

EVALUATING PROJECT STAKEHOLDERS SATISFACTION, DOES IT WORTH IT?

1. Introductiuon:

The importance of maintaining existing clients is crucial for company success. One of the important factors contribute to maintain existing client is “Client Satisfaction”. Safety Department at one of the construction companies launched a research project to evaluate client satisfaction in terms of their “Safety” performance during and after the project. The survey consists of only one question “How well did we create a safe and injury-free construction environment?”, the client is asked to provide a score representing contractor’s performance in a Likert scale (1-7) where a score of “1” represent an “Unacceptable performance and a score of “7” represents an “Exceptional” one.

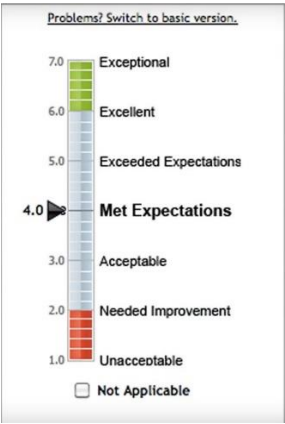


Figure 1: Client Satisfaction Likert Score

All survey data collected for this study was in the year 2018. The safety department used the Mid-project survey results to setup improvement plans which resulted in a higher client satisfaction as shown below:

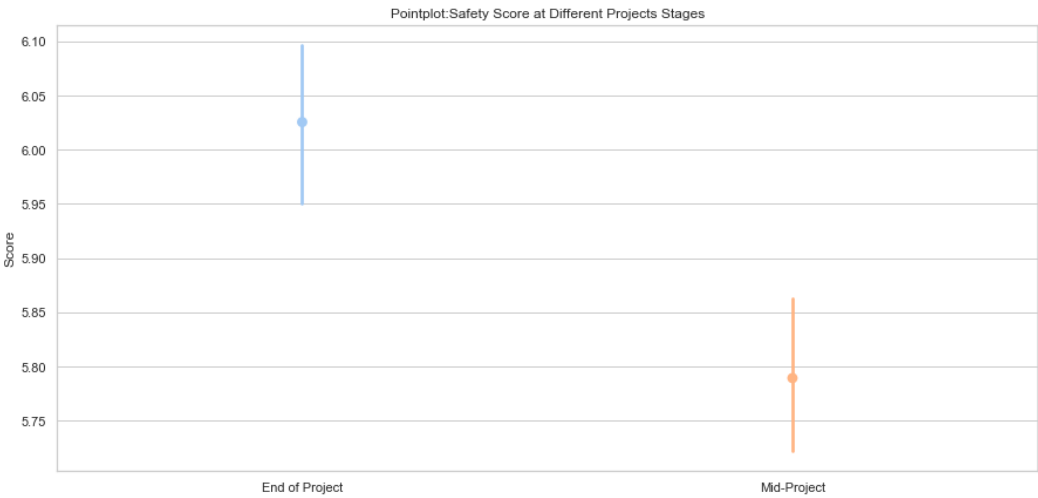


Figure 2: Comparison between Safety Client satisfaction at Mid and End of the Projects

Please refer below to the code for data cleaning and visualization on Github through the following url:

Researchers such as Li et al. (2013) believed in the importance of evaluating project stakeholders' satisfaction for the success of construction projects. Project stakeholders include but not limited to (Client, Engineer, Designer, and Subcontractors).

The safety department are planning to evaluate the effectiveness of evaluating stakeholders' satisfaction by performing A/B testing between client satisfaction score of the projects that was evaluating client's satisfaction only and the projects that evaluated all stakeholders' satisfaction. The hypothesis here is "Evaluating all project stakeholders" satisfaction during the project will result in a higher client satisfaction than only evaluating client's satisfaction during the project."

2. Methodology

The purpose of the study is to evaluate performed the same study performed in the year 2018 with a change of including stakeholders' satisfaction evaluation during the project. The Client satisfaction at the end of the project will be compared to the client satisfaction in the previous study.

At the middle of the projects the same survey will be sent to the following stakeholders (Client, Engineer, and Subcontractors). The survey results will be evaluated by safety department and improvement plans should be implemented. At the end of the project the same survey will be distributed to the stakeholders and collected.

The surveys will be distributed electronically. If no reply by any of the recipients, a reminder email will be sent after one week.

Survey Questions: The survey will consist of only one question "**How well did we create a safe and injury-free construction environment?**"

Rollout Plan: At the first stage, a total of 50 projects will be the initial sample size, the results of this sample will be evaluated and according the initial results a decision will be made to continue with the second stage of the project with a sample size of 500 projects.

Success Metrics: If the Client Satisfaction in the sample increased by 5% or more compare to previous results, the experiment will be considered as successful.

Secondary Metrics: A comparison between client satisfaction in the sample size at the mid of the project with the client satisfaction at the same stage of the previous results will be evaluated to insure that the increase of client satisfaction at the end of the project is not a result of a relatively initial better performance before the mid of the project.