

The High Price of Customer Satisfaction

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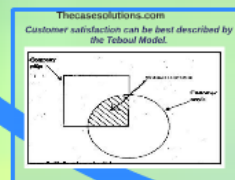
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WHO IS THE CUSTOMER?

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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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 Labovitz.

- ☐ 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?



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.)

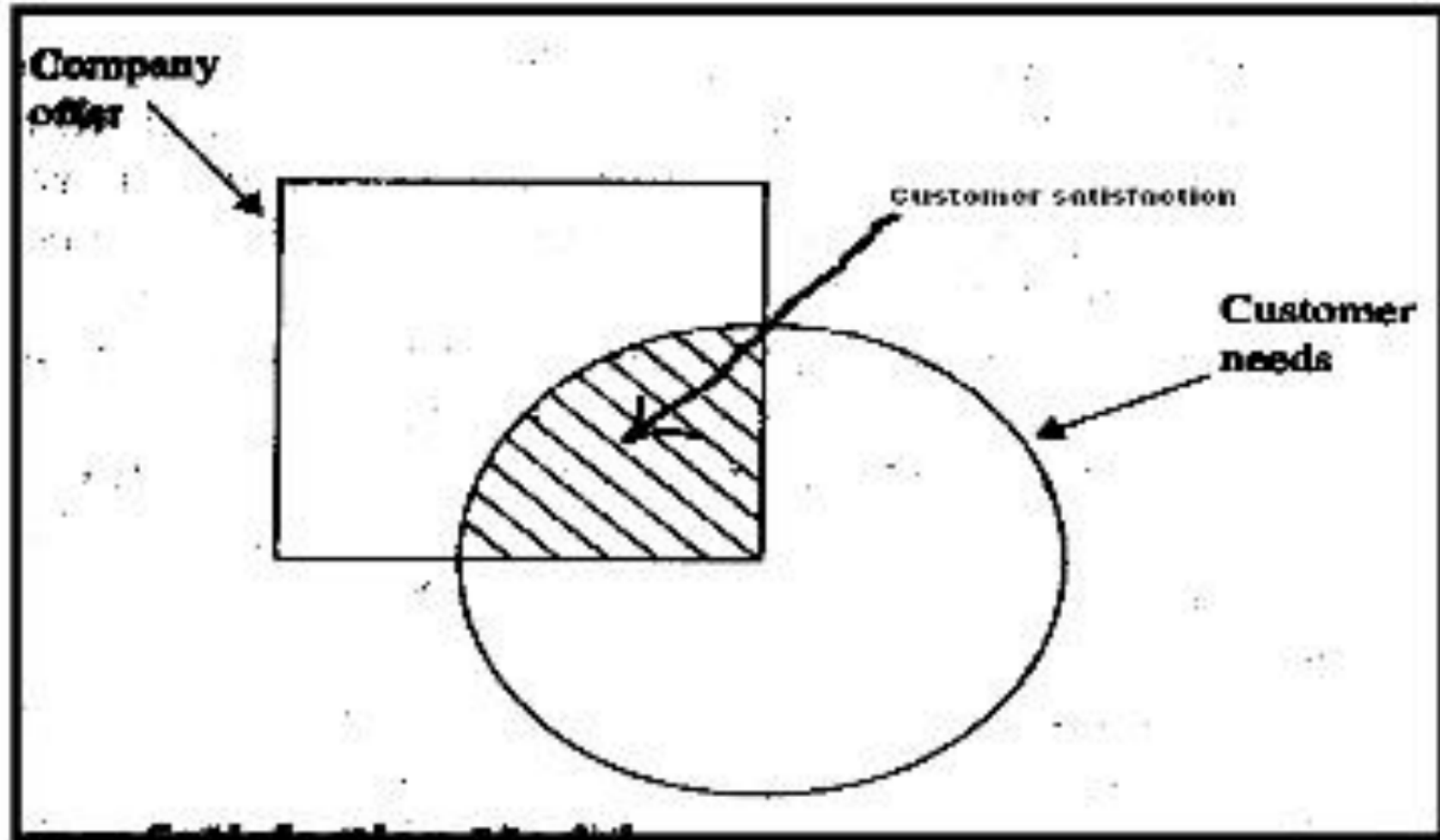
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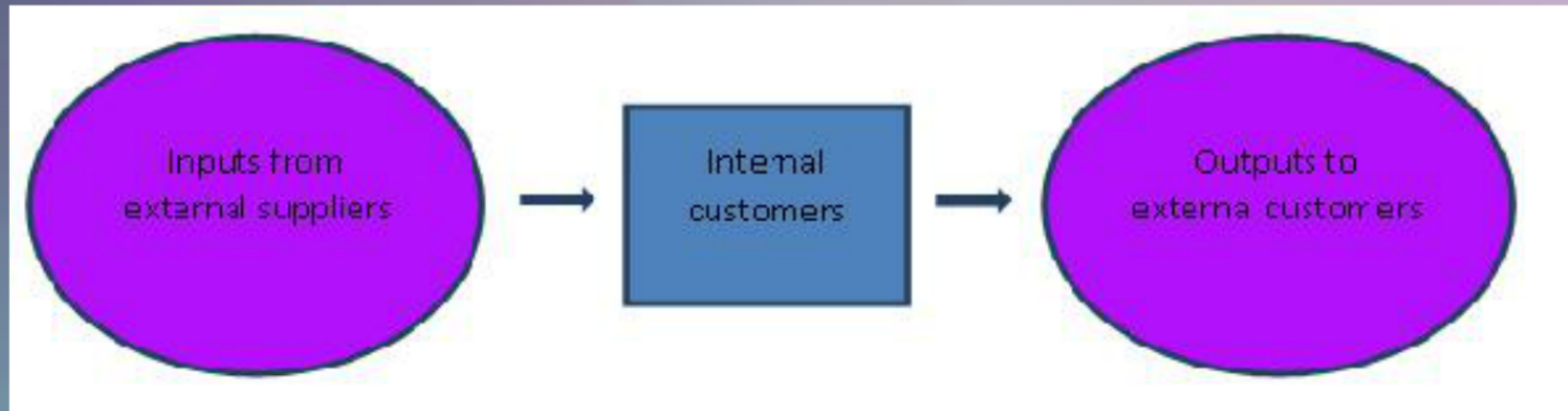
Customer satisfaction can be best described by the Teboul Model.



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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.*

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- **Thyroid dysfunction** is the **most common endocrine** problem in women with **anxiety disorders**
 - **hypothyroidism**
 - **hyperthyroidism**
 - **hypoparathyroidism**
 - **hyperparathyroidism**

- **Other activities:**
 - **Writing:** 1. The assignment of the student is to write a 1000 word paper on the effects of the 1918-1919 influenza pandemic on the population of the United States. The student is to write the paper in the form of a letter to the editor of the *New York Times*.
 - **Reading:** The student is to read the *New York Times* article on the 1918-1919 influenza pandemic and to write a 1000 word paper on the effects of the 1918-1919 influenza pandemic on the population of the United States.
 - **Listening:** The student is to listen to the *New York Times* audio recording of the 1918-1919 influenza pandemic and to write a 1000 word paper on the effects of the 1918-1919 influenza pandemic on the population of the United States.
 - **Watching:** The student is to watch the *New York Times* video recording of the 1918-1919 influenza pandemic and to write a 1000 word paper on the effects of the 1918-1919 influenza pandemic on the population of the United States.

- Exercises:**
1. A company's revenue is given by the function $R(x) = 100x - 0.001x^2$, where x is the number of units sold. Find the revenue when 10,000 units are sold.
 2. A company's cost is given by the function $C(x) = 50x + 0.002x^2$, where x is the number of units produced. Find the cost when 10,000 units are produced.
- Section 1.1**
1. A company's profit is given by the function $P(x) = 100x - 0.001x^2 - 50x$, where x is the number of units sold. Find the profit when 10,000 units are sold.
 2. A company's profit is given by the function $P(x) = 100x - 0.001x^2 - 50x$, where x is the number of units sold. Find the profit when 10,000 units are sold.

[illegible][illegible]

Background:

Previous studies of high-risk HIV-1 risk reduction have been largely limited to women. However, men are an important group in the transmission of HIV, and the development of interventions to reduce their risk is a high priority. The purpose of this study was to assess the acceptability and feasibility of a risk-reduction intervention for men.

Methods: Thirty men at high risk of HIV-1 infection were recruited from a community-based HIV-1 risk-reduction intervention. The intervention was designed to reduce risk by providing information, counseling, and condoms. The intervention was delivered by a community-based worker. The intervention was evaluated using a pre-test/post-test design.

Results: The intervention was acceptable and feasible. The majority of men (70%) reported that they were able to understand the information provided. The majority of men (70%) reported that they were able to use the condoms provided. The majority of men (70%) reported that they were able to use the information provided to make decisions about their sexual behavior.

Conclusion: The intervention was acceptable and feasible. The intervention was designed to reduce risk by providing information, counseling, and condoms. The intervention was delivered by a community-based worker. The intervention was evaluated using a pre-test/post-test design.