

STRICTLY CONFIDENTIAL

The BHC Customer Satisfaction Monitor

A hand in a dark suit jacket is pointing towards a glowing digital interface. The interface features a line graph with a sharp upward trend, a bar chart, and various data points connected by lines. The background is dark with blue and purple light effects, suggesting a high-tech or data-driven environment.

1. Introduction

All companies strive to offer their customers products and services that conform to the highest possible standards. Most companies honestly believe they deliver on their promise and meet or exceed customer expectations.

However, all too frequently there is a wide variance between what a company believes it achieves and what the customer's perception is of actual performance levels.

The OMC Customer Satisfaction Monitor is an independent research tool based on international standards and world-class methodology that takes the guesswork out of the potentially dangerous and profit-crippling gap between how a company believes it is performing and the customer's perception of the actual performance.

Developed by OMC in association with leading market research professionals to measure customer satisfaction and gain invaluable insights into customer needs and the criteria they apply to wanting to do business with a company, the CSM also establishes objective benchmarks which can be used for measuring and monitoring operational performance on a periodic or regular basis OMC (i.e.: quarterly/annually etc) or against specific strategic or tactical objectives, management standards or against business norms in an industry sector, such as after the completion of a specific project.

2. The measures of performance

Although the OMC CSM can be customised to address a client's specific business or research objectives, the methodology has been designed to address a 360-degree view of a company's overall operational efficiencies and performance as measured against perceptions expressed by customers.

3. Methodology

The research methodology is based on a questionnaire that is posted to a web site and that is completed online by identified, carefully selected customer contacts.

The questionnaire should be brought to the attention of target respondents in a selected customer organisation via a personalised email sent to the individual concerned by a senior executive of the company that has commissioned the research. (A suggested template is provided - See **APPENDIX A**)

The questionnaire is designed in a simple communication format for ease of understanding and convenience of completion. The majority of the questions are individual choice on a standard numeric scale, or an attitudinal (level of satisfaction) scale. This dichotomous approach allows exact comparisons to occur, and benchmarking assessments to be put in place into the future.

Benchmarking can be of great value after strategic or tactical business decisions have been implemented in order to measure return on investment such as in the case of marketing initiatives or changes to organisational or operational procedures etc.

The questionnaire is flexible to allow additional objectives to be accommodated.

4. Quality assurance

The project is at all times under the direct, personal supervision of an OMC executive. A back-check exercise is conducted on the data collected, both as a quality control measure and to verify information. Once the questionnaires have been received and documented, they are prepared for analysis (coded) and then subjected to detailed interrogation and analysis for technical report compilation purposes. Once the technical report (i.e.: statistical analysis) is completed, the management report is prepared for presentation to the client.

All research is performed in accordance with the code of ethics of research practice prescribed by the South African Market Research Association (SAMRA) and is subject to a confidentiality agreement entered into between the client and OMC.

5. Reporting

The results within each question area are shown in a tabulated format (i.e.: the technical or statistical report). Each table is preceded by a set of explanatory comments – highlighting primary responses, themes developing, aspects of variance, etc. This report includes a summary that provides an overview of the study findings.

Conclusions are drawn and recommendations made from a totally objective perspective based on the research findings.

In addition, the client will be provided with an executive-level presentation that enables key findings to be communicated to key internal teams in an easy-to-absorb manner.

6. Research objectives

Research objectives are defined by the client with support from OMC. Typically these objectives would be to establish the following within the standard/generic format designed for a 360 degree measure of perceived satisfaction levels.

Sales and account management

Technical support provision

Project delivery performance

Service / product provision performance

Administration and logistics reliability aspects

Marketing profile

Corporate reputation / image

Supplier selection criteria assessment

Corporate values (caring, trust and integrity)

Customer reception, communication and response standards

Survey review

Supplier image map

Business retention focus requirements

The measures outlined above will illustrate customer performance experiences, as well as corporate image or reputation indicators. The sub-segments in each section will also highlight the most important aspect of current overall operational performance against customer expectations and the company's own assumptions.

7. Important note

It is important to note that the methodology used is based on a well-established and proven technique that uses a rating to be selected by respondents based on a statement that represents a well-defined standard that the company aspires to meet in order to achieve total client satisfaction.

This “rating against a statement” makes it easy for respondents to understand and complete the questionnaire, which promotes a much higher response rate. It also allows for quantitative analysis, making it easier to identify trends and measure satisfaction levels over time.

Survey’s based on asking questions or requesting customers to provide information on a “free-form” comment basis can provide more detailed, qualitative insights but the format requires far more effort from respondents, which can lower response rates. In some circumstances it also imposes some challenging assumptions to be made, such as presupposing that the respondents will have the technical expertise to provide information that they know nothing about.

When appropriate, the OMC methodology does use a blend of these methods to achieve a balance between ease of response based on a rating and depth of feedback based on an answer to a directly related question.

Critical to the guaranteed success of the OMC methodology is that the survey is carried out on a strictly confidential basis that encourages and fosters total independence and objectivity. Clients are assured of not having their perceptions or opinions expose to the client company, which eliminates any potential for distortion based on issues such as personal relationships that may exist between staff and the client.

8. Conclusion

The OMC Customer Satisfaction Monitor incorporates the use of world-class methodologies to provide totally independent and objective indications of how the client organisation is perceived in the market among customers.

The nature of this research therefore provides the potential for the client company to establish objective benchmarks which can be used for measuring and monitoring performance on a periodic or regular basis (i.e.: quarterly/annually etc) against specific management expectations or against industry/competitor standards.

APPENDIX A

Client Satisfaction Monitor - draft of covering letter

Dear [Insert Name of client]

[Insert Name of company] is committed to providing you, a most valued client, with solutions and services that conform to the highest possible standards of quality and reliability. We strive to honour this commitment by continuously developing a better understanding of your needs as well as your experiences in dealing with us as a company.

It is against this background that I invite you to participate in an independent and strictly confidential perception survey of how we measure up to your expectations and the world class standards that we strive to attain.

Please assist us in assessing our performance levels by completing a questionnaire to be made available to you without prejudice or favour. To ensure confidentiality and professionalism we have secured the services of OMC, a highly reputable and independent consultancy, to receive and report on your invaluable input.

The questionnaire can be accessed online via a private portal and is quickly and easily completed and submitted direct to OMC via e-mail.

If you believe it would be more appropriate for someone else in your organisation to complete the questionnaire or specific sections within the form, could you please forward this letter to those individuals qualified or authorised to contribute to this project.

I would like to thank you in advance for your participation in this important survey. We are proud to be associated with you and are committed to ensuring that we continue to build a long and mutually beneficial relationship based on the flawless execution of solutions and services that meet your needs and expectations.

Yours sincerely

[NAME]
(Chief Executive Officer)

To access the questionnaire [CLICK HERE](#)

NB: This letter can be sent via email direct to nominated customer executives by OMC on behalf the BHC client. The draft letter (above) will be edited accordingly.