Measuring Customer Satisfaction

Core Competency Addressed in this Class:

**Leading People**
Demonstrate the use of statistical measures and survey methods in decision making and customer service.

**Objective:**
The purpose of this class is to explore strategies for assessing customer perceptions of and satisfaction with the services that they receive, so as to help decision making and action planning and enhance customers’ experience.

**Desired Learning Outcomes:**
By the end of this class the participant will be able to:

1. Describe the value and importance of surveying your customers.
2. Identify your customers and what they potentially like and dislike about your service.
3. Describe the seven-step process for measuring customer satisfaction and making improvements in products or services.
4. Define the "quality requirements" that your customers want your agency to fulfill in order for them to be fully satisfied with the services or products you provide.
5. Identify the most appropriate use of the three methods for collecting customer data — face-to-face and phone interviews, focus groups, and surveys — and understand the advantages and disadvantages of each.
6. Develop "operational measures" or questions that will be used to actually measure the customer's satisfaction.
7. Sample your customer population in a way that helps ensure the validity of your data.