

QUALITY MONITORING

SATISFACTION MANAGEMENT IN
YOUR COMPANY

Konzept & Markt GmbH
Rheingaustraße 88
D-65203 Wiesbaden

+ 49 (0) 611 6 90 17 0
www.konzept-und-markt.com



Satisfaction management is the key to lasting success for your business!

- 1** **Measurement** of customer, employee or member satisfaction
- 2** **Identification of the relevant drivers** for satisfaction with your company
- 3** **Derivation of measures** to increase satisfaction, loyalty and level of recommendation

**Successfully used in more than
1.000 projects!**

Fields of application

- ▶ Measurement and analysis of customer, employee, member or trading partners' satisfaction.
- ▶ Often used in the commercial sector and for non-profit organisations.
- ▶ Use as a tracking or controlling tool for monitoring the success of measures taken.



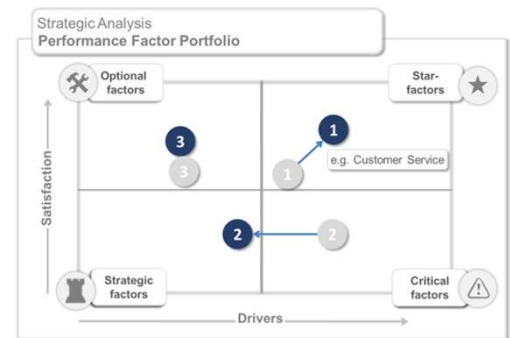
Your benefits

- ▶ Simple execution, high clarity and stringent reporting.
- ▶ Individual adaptation to your requirements.
- ▶ Development of time series and internal benchmarks.
- ▶ Clear recommendations for action to improve the level of satisfaction.
- ▶ Valuable support in optimizing an organizations cost and investment planning.



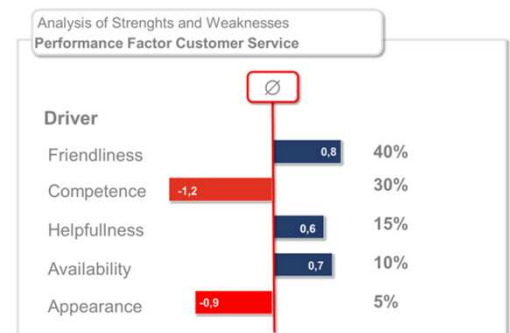
Strategic Analysis

- ▶ Clustering of individual services into strategic performance factors.
- ▶ Positioning of performance factors in a strategic portfolio based on driver effects and satisfaction.
- ▶ **Goal:** What should you concentrate on in order to effectively increase the level of satisfaction with your company?



Analysis of Strengths and Weaknesses

- ▶ Analysis of strengths and weaknesses of individual services within each performance factor.
- ▶ Measurement of the driver effect of each service within the performance factor.
- ▶ **Measures:** With which of your services can your company achieve your strategic objectives?



Method

- ▶ The quality monitor does not inquire the importance of separate performances or performance factors directly.
- ▶ The driver effect is derived from the statistical connection between performance and satisfaction.
- ▶ The quality monitor uses factor analyses to identify performance factors and regression analyses to measure driver effects.

