

Training on Proficiency Testing Scheme GeneXpert DTS

Module 16 : customer satisfaction survey

Venue
Facilitator's name
Date

Introduction

Delivering superior experiences throughout the customer lifecycle is critical for driving sustainable competitive advantage, customer loyalty, and service success.

Objectives

By The end of this module participants should be able to:

- Understand the importance of a customer satisfaction survey
- Understand how to conduct a Customer survey
- Understand the parameters considered in analyzing customer survey data

Outline

- Purpose and role of customer survey
- How to conduct a customer survey
- Analysing customer survey data
- Giving feedback and improving services

Purpose and role Of CSS

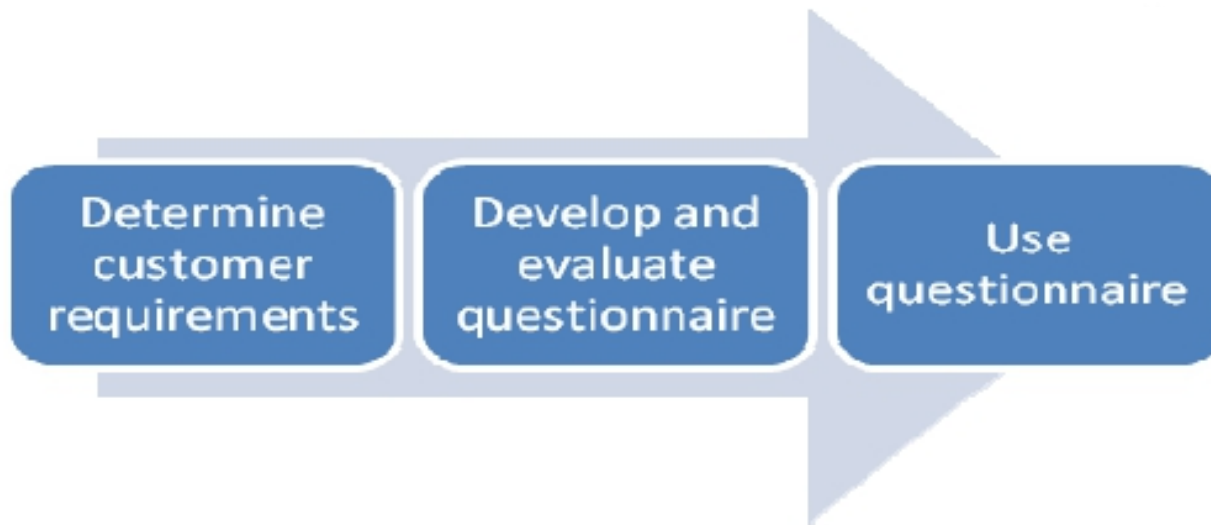
- One of the fundamental assumptions of customer satisfaction measurement is that higher satisfaction levels
 - 🌐 improve future service performance
 - 🌐 increase participation
 - 🌐 improve customer retention.

Customer satisfaction survey as tool for measuring of customer satisfaction

- The balancing act between what customers want and what your facility can provide must be optimized. This occurs in two ways:
 1. Knowing precise information, PT providers can focus on issues that truly drive customer satisfaction. A directed focus often leads to cost reductions because providers can emphasize improvement in areas of customer concern and de-emphasize focus in other areas.
 2. Focusing on motivators of customer satisfaction. This leads to more loyal customers. An inclusive customer satisfaction and loyalty program can, therefore, be considered a source of future engagement.

Model for the development and use customer satisfaction questionnaires

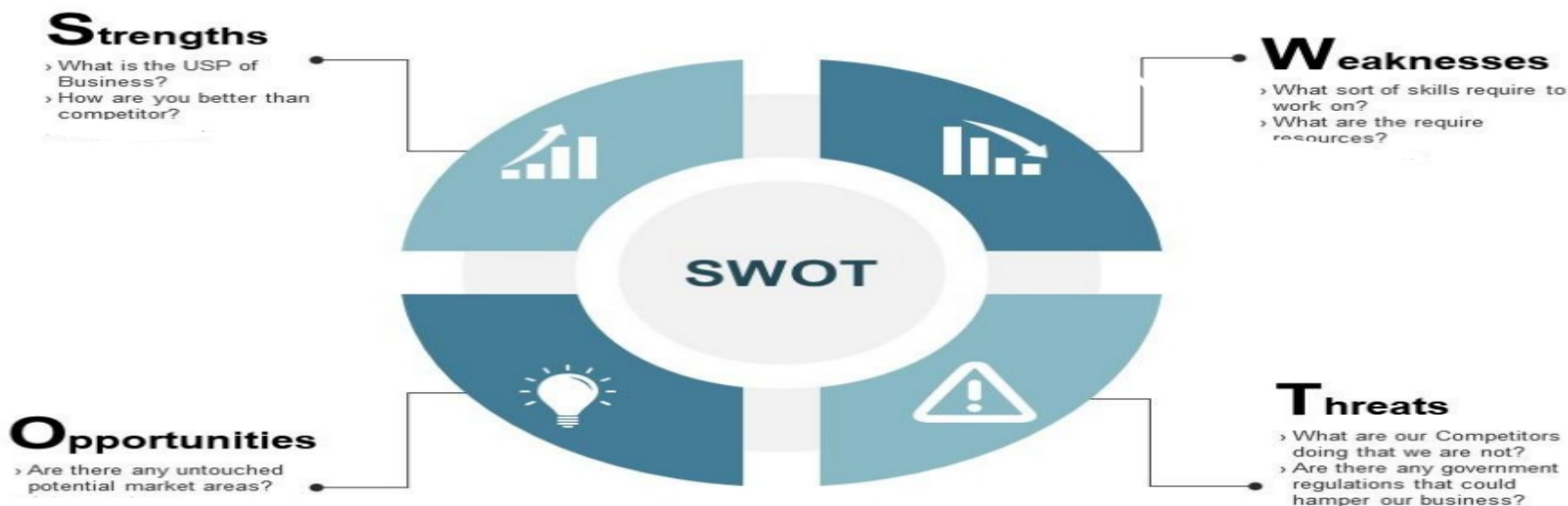
- To use customer's perceptions and attitudes to assess the quality of products and services, customer satisfaction instruments must accurately measure these perceptions and attitudes.
- This can be done through the three steps as seen in diagram below:



Principle of the customer survey analysis

A SWOT analysis examines both internal and external factors - that is, what's going on inside and outside your organization. So some of these factors will be within your control and some will not.

SWOT Analysis



Principals of customer surveys

Ensure confidentiality of participants who are providing this feed back

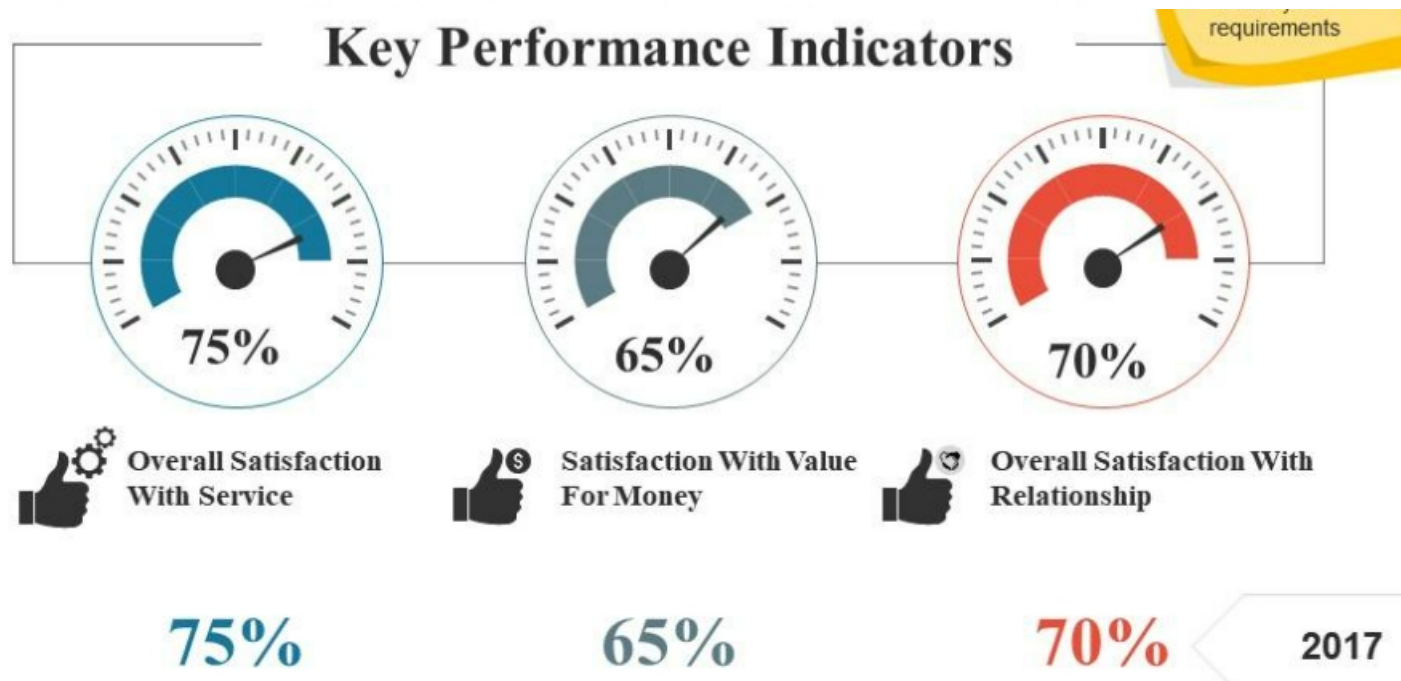
Data compilation and analysis)

- We need to compile the answers from different customers and look for trends.
- Define underperformance

Customer Satisfaction Survey results						
	Number of Cust. asked	Number of Cust. answ.	Average Grade	Worse	Comparable	Better
Satisfaction with the quality of our work	8	7	4,500			
Satisfaction with the timeliness of our delivery	8	7	4,125			
Satisfaction with the quality of communication with your peers in our Company	8	7	4,750			
Satisfaction with the flexibility of our people (teams)	8	7	4,625			

Conducting customer survey

- Develop a list of your key indicators you believe your service should be measured on or assessed. These should be dynamic and SMART



Areas crucial for Customer survey

- ☁️ Appropriateness of the PT
- ☁️ Timeliness in delivery of the PT
- ☁️ Provision of the feed back reports etc
(Create a slide to explain ech in detail)

Types of feed back

☁️ Positive(Example)

☁️ Negative(Example)

Charts & Graphs

10

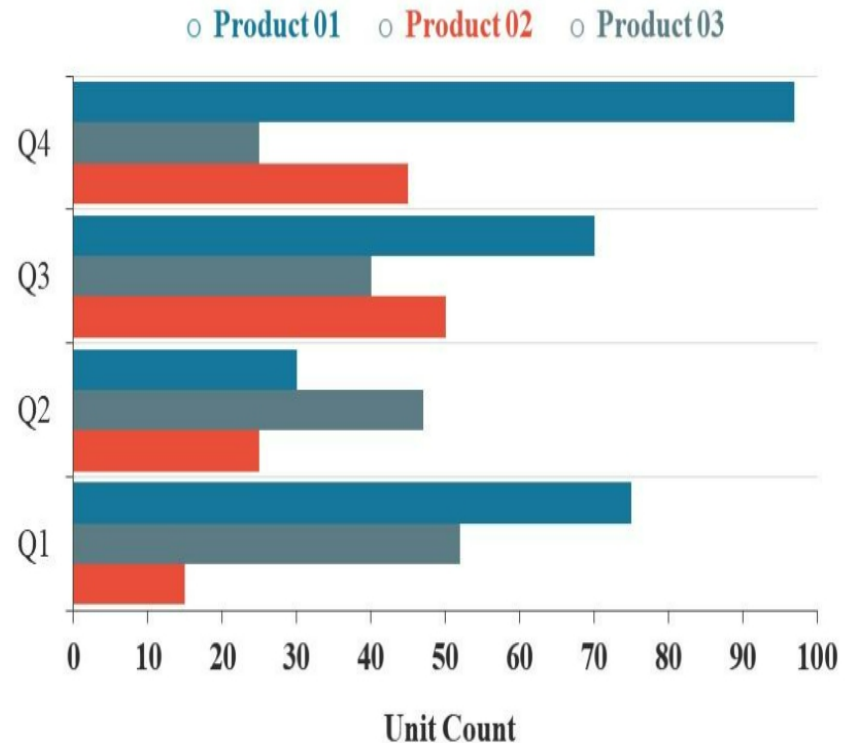
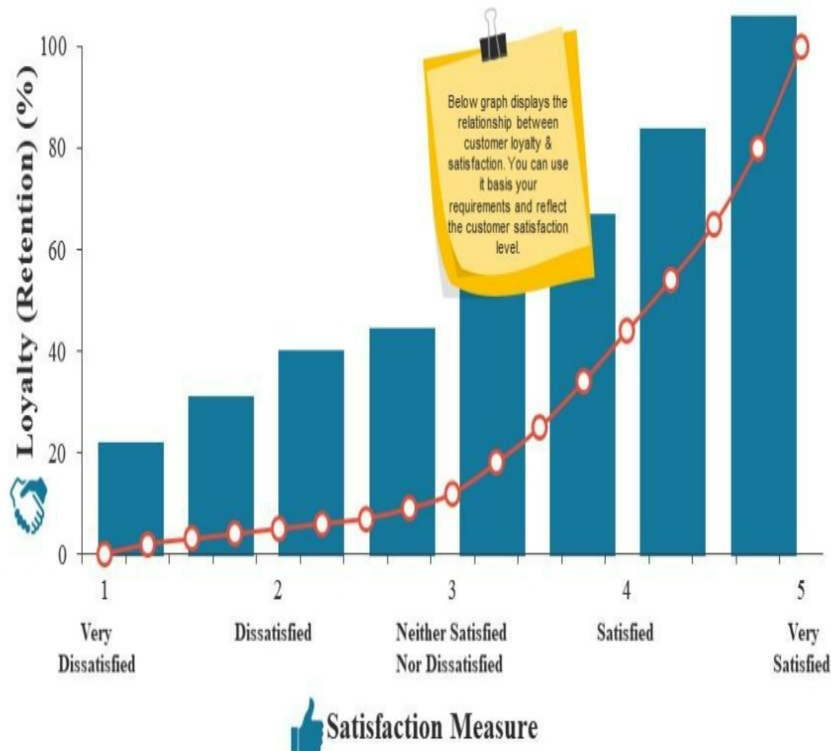
STACKED LINES WITH MARKERS

- Each graph should have a heading and scales must be well labelled e.g. in case below: a graph of the different tasks completed



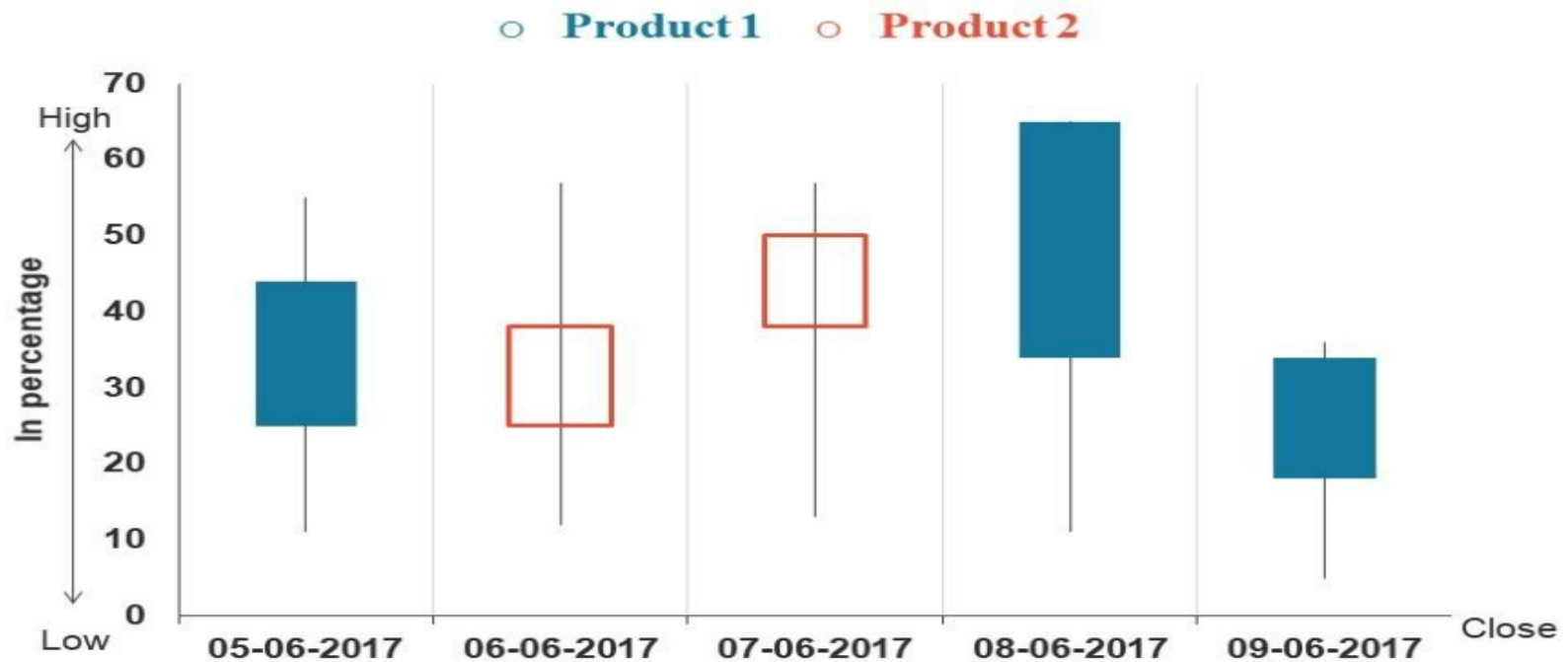
Clustered Bar analysis

- Vortex



Open-High-Low close-Chart

- BACTEC



feed back used to:

- Improve the management system
- Proficiency testing scheme
- Improve customer service

Actions and CSS-Report

- There is need to act on the information that a PT provider gets from customers through the survey. This helps to fix the things the customers have complained about.
- Also, PT provider should investigate suggestions from customers.
- Make an action plan to improve areas of underperformance

Summary

- Customer satisfaction survey aims to improve those areas that mean the most to customers
- CSS steps include preliminary analysis, Questionnaire design and conducting survey, Analysis and taking action.
- Customer Satisfaction is a subjective measure. It is a measure of perception, not reality, although when it comes to a happy customer, perception is more important than reality.

Assessment review

1. What is a customer satisfaction survey?
2. Does SWOT analysis play a role in CSS? Give reasons for your answer.

Summary

It is essential to plan ,schedule and maintain clear communication lines in the GeneXpert DTS PT scheme for timely interventions, conformance to the ISO17043 Standard requirements, customer satisfaction, quality PT provision and service delivery.

REFERENCES

- ISO 13528:2005, *Statistical methods for use in proficiency testing by interlaboratory comparisons*
- ISO Guide 34, *General requirements for the competence of reference material producers*
- ISO Guide 35, *Reference materials – General and statistical principles for certification*
- Guide 34, ISO Guide 35 and ISO 13528 (homogeneity and stability)
- ISO/IEC Guide 98-3, *Uncertainty of measurement – Part 3: Guide to the expression of uncertainty in measurement* (GUM:1995)
- ISO/IEC 17011:2004, *Conformity assessment – General requirements for accreditation bodies accrediting conformity assessment bodies*
- ISO/IEC 17025, *General requirements for the competence of testing and calibration laboratories*



Acknowledgments

