

Figure 3.2b-_: Customer Satisfaction Determination Methods

| <u>Customer Satisfaction Determination Process Types</u> | Determination Method Description | Performance Measures | Application Frequency | How Objectivity is Ensured | <u>Related Action Plans</u> | <u>Customer Groups/ Segments</u> | <u>Types of Comparisons/ Benchmarks</u> | Related Results Figures |
|--|-----------------------------------|-------------------------------------|-----------------------|--|-----------------------------|----------------------------------|---|-------------------------|
| Customer Satisfaction Survey (Internally Conducted) | 3rd-party conducted, blind survey | Scale: 1-5 (1= poor, 5 = excellent) | Annual | Conducted blind and by 3 rd party | <u>A, E</u> | <u>All</u> | <u>A, B</u> | Fig. 7.1- |
| Independent Customer Perception Survey | | | | | | | | |
| Focus Groups | | | | | | | | |
| Customer Loyalty Study | | | | | | | | |
| Informal Customer Feedback | | | | | | | | |

Relative Comparisons/Benchmarks Key: A - Competitive; B - Similar product/service comparisons; C - Industry benchmarks

Replace exemplary information with information representative of your organization. Blue underlined words link to other Templates, Results Charts, and Best Practices.

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