

• **Customer Satisfaction**

Definition

Customer satisfaction is defined as a measurement that determines how happy customers are with a company's products, services, and capabilities. Customer satisfaction information, including surveys and ratings, can help a company determine how to best improve or changes its products and services.

- The most successful TQM programs begin by defining quality from the customer's perspective
- Quality means meeting or exceeding the customer's expectations

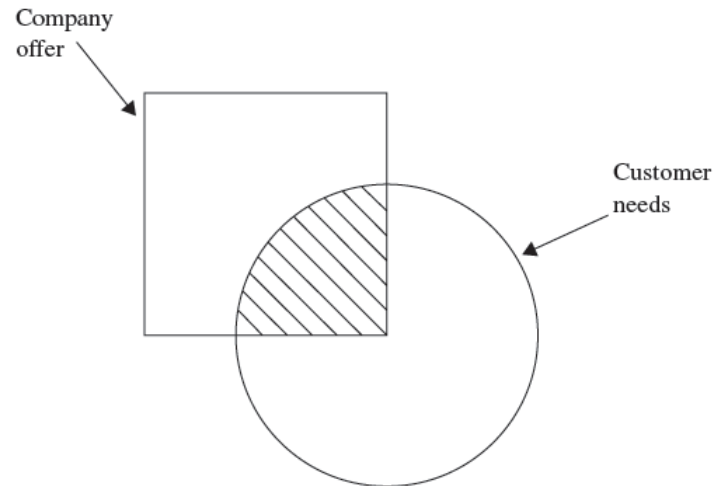
Tebouls Model

Customer service is the set of activities an organization uses to win and retain customer's satisfaction. It can be provided before, during, or after the sale of the product or exist on its own.

- There is always comparison going on between company's offering & customer demand.
- You can't predict what customer required because it depends upon the feelings, customer satisfaction etc.
- The red area shows the common company's offerings and customer's needs.
- Any product or service falling in this zone will be a surefire recipe for organization's success.
- Finally, we conclude that customer satisfaction is not simple formula to understand or measure.

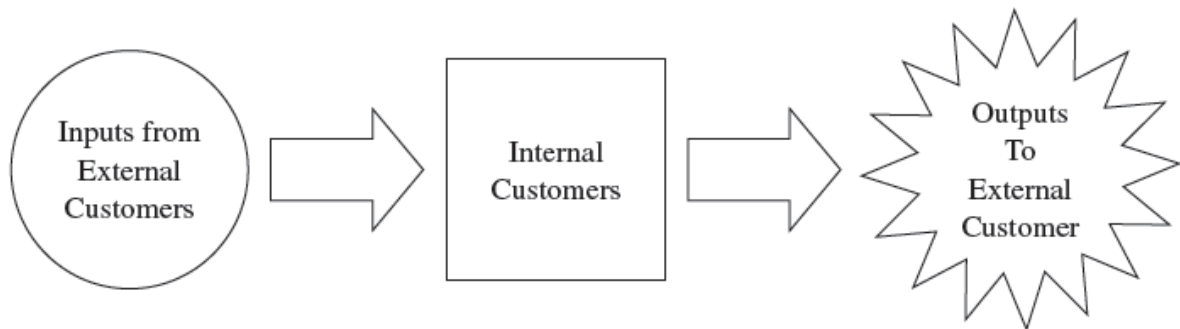
Quality Measurement

Total Quality Management



Customer Satisfaction Model

Customer/Supplier Chain



Who is the Customer?

- **An external customer**
 - one who uses the product or service, the one who purchases the product or service, or the one who influences the sale of the product or service
 - current, prospective, and lost
- **An internal customer**
 - Each worker's goal is to make sure that the quality meets the expectations of the next person. When that happens throughout the manufacturing, sales, and distribution chain, the satisfaction of the external customer should be assured

Customer Perception of Quality

- There is no acceptable quality level because the customer's needs, values, and expectations are constantly changing and becoming more demanding
- Different Surveys on end user perceptions of important factors that influenced purchases showed the following ranking
 1. Performance
 2. Features
 3. Service
 4. Warranty
 5. Price
 6. Reputation

Customer Feedback

- Customer feedback must be continually solicited and monitored
- Feedback enables the organization to:
 - Discover customer dissatisfaction.
 - Discover relative priorities of quality.
 - Compare performance with the competition.
 - Identify customers' needs.
 - Determine opportunities for improvement

Tools for Listening to Voice of Customer

- Comment cards,
- Questionnaires,
- Focus groups,
- Toll-free telephone lines,
- Customer visits, report cards,
- The Internet,
- Employee feedback,

Quality Measurement

Total Quality Management

- Mass customization and

Service Quality

- Customer service is the set of activities an organization uses to win and retain customers' satisfaction.
- It can be provided before, during, or after the sale of the product or exist on its own. Elements of customer service are:
 - *Organization:*
 - *Customer Care*
 - *Communication*
 - *Front-line people*
 - *Leadership*