

Integrated Management Systems, Homework 2c.

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The student is a customer of the school. The school provides a service to the customer.

1. What value does studying bring to the customer?
2. In this case, what is the connection between customer satisfaction assessment and customer value analysis?

As a student, you are a customer of the school in the sense that you are paying for a service - education. The school provides you with an education, and in return, you are expected to pay tuition and other fees. Just like any other customer, you have certain expectations and desires when it comes to the service you are paying for. You want to feel like you are getting value for your money, and that the service you are receiving is meeting your needs and expectations.

One way that schools can measure whether or not they are meeting the needs and expectations of their students is through customer satisfaction assessment. This can involve collecting feedback from students through surveys, focus groups, or other methods. By gathering this information, schools can identify areas where they are succeeding and areas where they need to improve. This can help them make changes and adjustments to better meet the needs of their students.

Customer satisfaction assessment is important because it allows schools to gauge the level of satisfaction that students have with the service they are receiving. If students are unhappy with the education they are receiving, they may be less likely to continue paying for it. On the other hand, if students are satisfied with their education, they are more likely to continue paying for it and to recommend the school to others. Therefore, customer satisfaction assessment can have a direct impact on the financial success of the school.

Customer value analysis is another important concept in this context. This involves looking at the benefits and costs of the service being provided to the student, and determining whether or not the benefits outweigh the

costs. In the case of education, the benefits might include things like increased knowledge and skills, improved job prospects, and personal growth. The costs might include things like tuition, textbooks, and time spent studying. By examining both the benefits and the costs, schools can determine whether or not they are providing value to their students.

One way to conduct a customer value analysis is to use a cost-benefit analysis. This involves identifying all of the costs associated with the service being provided, and then comparing them to the benefits that the student will receive. For example, if the cost of tuition is \$10,000 per year, and the student expects to earn an additional \$20,000 per year as a result of the education they receive, then the benefits of the education would outweigh the costs. On the other hand, if the cost of tuition is \$50,000 per year, and the student expects to earn only an additional \$10,000 per year as a result of the education they receive, then the costs of the education would outweigh the benefits.

There is a strong connection between customer satisfaction assessment and customer value analysis. Customer satisfaction assessment provides valuable information about whether or not the service being provided is meeting the needs and expectations of the student. This information can then be used to conduct a customer value analysis, which helps to determine whether or not the benefits of the service outweigh the costs. By examining both customer satisfaction and customer value, schools can ensure that they are providing their students with a service that is both satisfying and worth the cost.

So, what value does studying bring to the customer? In general, studying brings a number of values to the student as a customer. It can provide them with new knowledge and skills, help them achieve their goals and dreams, and lead to a more fulfilling and successful life. For example, if a student is studying to become a doctor, the education they receive will provide them with the knowledge and skills they need to succeed in their career. This, in turn, will likely lead to a higher salary and better job prospects. Similarly, if a student is studying to become an engineer, the education they receive will provide them with the knowledge and skills they need to succeed in their career.