The High Price of Customer Satisfaction

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WHO IS THE CUSTOMER?

A customer can be defined as one who purchases or patronizes for the purpose of receiving the products or services.

Dr. W. Edward Deming stated "quality means anticipating the future needs of the customer. Customer satisfaction not increasingly profits, must be the primary goal of the organization. It is the most important consideration, because satisfied customers will lead to increase in profits."

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CUSTOMER PERCEPTION OF TQM

- Continuous Process Improvements – One of the fundamental philosophies of TQM.
- There is no acceptable quality level.
- Customer's needs, values or expectations are constantly changing and becoming more and more demanding.

CUSTOMER FEEDBACK

According to D. H. Besterfield, customer feedback must be continually solicited and monitored.

Information coming directly from customers about the satisfaction or dissatisfaction they feel with a product or a service.

USING CUSTOMER COMPLAINTS

CUSTOMER SERVICE

is the set of activities that a business organization uses to win and retain customers' satisfaction. It can be provided before, during, or after the sale of the product or exist on its own.

TRANSLATING NEEDS INTO REQUIREMENTS


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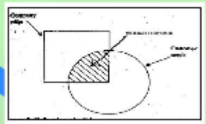

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The formula for successful internal customer/ supplier relationships varies. However, it always begins with people asking their internal customers three basic questions, as advanced by Labovits.

☐ What do you need from me?

☐ What do you do with my output?

☐ Are there any gaps between what you need and what you get?

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** Customer/supplier chain, where every chain ends with an external customer and starts with an external supplier. Every employee throughout the organization is part of the chain of internal suppliers.*

Two Types of Customers:

- ***External customer** - exist outside the business organization and buys its products or services.*
- ***Internal customer** - Every person in a process is a customer of the previous operation.(applies to design,manufacturing,sales,supplies etc.)*

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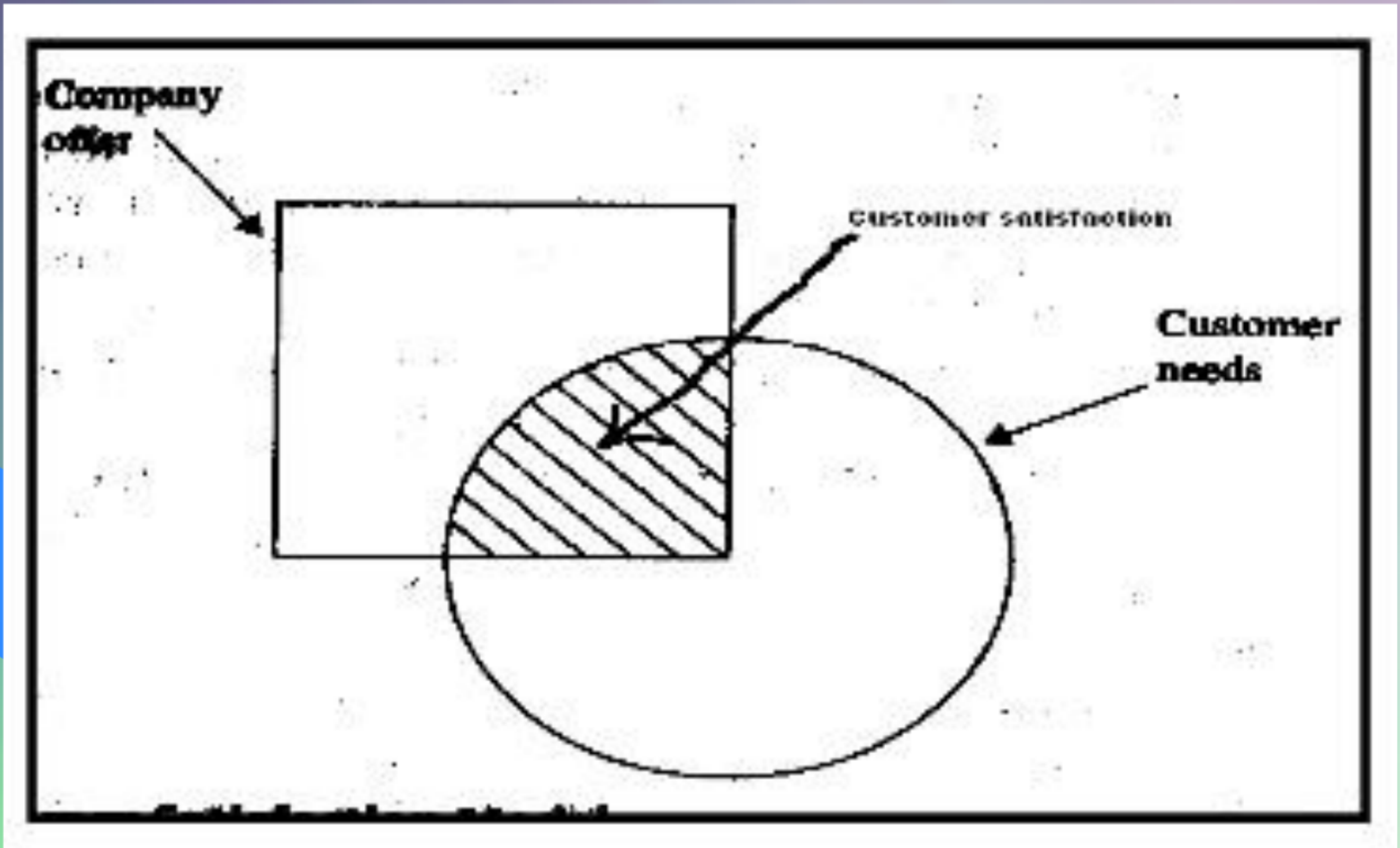

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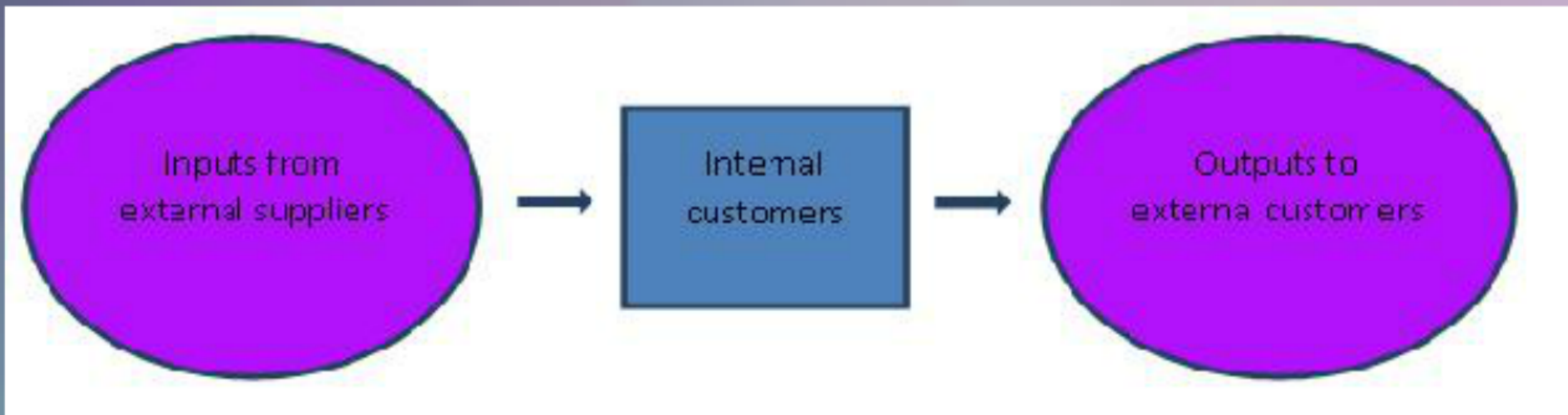

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