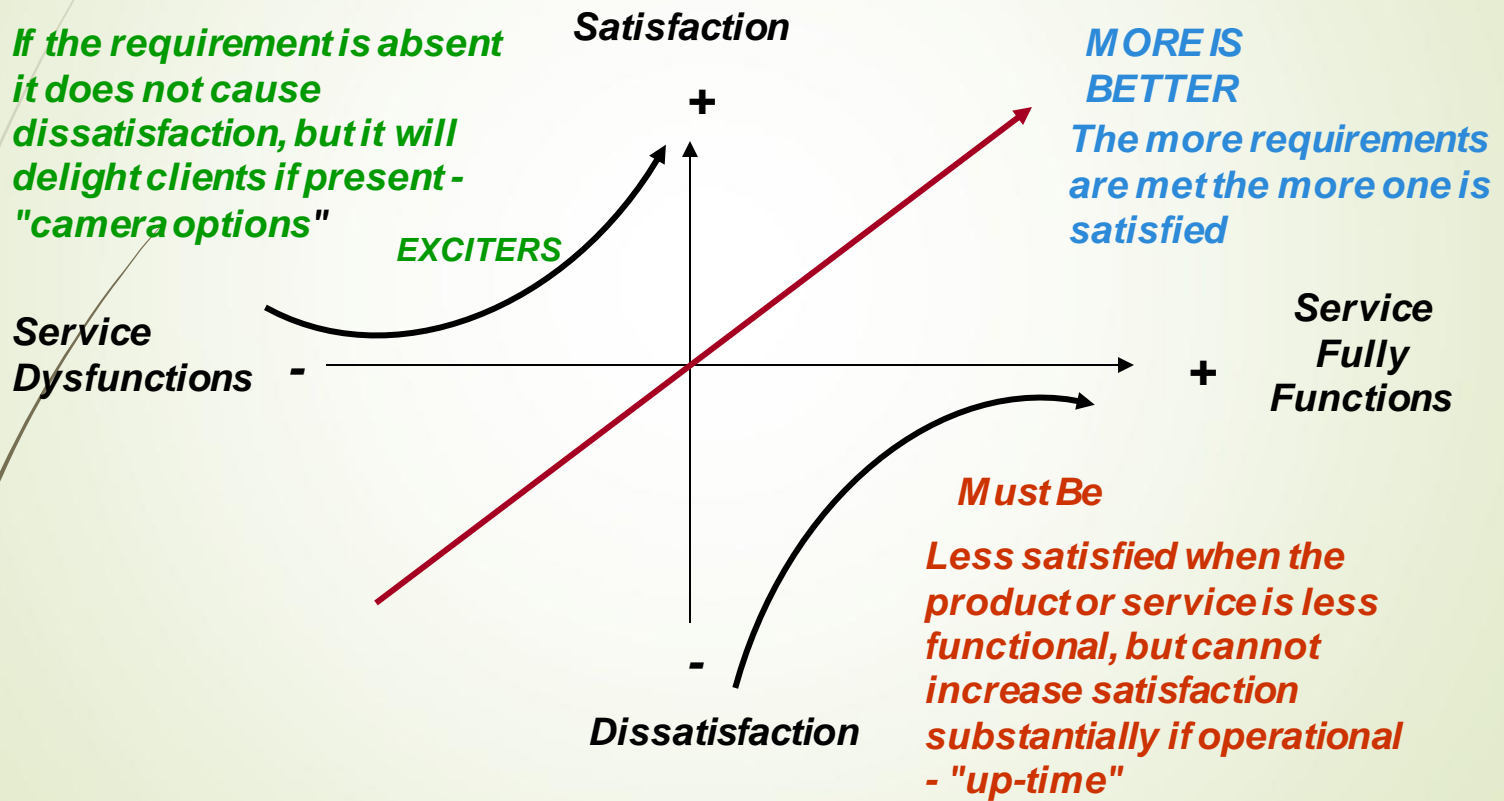


IN OTHER WORDS

- **NORMAL REQUIREMENTS**
- **MORE IS BETTER**
- **EXPECTED REQUIREMENTS**
- **MUST BE**
- **EXCITING REQUIREMENTS**

**DELIGHTENING, EXCITING, WOW
FACTOR**

KANOS MODEL





QUESTIONS?