2). CyberStuff is a large company that sells computer hardware and software via telephone and online. CyberStuff processes several thousand transactions per week on a three-shift operation and employs 50 full-time and 125 part-time employees. Lately, the billing department has experienced an increase in the number of customer complaints about incorrect bills. You have been tasked with finding out why this is happening. During your preliminary investigation, you discovered that some CyberStuff representatives did not follow established order entry procedures. You feel that with more information, you might find a pattern and identify a solution for the problem, but you are not sure how to proceed.

Is a questionnaire the best approach, or would interviews be better? **Interviews are better.**

And whether you use interviews, a questionnaire, or both techniques, should you select the participants at random, include an equal number of people from each shift, or use some other approach? **Other approach.**

How do you proceed?

**The first thing I would do is learn the order entry process. I would look for someone respected on each shift and have them show me how they enter orders. Then I will see if I can find a pattern where the errors are occurring. Is there any shifts that have a significant amount more? Do the orders have an operator id? I will also speak to whomever has made the most mistakes. It could be as simple as a user training issue. Once I understand the process then I will talk to people each shift. I will try to focus on getting someone to cover each group, power users, computer challenged individuals, veteran employees, new hires and anyone who may be assigned a subset, like international orders. And just keep digging and you will find the cause(s) of the problem(s). Once the cause(s) are known it can be determined whether the best course of action is *user training, procedural modification* or a *code change.***