The ABC Company (a fictitious company)

Media, telecommunications, and software companies are now competing on each other's traditional turf, with cable companies offering phone service, telephone companies providing satellite TV, and software developers tying it all together. In this competitive environment, service providers need to control operating costs and excel at customer satisfaction as a driver to retention and loyalty. Such service providers are also required to continuously enhance their products and services.

The ABC Company is a typical global supplier of integrated software, hardware, and services solutions to media and telecommunications service providers. The company develops, installs and maintains systems combining hardware, software and advanced electronics. These enabling systems support various lines of business, including Video on Demand, cable, and satellite TV, as well as a range of communications services, such as voice, video, data, Internet protocol, broadband, content, electronic, and mobile commerce .

The company also supports companies that offer bundled or convergent service packages. In addition, the company's information technology services comprise system implementation, hardware and software integration, training, maintenance and version upgrades. Its customers include media and communications providers, network operators and service providers. The company was founded in 1990 in Canada. Today, the company's workforce consists of more than 5,000 professionals located in 10 countries and serves customers in Europe and elsewhere.

The ABC Company is therefore a typical B2B supplier operating on the global scene with state of the art products combining electronics, software and mechanical components. In the year 2001 the company launched it's first annual customer satisfaction survey (ACSS) which has been running annually ever since. In the first 3 years, the survey was conducted with pencil and paper. Questionnaires where mailed or hand delivered to customers who were asked to return them by regular mail to an external professional company who was hired to design and implement the survey. The ACSS findings provide the company with strengths and weaknesses to focus on in their annual improvement plans.

The ACSS questionnaire has been designed to provide feedback on all company touch points and interactions with customers. It covers topics such as Equipment, Sales Support, Technical Support, Training, Supplies, Software Solutions, Customer Portal, Administrative Support, Terms, Conditions and Pricing and Site Planning and Installation. Each topic is covered by specific items that set a context and an overall satisfaction question from the topic. The first part of the questionnaire is a section with loyalty questions that include overall satisfaction from the ABC Company, repurchasing intentions and willingness to recommend ABC to others. A final part relates to general overall satisfaction and best supplier domains. Overall the questionnaire consists of 81 questions. Over the years, and across geographical areas, return rates ranged from 10% to 80% with a typical response rate of 45%.