

Customer Satisfaction Solution Datasheet

Customer Satisfaction is a perception. It is also a question of degree of satisfaction. It can vary from high satisfaction to low satisfaction. If customers believe that you have met their requirements, they experience high satisfaction. If they believe that you have not met their requirements, they experience low satisfaction.

Since *satisfaction* is a perception, customers may not be satisfied even though you have met all contractual requirements. Just because you haven't received any complaints doesn't mean that customers are satisfied.



There are many ways to monitor and measure *customer satisfaction*. Our system allows you to gather customer satisfaction and opinions by using a dedicated survey. Each survey can be individually created and the responses can be in the form of multiple choice or personal and individual feedback. Our system offers tools for capturing, recording, managing, tracking, analysis and reporting of customer satisfaction.

The process, work instructions and templates for managing Customer Satisfaction are provided within the module.

Value Add to Customers

The module offers a powerful tool for creating and running customer surveys.

- Create, manage and track all your customer surveys online.
- Ideal for surveying targeted market sector or key customers.
- Create customised survey to research specific products or services.
- Carry out targeted survey before making serious investment in new products or services.
- Surveys can be as detailed or as simple as you want.
- Monitor responses from each respondent to ensure adequate number of responses are received to ensure a reasonable spread of opinions.
- Analyse survey data using graphical reports and analytical tools using the Dashboard.

Features of the Customer Satisfaction Module

The module is feature rich and includes the following functions.

- Easy and simple access to all the features.
- Notification – instant electronic notification of all targeted respondents.
- Control of survey is anonymous and password protected.
- Create new survey or use an existing survey as a starting point.
- Respondent answers can be multiple choice selection or individual opinions.
- Reports are customisable and all data can be exported to any Microsoft package.
- Permission level – access to this module can be individually controlled.
- Communication channel for discussion or sharing of information.
- Process – in-built flow chart to explain the methodology used within this module.
- User guides – work instructions built-in to the Process to help users use the system.

Customer Satisfaction is available as a standalone module or as part of a fully integrated Quality Management System.