



Monitoring, Measuring and Analysis of Customer Satisfaction

1.0 Purpose

- 1.1 This procedure describes the process of monitoring and measuring of customer satisfaction.

2.0 Responsibilities

- 2.1 *Top Management* is responsible for determining the appropriate measures, methods and use for monitoring and measuring of customer satisfaction.
- 2.2 Customer Service is responsible for analyzing data and preparing reports for management review.
- 2.3 Project managers are responsible for customer feedback projects as assigned.

3.0 Definitions

- 3.1 None

4.0 Equipment/Software

- 4.1 Not applicable

5.0 Instructions

- 5.1 Customer feedback is collected according to the Customer Related Processes Procedure, and through customer feedback projects assigned by management.
- 5.2 *Customer Service* analyzes customer feedback to prepare a report for management review.
- 5.2.1 *Customer service reviews and analyzes the customer feedback database. (Define what criteria will be used to analyze the data. Can you assign a satisfaction rating to each item based on the content? Can you track certain issues that come up, delivery, quality, service?)*
- 5.2.2 *Data from the project managers' calls to the client to collect feedback at the end of the project are summarized and analyzed to determine the percent of projects meeting, exceeding or not meeting customer expectations.*
- 5.2.3 *Customer service summarizes the information from the analysis for management review. (Prepare a report format to help the person responsible to prepare this report. Indicate what information should be presented based on what you determine to measure and analyze.)*
- 5.2.4 *Customer Service summarizes the data from "annual" customer surveys to provide to management review.*
- 5.3 Management identifies customer feedback projects during management review. Management assigns responsibility for the projects. Projects may include: