



# CUSTOMER-SUPPLIER DIVISION

*Strengthen your CSM Toolkit!*

## Customer-Focused Satisfaction Measurement

(taught by Jeff T. Israel)

Two 2-day seminars.

September 11 - 14, 2006

Two Southwest locations

	Location	Dates
Phoenix, AZ	<b>Holiday Inn Phoenix-West</b> 1500 North 51st Ave. Phoenix, AZ 85043 (602) 484-9009	Monday & Tuesday Sept. 11 & 12, 2006
San Diego, CA	<b>Holiday Inn Mission Valley</b> 3805 Murphy Canyon Rd. San Diego, CA 92123 (858) 278-9300	Wednesday & Thursday Sept. 13 & 14, 2006

Offered by the **ASQ Customer-Supplier Division**

### Duration and Location

Each presentation will start at 8:00 a.m. and finish at 5:00 p.m. with one hour for lunch.

Registration and continental breakfast start at 7:00 a.m.

The seminar is worth 1.6 ASQ recertification units. A certificate of completion will be provided to each participant

### Seminar Fee and Registration

\$750 per participant. Deduct \$150 per registration completed by August 18<sup>th</sup>, or for three or more from the same company. (No more than one discount may be applied per registrant.)

Fee includes continental breakfast, lunch, course notes and a copy of the book:

*Improving Your Measurement of Customer Satisfaction* by Terry Vavra.

? **Technical Questions?** Contact Jeff Jaswa at (614) 298-1811 or [jeff.jaswa@cbs.akzonobel.com](mailto:jeff.jaswa@cbs.akzonobel.com).

Registration Questions? Contact SG Meeting Services (Lysia or Susan) at (254) 776-3550.

SEPTEMBER 2006 ROADSHOWS

# Customer-Focused Satisfaction Measurement

Taught by Jeff T. Israel

A two-day seminar sponsored by the  
ASQ Customer-Supplier Division

## *Customer - Focused Satisfaction Measurement*

is a two-day seminar designed for leaders and managers looking to energize their customer-focus and satisfaction measurement (CSM) initiatives. This seminar emphasizes improving the service culture as well as measuring and improving customer satisfaction performance. It is relevant across job functions and all customer satisfaction stakeholders (whether from quality, marketing, or customer service) will benefit. The seminar will help organizations committed to customer satisfaction do a better job in meeting customer needs.

The seminar begins with the foundations of key ideas and vocabulary. Alternative survey design approaches and methods are presented to help create a satisfaction measurement system to match your organization's commitment to customer-focus. Upon completion, participants will understand the critical success factors (and how to influence them) to accelerate customer-focused change. Also, you will gain a sound foundation in customer satisfaction measurement basics, helping you use customer feedback more effectively to improve service quality, increase customer loyalty and foster high levels of employee engagement.

Real life case study examples will help highlight the types of questions to include in customer surveys; what survey methods to use in what situations; and, how to move from data to action. Participants are encouraged to bring samples of their current customer surveys with them for review and discussion during the workshop.



Jeff T. Israel is the Principal consultant with SatisFaction Strategies LLC. He has been working with customer surveys for over 25 years. Jeff is a frequent trainer and speaker for customer focus and satisfaction measurement topics. He has been active with ASQ's Customer-Supplier Division since 1992, and can be reached at [jeff@satisfactionstrategies.com](mailto:jeff@satisfactionstrategies.com).

## Topics Covered

### *Customer – Focus Foundations*

- Terms & acronyms
- Core concepts
- Clarifying roles and responsibilities

### *To Measure, or to Change?*

- Clarifying purpose and commitment
- Overcoming resistance to change
- Assessing your service culture
- Creating service strategy

### *Match Approach to Purpose*

- A systems checklist at 30,000 feet
- ISO 9001:2000 – meet or exceed?
- Project scope and resources
- 6 approaches to CSM design; 3 that work!
- Overview of alternative survey methods
- Special considerations for B2B CSM

### *Customer Identification*

- Types of customers
- Core vs. non-core customers
- Populations and samples

### *Characterizing the Service Process*

- Touch-points & moments-of-truth
- Service process mapping
- Exploring customer perceptions

### *Identifying Customer Requirements*

- Contracts, specifications & drawings
- Gathering requirements from employees
- Asking customers their requirements
- Voice-of-the-customer (VOC) sources
- Critical to quality requirements

### *CSM Surveys*

- Questionnaire design
- Data collection
- Tabulation and analysis
- Reporting useful information

### *Mastering Service Performance*

- Fostering the service vision
- Setting expectations
- Visible management systems (VMS)
- Removing barriers to satisfaction

### *Summary*

## Seminar Registration Form

**Four Ways to Register:**

<b>On-line:</b> <a href="http://www.asq.org/cs">www.asq.org/cs</a>	<b>Mail</b> your completed form to: SG Meeting Services 5400 Bosque Blvd Suite 680 Waco, TX 76710	<b>Fax</b> your completed form to: SG Meeting Services (254) 776-3767	<b>Phone</b> SG Meeting Services (254) 776-3550 (Lysia or Susan) Requires written confirmation.
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\*NOTE: Multiple registrants cannot be done via the website.

(Please print clearly)

Full Name \_\_\_\_\_ First Name for Badge \_\_\_\_\_

Company Name \_\_\_\_\_ Title or Department \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_

Zip/Postal Code \_\_\_\_\_ Country \_\_\_\_\_

Tel \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_

**Do you have any special needs?**

If so, please contact Lysia or Susan at *SG Meeting Services* (254) 776-3550.

**May we e-mail you information about future CSD learning opportunities?**

YES NO (circle one)

Please indicate your choice

Customer-Focused Satisfaction Measurement		
Phoenix, AZ	Monday & Tuesday, September 11 & 12, 2006	<input type="checkbox"/>
San Diego, CA	Wednesday & Thursday, September 13 & 14, 2006	<input type="checkbox"/>

**Please use one form per person. You may photocopy this form for additional registrations.**

**All orders must be paid in U.S. dollars drawn on a U.S. financial institution.**

**Please make checks payable to: *ASQ Customer-Supplier Division***

*(see first page for seminar fee)*

**Method of payment:** Check or Money Order enclosed \_\_\_\_\_

Purchase order # \_\_\_\_\_

VISA ~ MasterCard ~ AMEX

Total Amount \$ \_\_\_\_\_

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*Check our website for future presentations – [www.asq.org/cs](http://www.asq.org/cs)*