
STRATEGY
INTERNATIONAL

2001 Customer Satisfaction Study
February 2002

ABC Company

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Scope of the Assignment

Methodology

- A two-tiered approach was utilized to assess satisfaction levels of current and inactive customers.
- A personalized preliminary letter from ABC Company management was sent to 200 current customers and 35 inactive customers asking for their participation in a telephone survey.
- Customers were contacted via telephone to complete the survey. Telephone interviews began on January 15, 2002 and were completed on January 31, 2002.



Scope of the Assignment

Scale Definition

The following ratings scales were used throughout the survey.

<p>Completely Satisfied</p> <p>10 9</p>	<p>Very Satisfied</p> <p>8 7</p>	<p>Satisfied</p> <p>6 5</p>	<p>Somewhat Dissatisfied</p> <p>4 3</p>	<p>Very Dissatisfied</p> <p>2 1</p>
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<p>Extremely Important</p> <p>10 9</p>	<p>Somewhat Important</p> <p>8 7</p>	<p>Neither Important or Unimportant</p> <p>6 5</p>	<p>Somewhat Important</p> <p>4 3</p>	<p>Not Important at All</p> <p>2 1</p>
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When analyzing mean ratings on a scale of 10 to 1, Strategy International considers the following:

<p>Excellent</p> <p>10.00 9.00</p>	<p>Above Average</p> <p>8.99 8.00</p>	<p>Average</p> <p>7.99 7.00</p>	<p>Problem Area</p> <p>6.99 5.00</p>	<p>Serious Problem Area</p> <p>Below 5.00</p>
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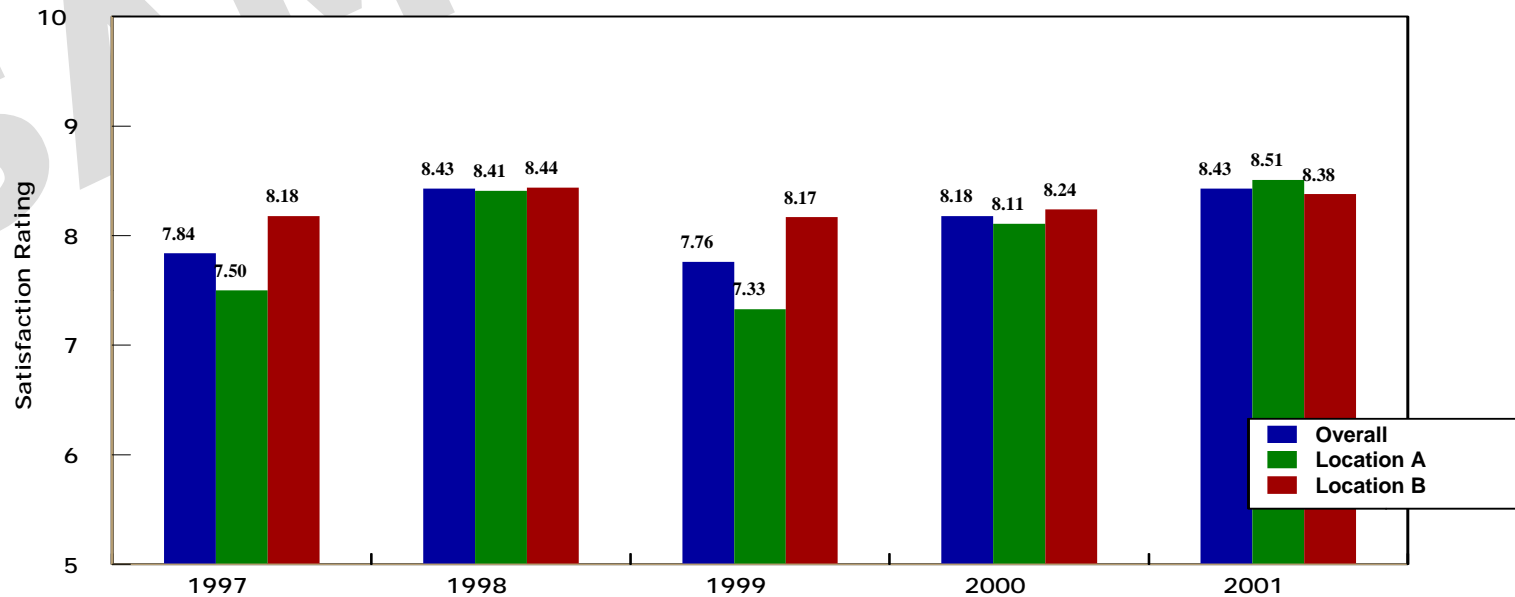
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Executive Summary

Overall Experience

According to the 2001 survey results, ABC Company customers are the most satisfied they've been since 1997.



Respondents were asked to rate their overall experience with ABC Company on a scale of 1 to 10 with 10 being completely satisfied.

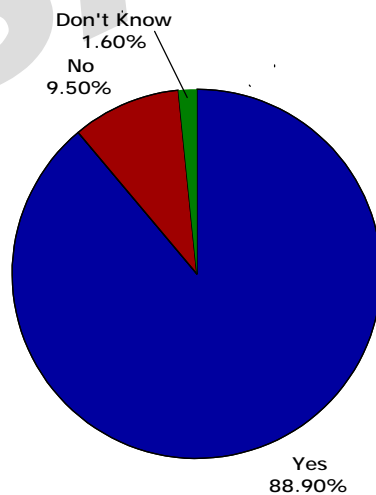
For the first time in five years Location A has a higher rating than Location B.



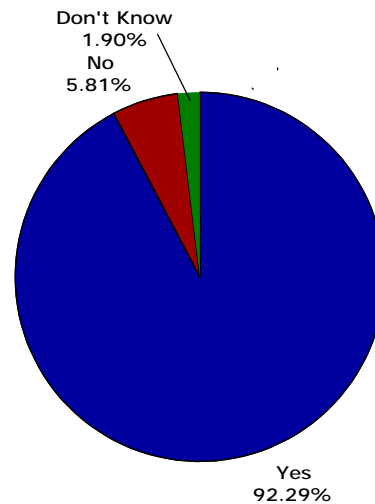
Executive Summary

Overall Experience – Recommending ABC Company

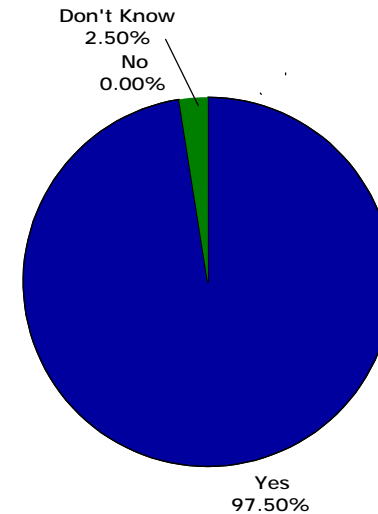
“Based on your overall experience, would you recommend ABC Company to the ultimate decision maker of another company in your industry?”



Location A



Overall



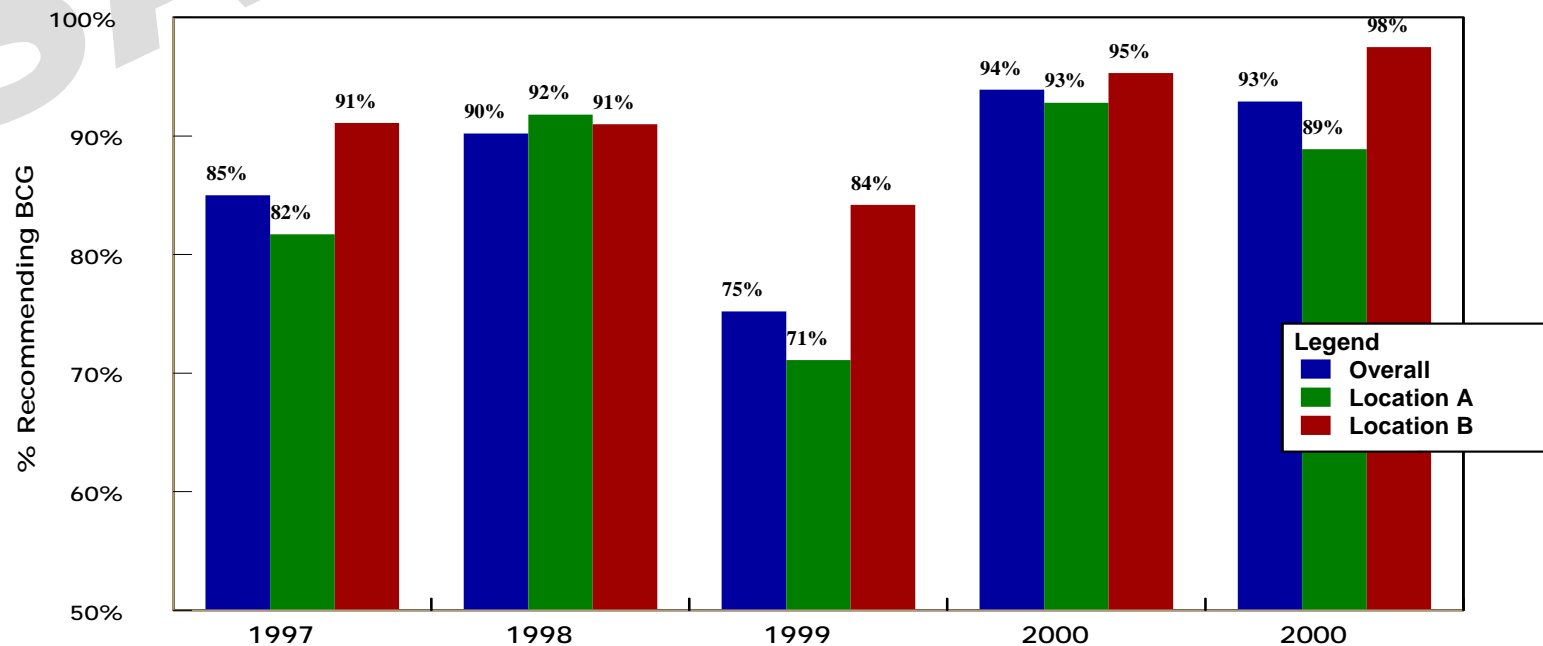
Location B



Executive Summary

Overall Experience – Recommending ABC Company

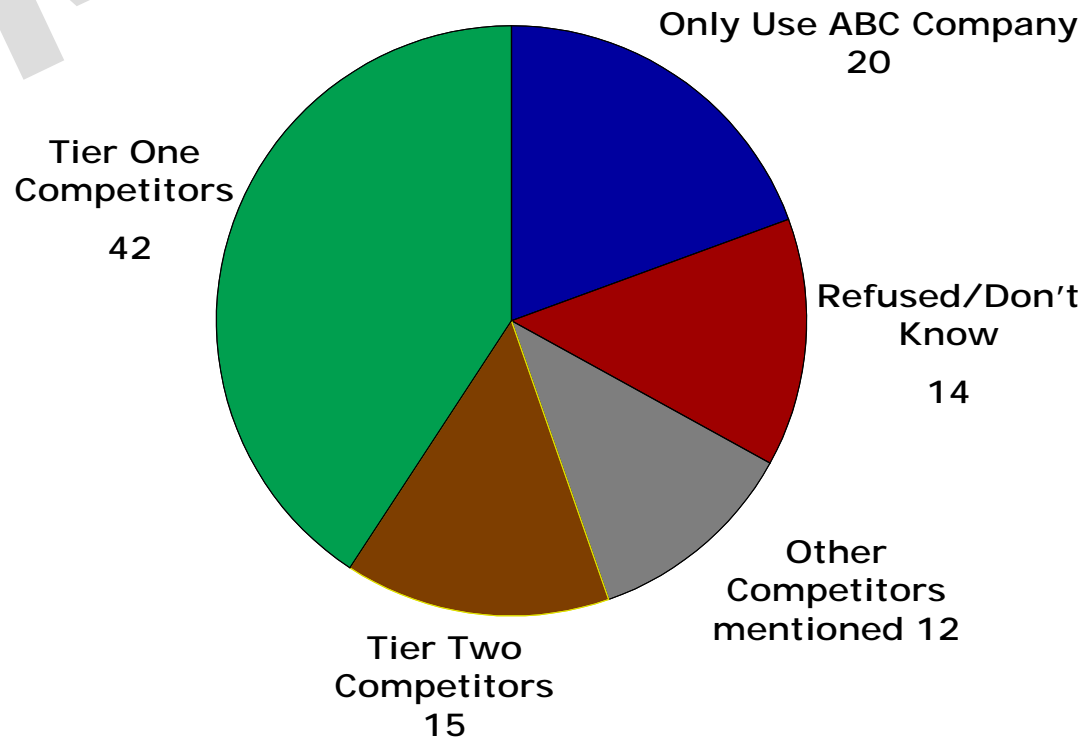
Location B continues its trend of being the more recommended of the two plants, with this year earning a record-high **97.50%** recommendation rating.



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Competition

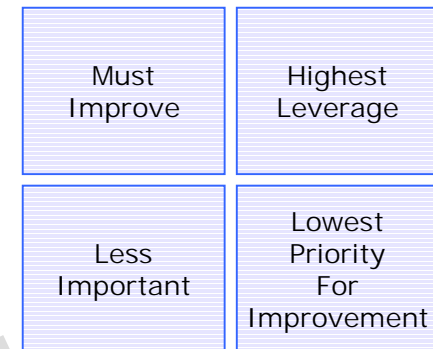


n = 103



Performance Windows

How To Read



Look through the following Performance Windows for

“a good view” on how ABC Company’s performance compares both to the competition and to its customer’s importance rating. Although all quadrants have valuable information, pay particularly close attention to the top two boxes.

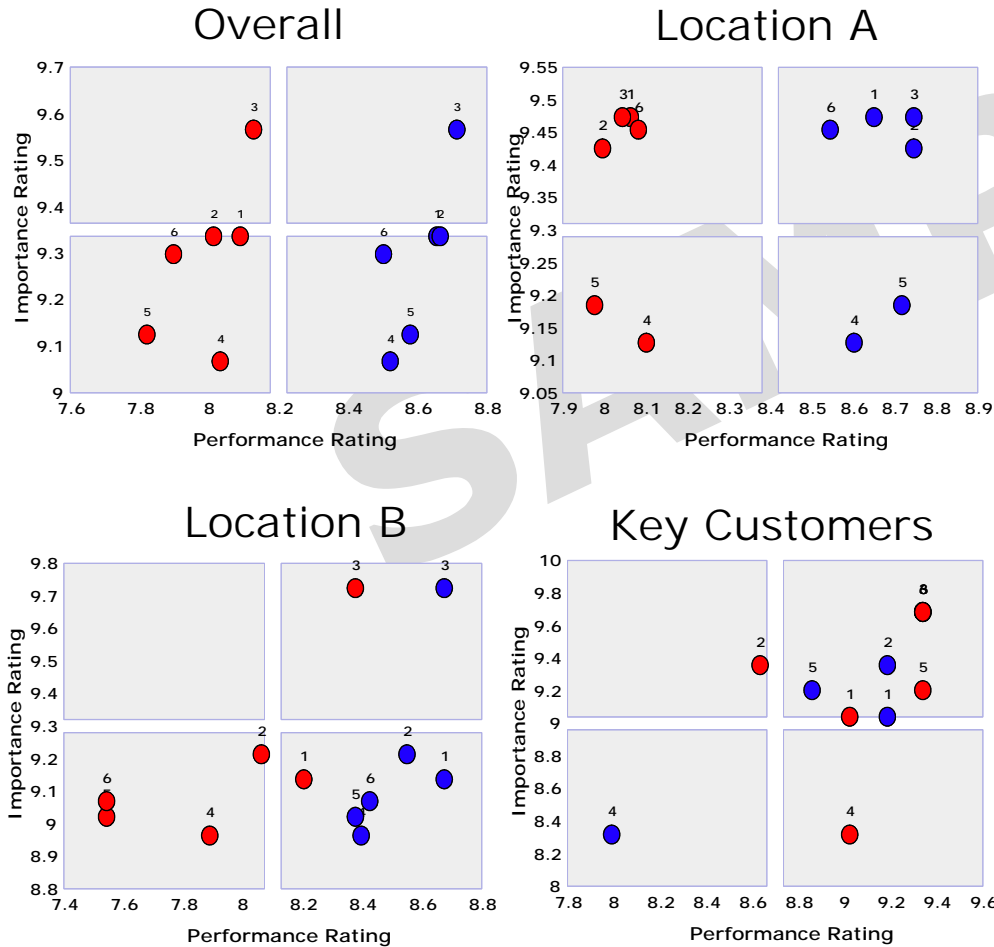
1. **Highest Leverage (Top Right Box)** – Attribute is important and ABC Company/Competition is strong. *The more BLUE dots here the better, but note the closeness of any RED dots!*
2. **Must Improve!! (Top Left Box)** – Attribute is important and ABC Company/Competition performance is weak. *Pay close attention to any BLUE dots in this area! Must Fix!*
3. **Lowest Priority for Improvement (Bottom Right Box)** – Attribute is less important even though ABC Company/Competition is strong. *BLUE dots here mean your customers respect your efforts, but the attribute doesn’t mean much to them.*
4. **Less Important (Bottom Left Box)** – Attribute is less important and ABC Company/Competition performance is weak. *BLUE dots here should be taken care of eventually, but are not as pressing.*



Performance Windows

Customer Service Representatives

Must Improve	Highest Leverage
Less Important	Lowest Priority For Improvement



CSAM Attributes	Key Customers	ABC Overall	Overall Competition	Location A	Location B	Importance
1. Handling Routine Job Changes	9.17	8.65	8.11	8.64	8.67	9.35
2. E-mail or Phone Response Time	9.17	8.66	8.03	8.74	8.54	9.35
3. Responsiveness to Problems	9.33	8.71	8.15	8.74	8.67	9.56
4. Technical Knowledge	8.00	8.51	8.05	8.59	8.38	9.07
5. Communication Skills	8.83	8.57	7.83	8.71	8.36	9.13
6. Understands Your Expectations	9.33	8.49	7.91	8.53	8.41	9.31

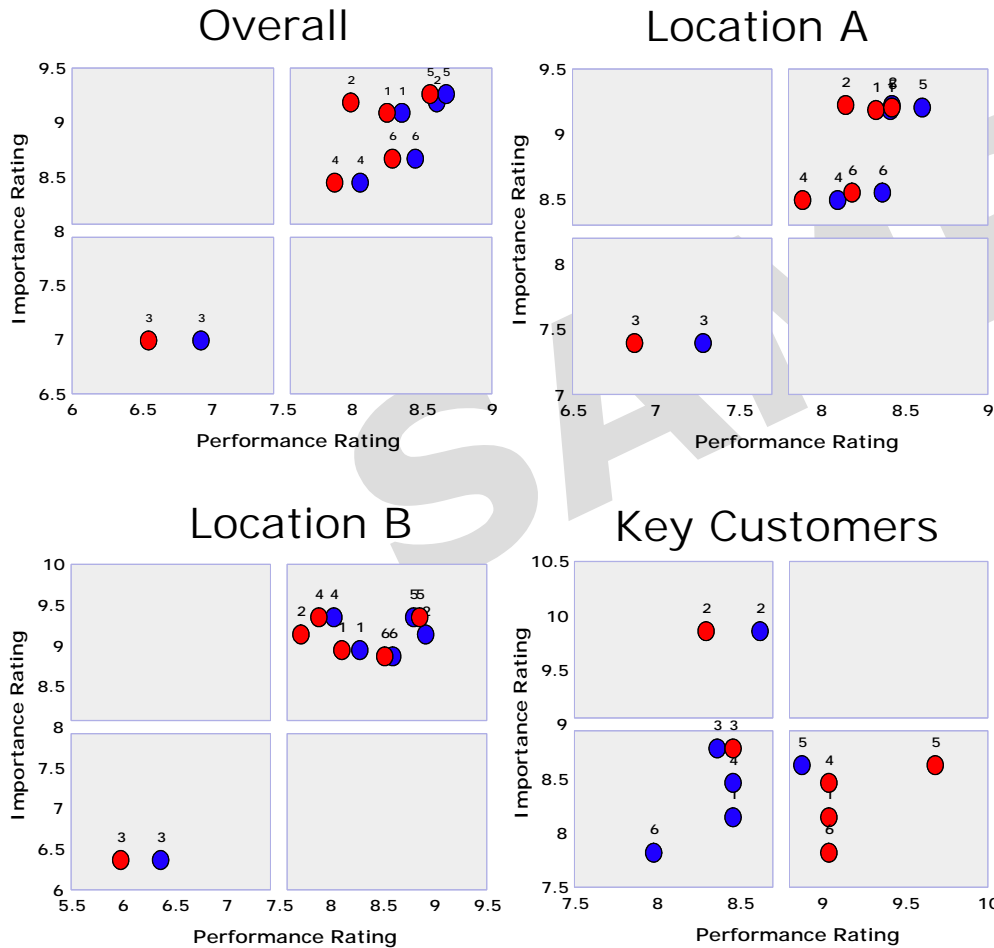
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Performance Windows

Quality

Must Improve	Highest Leverage
Less Important	Lowest Priority For Improvement



Quality Attributes	Key Customers	ABC Overall	Overall Competition	Location A	Location B	Importance
1. Reliability	8.50	8.33	8.11	8.39	8.23	9.35
2. Consistency	8.67	8.59	8.03	8.40	8.89	9.35
3. Conformance	8.40	6.96	8.15	7.32	6.40	9.56
4. Freight Damage	8.50	8.02	8.05	8.06	7.97	9.07
5. Serviceability	8.83	8.66	7.83	8.59	8.77	9.13
6. Durability	8.00	8.43	7.91	8.34	8.56	9.31

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Results in Historical Context

Rating Comparisons 1997 - 2001

Quality

	1997	1998	1999	2000	2001
Reliability	7.86	8.00	8.08	7.90	8.33
Consistency	7.88	8.33	7.70	8.40	8.59
Conformance	7.93	8.15	8.10	7.74	6.57
Freight Damage	7.91	8.06	8.18	7.84	8.02
Serviceability	8.25	8.45	8.25	7.99	8.66

