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ITSE 1450

Module 4 Case in Point 4\_2

To address the issue of incorrect bills at CyberStuff, you need an effective data collection approach. You can choose between questionnaires and interviews based on your goals and participants.

Questionnaires work well for gathering quantitative data and obtaining insights from a large number of employees. Distribute them to all order entry staff to quickly gather initial feedback.

Interviews are more suitable for qualitative insights and exploring reasons behind behaviors. Select employees strategically, focusing on those who can provide deeper insights based on questionnaire responses.

Analyze both types of data to identify patterns and common issues, and develop solutions. Combining questionnaires for general data and interviews for deeper insights ensures a comprehensive investigation. This approach streamlines the process while maintaining effectiveness.