# Requirement document for Customer Feedback Survey solution

## Flow

- The customer feedback survey is done once in a year during the month of April.
- The survey contains a standard questionnaire which is sent to all live customers by email.
- The customer responds to the same filling up the form and sending back the email.
- Based on the responses of the customers, a score is arrived at (weighted scores for each question &answer)
- Delivery center head and / or Vertical head wise scoring is done based on the response of average of the scores of all customers under the concerned Delivery center head or vertical head. The formula applied today is that actual average of Customer Response Score (as in the previous stage) + 50% (deemed score) for all non-responded survey forms.
- This is circulated to the top management and the concern for their performance evaluation and other guidance to improve customer service.

## Process

### Customer list or Customer information master

As on date an excel is received from the center delivery heads and/or Vertical heads giving a list of clients to whom the survey is to be sent. Thus there is a possibility of not sending survey report to customers from whom a negative response is expected (based on the views of the ops team). It is therefore suggested that the complete customer list with information required as on date should be obtained and initially uploaded into the system. Later for every new customer added a front end data entry screen will be provided for data entry. Similarly, any customer with whom our relationship has stopped should be marked as Inactive.(a provision to the effect should also be provided in the front end screen).

### Standard Questionnaire

As on date a standard format with about 10 questions is made available. It may be needed to modify the same over the years. For the time being this standard format is sent as an attachment to the email to be sent to all the active customers in the customer list (as above). For the time being, this format will be stored in a specific place (folder / file) and in the next step where mail is sent this file will be attached. Later on a form creation screen would be given where the form is created and later on used for response data entry.

### Sending Mail

A screen will be provided where in the user can send email to all the customers list as above or by filter (like specific customer / customers of specific center delivery head / customers of specific vertical head ). Once the send button is pressed, based on the filter, the customer email ids will be picked up and individual mail will be sent by the system along with the attachment of survey form from the specific location. A record of this activity would be made in the data base in order to track the response etc.

Later on it is suggested that a link be provided to the client wherein he can enter his responses and it is automatically loaded into our data base in a table called Survey_tbl.

## Receiving of response

As on date the responses are received by email (into a specific address) and the responses are manually assessed and scores arrived at.

However, in the solution, a form would be provided where in the data entry would be made for each question No. (Irrespective of the weights or scores) (the data entry operator need not understand the question but he would have to enter score for each qn no.) This is for future expansion or response form.

Once the data entry operator saves the data, the score would automatically be calculated by the system and updated in the Survey_tbl recording answer for each question and the final customer score.

## Reporting

As on date the responses are collated manually, scores as above is calculated for each customer, and then noted in excel and summary sheet vertical head wise or center delivery head as needed.

In the solution, the same can be had from the data base as the details of Vertical head and /or Delivery center head is available in the customer master.

All required reports have to be given to SSU.

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