

Customer service satisfaction (internal as well as external): methods essay



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Customer service satisfaction (internal as well as external): Methods(i)

Customer survey: feedback of the customer obtained through questionnaire, online surveys, email feed back, telephonic interview etc(ii) Direct talk:

asking the customer questions directly (IT Customer Satisfaction Surveys, Guidance on Best Practic, Version 1. 0, <http://www.ogc.gov>.

http://www.ogc.gov.uk/documents/customer_satisfaction_surveys_v1-0.pdf, accessed on 14 April,

2009)(iii) Focus groups: It is group of people, who interact with each other to find out the merits and demerits of the service or product. This can also be

conducted in the form of an interview.(iv) Client advisory groups: this is like the focus group, but it comprises only the customers and can be used for a

long time feedback platform. (Information : Internal Customer Satisfaction

Index ,(Information : Internal Customer Satisfaction Index, 2007 [http://www.](http://www.bmpcoe.org/bestpractices/internal/wainw/wainw_8.html)

[bmpcoe.org/bestpractices/internal/wainw/wainw_8.html](http://www.bmpcoe.org/bestpractices/internal/wainw/wainw_8.html), accessed on 14

April 2009)(v) Suggestion box (internal customers)- (IT Customer

Satisfaction Surveys, Guidance on Best Practic, Version 1. 0, [http://www.ogc.](http://www.ogc.gov)

http://www.ogc.gov.uk/documents/customer_satisfaction_surveys_v1-0.pdf, accessed on 14

April, 2009)Difficulties in measuring the customer satisfaction(i) Customer

survey: (a) questionnaire: customer may not take it seriously, may not fill them properly, codifying and analyzing the collected data is time consuming,

(b) online questionnaire: can be troublesome due to heavy traffic (c) no

scope for further clarifications from the customer (d) telephonic interview:

the customer may not available for answering at the time of calling, agent

has to spend reading the questionnaire and completing the relevant form.

(Richard Snow, Customer satisfaction surveys: Building a business case, 2007, http://searchcrm.techtarget.com/generic/0,295582,sid11_gci1243903,00.html), (ii) Direct talk: (a) reluctance on part of employees / customers (b) time consuming (c) employee, fearing backlash may not express the true feelings (iii) Focus groups: (a) most of the members may follow one or two major points (Customer Satisfaction Methodology: A Summary of Key Issues, 1996, <http://www.cfigroup.com/resources/articles/WPAPER1.pdf>, accessed on 14 April 2009) (iv) Client advisory groups: (a) difficult to find customers who are willing to contribute over a long time. (v) Suggestion box: (a) employees may not take seriously (IT Customer Satisfaction Surveys, Guidance on Best Practice, Version 1.0, http://www.ogc.gov.uk/documents/customer_satisfaction_surveys_v1-0.pdf, accessed on 14 April, 2009) and, (b) employee, fearing backlash may not express the true feelings Reference: (IT Customer Satisfaction Surveys, Guidance on Best Practice, Version 1.0, http://www.ogc.gov.uk/documents/customer_satisfaction_surveys_v1-0.pdf, accessed on 14 April, 2009) (Information : Internal Customer Satisfaction Index, (Information : Internal Customer Satisfaction Index, 2007 http://www.bmpcoe.org/bestpractices/internal/wainw/wainw_8.html, accessed on 14 April 2009) (Richard Snow, Customer satisfaction surveys: Building a business case, 2007 http://searchcrm.techtarget.com/generic/0,295582,sid11_gci1243903,00.html, accessed on 14 April 2009) Customer Satisfaction Methodology: A Summary of Key Issues, 1996, <http://www.cfigroup.com/resources/articles/WPAPER1.pdf>, accessed on 14 April 2009) <https://assignbuster.com/customer-service-satisfaction-internal-as-well-as-external-methods-essay/>

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