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BSCS-8G

Case Study-1

1- How would you operationally define the construct of respect? Take the perspective of each of the three client sectors: insurance, air travel, and retail.

Insurance Sector:
1. Transparency and Communication:
  - Provide clear policy documents and regular updates.
  - 24/7 customer support for inquiries.

2. Claims Handling:
  - User-friendly online claims process.
  - Process claims within a specific time frame and update clients regularly.

3. Customer Feedback:
  - Regular surveys and feedback sessions.
  - Dedicated team to address and act on feedback.

Air Travel Sector:
1. Customer Service:
  - Train staff to be polite and proactive.
  - Ensure quick response to inquiries and multilingual support.

2. Transparency in Pricing and Policies:
  - Display all fees and surcharges upfront.
  - Provide clear access to cancellation and refund policies.

3. Handling Disruptions:
  - Offer real-time updates on flight statuses.
  - Provide prompt compensation or alternative arrangements for disruptions.

Retail Sector:
1. Product Information:
  - Ensure accurate and detailed product descriptions.

- Include customer reviews and live chat support.

2. Customer Experience:
  - Train staff to assist customers warmly.
  - Maintain clean, organized stores and a user-friendly website.

3. After-Sales Support:
  - Offer easy return and exchange policies.
  - Provide warranties and dedicated post-purchase support.

2- Map the overall design of the research described here.
A- What types of studies were involved in Campbell-Ewald's respect initiative?
B- What are the strengths and weaknesses of the various methodologies?
C- How do the methodologies complement each other?

Types of Studies: The research involved surveys for quantitative data, focus groups for qualitative insights, observational studies for real-world behavior, and case studies for in-depth analysis.

Strengths and Weaknesses: Surveys provide broad, generalizable data but may lack depth. Focus groups offer detailed insights but can be influenced by dominant participants. Observational studies give context but can be time-consuming. Case studies provide in-depth understanding but may not be generalizable.

Complementary Methodologies: The methodologies complement each other by offering a mix of quantitative breadth and qualitative depth, enhancing the reliability and actionability of the findings.

3- Analyze the use of the 5-point scale for measurement of respect dimensions. What other statements would you add to the sample provided in Exhibit C-E 1-1.

Effectiveness: The 5-point Likert scale effectively captures customer perceptions of respect by providing a range of agreement levels that are easy to understand and analyze.

Additional Statements:
1. "The company provides clear and detailed information about its products/services."
2. "Customer service representatives listen to and understand my concerns."
3. "My feedback is taken seriously and acted upon."
4. "The company respects my privacy and protects my personal information."

5. "I trust the company to deliver on its promises."

These additions help create a more comprehensive measure of respect across various dimensions.

4- Discuss the advantages and disadvantages of the sampling plan for the mail Survey.

Advantages: Mail surveys are cost-effective, can reach a wide geographical area, offer convenience to respondents, and reduce interviewer bias.

Disadvantages: They often have low response rates, slow data collection, limited control over who completes the survey, and a risk of respondents misinterpreting questions without clarification.

Case Study-2

1. **Build the management-research question hierarchy.**

   Management Questions:

   1. What topics should be included in the presentation or materials distributed at the Users Forum?

   2. Given the expected attendance, how should solutions be delivered (e.g., through written materials or dedicating a whole session to the issue)?

   Research Questions:

   1. What are the primary concerns of current users of the TeleCenter System software?

   2. How many current users view attending the Users Forum as a viable solution for addressing issues such as ease of use and access to technical support?

   Investigative Questions:

   1. How do current users evaluate the customer service in terms of ease of use, software-generated reports, technical support, and overall effectiveness of the software?

2. Who from the current user's company is expected to attend the Users Forum?

3. Do new users of the software have different concerns compared to more established users?

4. How many representatives from a single company are expected to attend the Users Forum?

5. What type of respondent (user or manager) is most likely to attend the Forum?

6. Do different types of respondents have varying concerns with the TeleCenter System software?

Measurement Questions:

While we don't have the actual survey instrument, we know that Prince Marketing collected data related to the investigative questions using a 7-point rating scale, with "7" indicating the most positive response. Additionally, they classified respondents as either software users or call center managers.

2. **Discuss the communication methodology chosen.**

TCS requires information within a short timeframe, ruling out personal interviews as a data collection method. Considering the technical proficiency of respondents, self-administration via computer was an option if TCS had email addresses and Prince Marketing was confident about meeting the response deadline. However, Prince Marketing opted for phone interviews due to their ability to control the process and fulfill their three-week commitment. They also considered the limited data variables they were collecting. While they could have used any of the three methods (human, CATI, or computer-delivered), human-administered interviews provided the most control for both Prince Marketing and TCS. CATI, on the other hand, allowed telephone interviewers to input responses during the process, potentially enabling Prince Marketing to tally results faster and provide real-time information to TCS, facilitating preparation for presentations without waiting for formal attendance estimates.

3. **Develop the preliminary analysis plan**.

TCS is interested in obtaining frequencies for attitudinal-scale variables and cross-tabulating these variables based on whether respondents would definitely, might, or definitely would not attend the Users Forum. Analyzing frequencies or cross-tabulated frequencies would help identify key issues, assuming Prince Marketing has effectively anticipated these issues in the data collection

instrument design or has organized the data into consistent response groups during data preparation. Additionally, TCS aims to predict attendance and therefore requires frequencies for the attendance variable, along with respondents' interest levels in receiving more information about attending the Users Forum. Ideally, this information can be cross-tabulated against classification variables such as the industry of the firm and years of software use, which are readily available from the customer database provided to Prince Marketing by TCS.

4. How will you deal with the 16 percent of the sample who are new to the software?

When conducting data analysis, the individuals among new users who expressed feeling unqualified to assess the software's ease of use question (constituting 16% of the sample) would probably be excluded or considered as missing cases in the analysis of this particular issue. Nevertheless, their potential attendance remains significant for overall attendee prediction. If some of these new users did indeed highlight concerns related to software installation, technical support, or usage, it would be beneficial to cross-tabulate a status variable (new user versus established user) with the different issue variables. Engaging in such data exploration activities could potentially lead to Users Forum sessions specifically tailored for new users.

5. Discuss the advantages and concerns of incorporating or closely linking research activities with marketing activities.

In customer satisfaction research, the integration of marketing promotions is a common practice, albeit one with both benefits and drawbacks. From a marketer's standpoint, utilizing a potential attendee's time during a phone conversation to inform them about the Users Forum can be efficient. However, from the perspective of a professional researcher, combining a survey with a sales pitch is considered highly inappropriate and contributes to the increasing reluctance of potential respondents to participate. When research is coupled with a sales presentation, participants may rightly feel misled if they agreed to take part solely in a survey. This shift in focus and purpose violates the participants' privacy rights.