

The background of the slide is a dark blue field filled with various sizes and shades of gear silhouettes. On the left side, there is a vertical strip with a colorful, textured pattern of overlapping gears in shades of orange, red, and yellow.

# The Impossible Takes a Little Longer...

Measuring and Managing  
Customer Expectations and  
Satisfaction

# My expectations for today....

✍ Provide a rationale for pursuing the topic

✍ **Engage you** in a “Search and Discovery”

Dialogue

✍ Develop an “Ideal” Model of CSMM

✍ Help you compare your efforts to the CSMM  
model

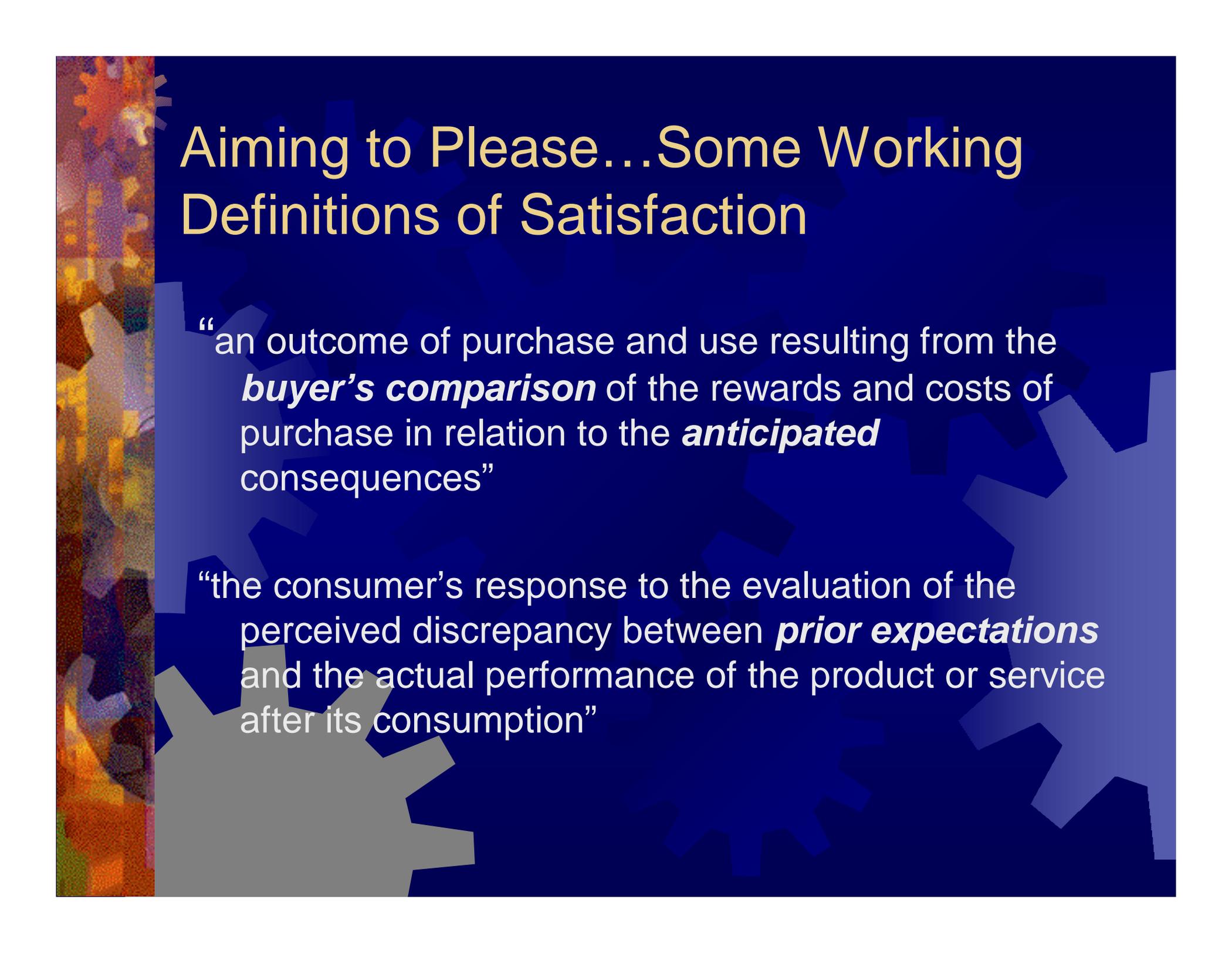
# Costs and Benefits...Why bother?

## Costs include:

1. Training for the CSMM tasks
2. Time to collect data
3. Time to analyze and decide on the implications
4. Changes in operations/procedures
5. Others?

## Benefits include:

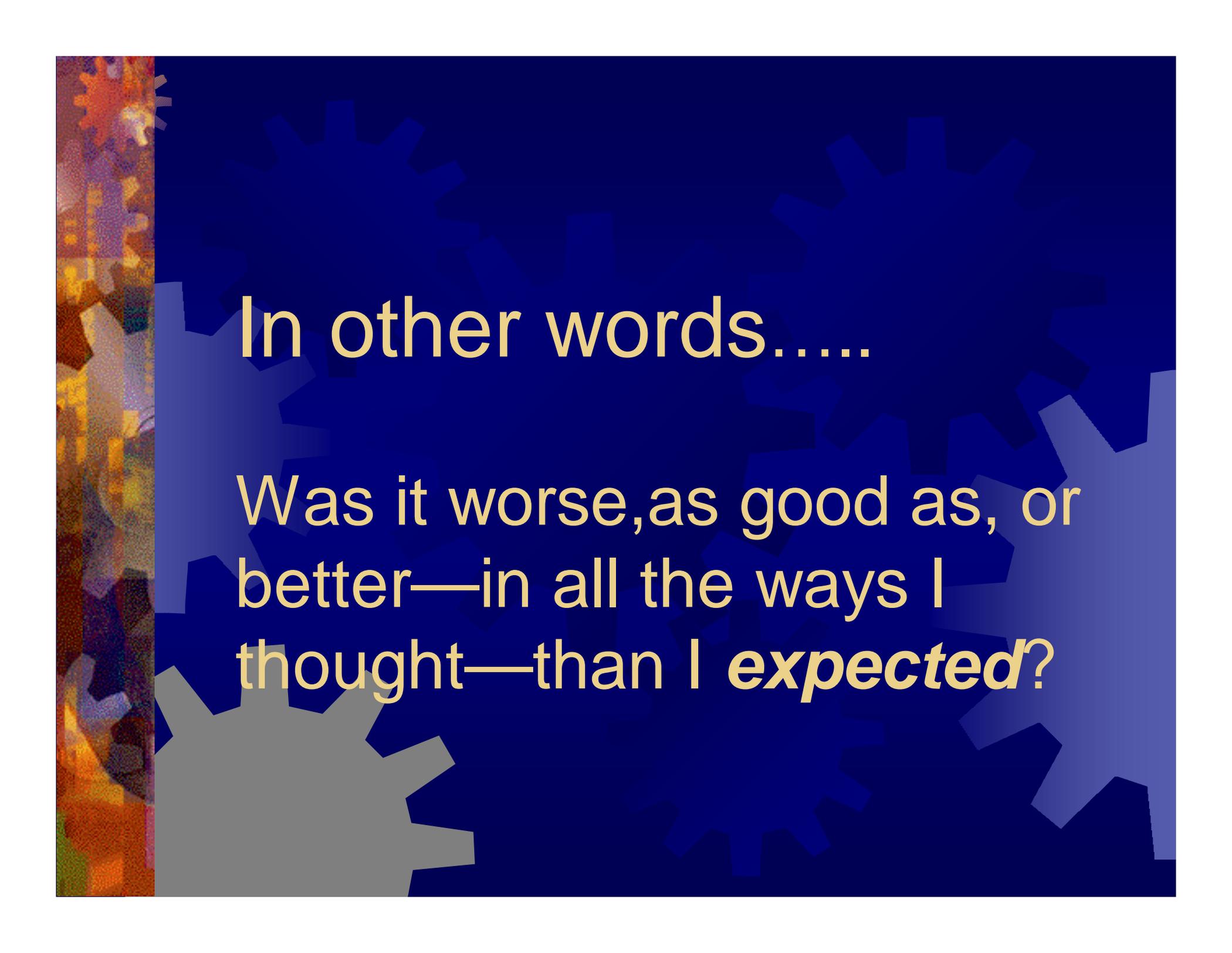
1. Increased employee satisfaction
2. Better employee development and evaluation processes
3. Increased political "clout" with Senior Management
4. Others?



## Aiming to Please...Some Working Definitions of Satisfaction

“an outcome of purchase and use resulting from the *buyer's comparison* of the rewards and costs of purchase in relation to the *anticipated* consequences”

“the consumer's response to the evaluation of the perceived discrepancy between *prior expectations* and the actual performance of the product or service after its consumption”



In other words.....

Was it worse, as good as, or better—in all the ways I thought—than I *expected*?



Oh, by the way.....

What was once a delight will someday (and probably soon) become a demand.

Congratulations!

You've raised customer expectations.

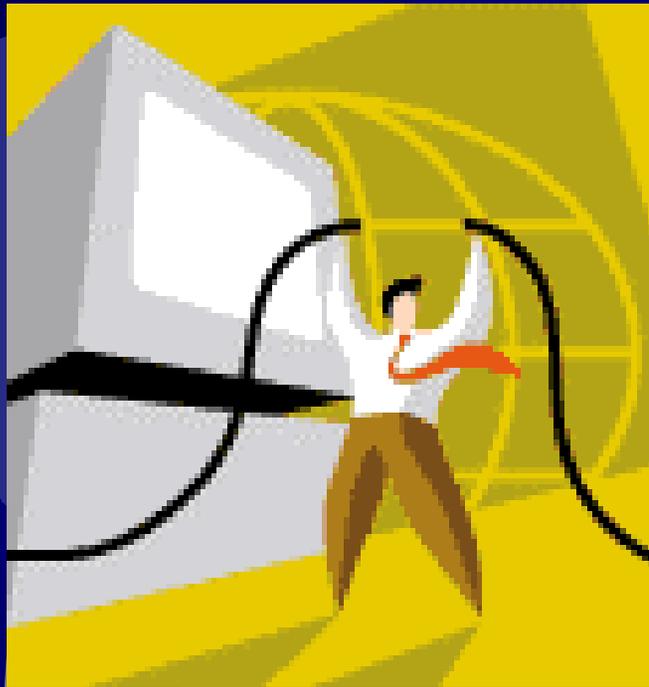
# A Model CSMM Process should...

- ✍ Fit *your* needs. One size does not fit all.
- ✍ Commit personnel to manage it
- ✍ Define and Document Internal Customer Expectations
- ✍ Use Independent Means for Measuring Satisfaction
- ✍ Integrate Findings in your Management Improvement processes

# CSMM . . . Closing the Gaps



# Connect with Your Customers



- ✍ Ongoing dialogue with **each customer segment**
- ✍ Regular measurement with a tested tool
- ✍ Regular Assessment of Management Implications