



It's Your Supplier Survey™

A product designed specifically to meet the requirements for ISO9001:2000 relating to Customer Satisfaction Measurement and Monitoring (sub-clause 8.2.1)



Agenda

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ISO9001:2000 New Requirements

- ISO9001:2000 has a new requirement compared to the ISO9000:1994 family. Clause 8.2 (Monitoring and measurement) includes a new sub-clause "*Customer Satisfaction*" (8.2.1) which states:
 - *"As one of the measurements of the performance of the quality management system, the organization shall monitor information relating to customer perception as to whether the organization has met customer requirements. The methods for obtaining and using this information shall be determined."*



Customer Satisfaction

- The only true way to measure Customer Satisfaction is by interviewing Customers with a standard set of questions.
 - All other non-direct methods (such as monitoring returns or customer complaints, for example) can also be influenced by other contributing factors not related to Customer Satisfaction.



Customer Interviews - Considerations

When considering a Customer Interview technique the following considerations are important:

- trade off between effort and cost
- use of internal or external resources
- level of detail required at analysis stage
- definition of output requirements
- turn around time
- desired numbers of responses
- frequency of surveys



Customer Satisfaction questionnaire techniques

- Customer Satisfaction questionnaires can be completed in various ways:
 - During customer visits
 - Sending out Postal or Email Questionnaires
 - Customer interviews on the 'phone or at exhibitions
 - During focused user groups meetings
 - Using Internet based Questionnaires

Each technique has its own advantages and disadvantages:



Advantages and Disadvantages

Method	Advantage	Disadvantage
Customer Visits	Direct interface to customer	Time and resource consuming (expensive)
Postal/Email Questionnaires	Cost effective for large quantity of customers	Response rate low (inefficient)
Customer Interviews (Telephone/Exhibitions)	Cost effective direct interface to customers	Time and resource consuming (expensive)
Focused Groups	Fast turn-around time	Limited in scope (ineffective)
Internet Questionnaire	Fast turn around time for large volume	Response rate medium (less efficient)



The Main Problems

- All Customer Satisfaction Questionnaire techniques suffer from the same inherent problem:
 - *The Human Factor*
- If sending a questionnaire to customers the customer response rate is typically very low
 - Customers require an incentive in order for them to invest the necessary time in filling out the questionnaire



The Human Factor

- With all interview techniques, it is difficult to avoid the "human factor":
 - If the interviewee is having a 'bad day', or working in a stressful environment, then the results of the questionnaire will tend to be below average.
 - Conversely, if the interviewee is having a 'good day', or working in a pleasant environment, then the results of the questionnaire will tend to be above average.

ie the results of the interview may not be a true reflection of customer satisfaction.



It's Your Supplier Survey™

- The IYSS™ is an internet based Customer Satisfaction Survey with the following advantages:
 - Survey contains just 21 questions
 - Enables up to 3 Customer Specific questions to be included
 - Survey questions cover the areas of:
 - Product Positioning
 - Customer Service
 - Total Quality
 - Competitive Positioning
 - Patent pending survey techniques maximise questionnaire response rate
 - Output report clearly shows supplier an unbiased value for Customer Satisfaction
 - Output report includes recommended next step actions



It's Your Supplier Survey™ - benefits

- Internet based Customer Questionnaire
 - quick and easy to distribute, complete and collate
- Interview results can be assessed within 24 hours
 - Supplier able to run quick assessments
- Uses The Gosling Group's "Dynamic Questionnaire Engine™" (patent pending)
 - Filters out the "*human factor*" from the questionnaire results
 - Enables end customer to benchmark supplier
- An interviewee takes less than 5 minutes to complete the questionnaire online
 - Reduces perceived interviewee burden
 - Enhances the interviewee's experience



It's Your Supplier Survey™ - benefits

- Interviewee receives immediate feedback to his inputs
 - Allows end customers to benchmark supplier performance free-of-charge
 - Reduces perceived interviewee burden
 - Enhances the interviewee's experience
- Interviewee responses are 100% anonymous
 - Reassures interviewee
- Report generation and Email feedback handled by The Gosling Group
 - Neutral assessment
- Reports clearly show how customers perceive the supplier and what is important for the customer
 - Supplier can easily assess output report and quickly implement improvement programmes



It's Your Supplier Survey™ - benefits

- Supplier obtains a single value for Customer Satisfaction
 - No ambiguity
 - Enables supplier comparisons to be made
- Organisations can also obtain a report for their own industry (based on industry standard EAC codes)
 - For benchmarking purposes
- IYSS set up is Internet based (quick and simple)
 - Suppliers can easily set up an IYSS for themselves in less than 5 minutes



It's Your Supplier Survey™ - procedure

- **Step 1:**
Suppliers set up their own company IYSS™ by navigating to:

<http://www.thegoslinggroup.com/iysssetup/setup.htm>

and completing the *IYSS Setup* screen.



It's Your Supplier Survey™ - procedure

- **Step 2:**
Suppliers add up to 3 of their own questions to their company IYSS™ by navigating to:

<http://www.thegoslinggroup.com/iysssetup/questions.htm>

and completing the *Own Questions* screen.

The screenshot shows a web browser window titled "It's Your Supplier Survey Setup". The interface has a blue header bar with a logo and a search icon. Below the header, there are four tabs: "IYSS Setup", "Own Questions" (which is selected), "Order Report", and "Order Licenses".

Under the "Own Questions" tab, there is a message with a question mark icon: "You can add up to three of your own questions to your company's IYSS from here. Please complete your details below and then press 'Load' to continue."

The "Your Details:" section contains a form with the following fields:

Company Name: TGG	Master Key: gosling
Company Shortform: tgg2	Email: martin.gosling@thegoslinggroup

The "Your Questions:" section contains three text input fields, each labeled "Question 1:", "Question 2:", and "Question 3:". Each field contains the text "Not yet required" and has a small up/down arrow icon to its right.

At the bottom of the form, there is a "Load" button and a "Contact The Gosling Group" link with a small German flag icon.



It's Your Supplier Survey™ - procedure

- **Step 3:**
Suppliers distribute the following Logon details to their customers (automatically generated by the *Setup* programme):

- Company Shortform Name
- PIN
- IYSS™ web address:

<http://www.thegoslinggroup.com/iyss>

Company: The Gosling Group Shortform: tgg PIN: 534038 www.thegoslinggroup.com/iyss	Company: The Gosling Group Shortform: tgg PIN: 164029 www.thegoslinggroup.com/iyss
Company: The Gosling Group Shortform: tgg PIN: 345851 www.thegoslinggroup.com/iyss	Company: The Gosling Group Shortform: tgg PIN: 807346 www.thegoslinggroup.com/iyss
Company: The Gosling Group Shortform: tgg PIN: 443640 www.thegoslinggroup.com/iyss	Company: The Gosling Group Shortform: tgg PIN: 731478 www.thegoslinggroup.com/iyss
Company: The Gosling Group Shortform: tgg PIN: 019859 www.thegoslinggroup.com/iyss	Company: The Gosling Group Shortform: tgg PIN: 953970 www.thegoslinggroup.com/iyss
Company: The Gosling Group Shortform: tgg PIN: 781977 www.thegoslinggroup.com/iyss	Company: The Gosling Group Shortform: tgg PIN: 980995 www.thegoslinggroup.com/iyss

It's Your Supplier Survey™ - procedure

- **Step 4:**

Customers complete IYSS on-line under <http://www.thegoslinggroup.com/iyss>.

The screenshots illustrate the survey process: starting with a list of questions, moving to a detailed question interface, and finally receiving a graphical assessment of the company's performance across different categories.

- By using the Company Shortform "*tgg*" and a PIN of "*gosling*" it is possible to try out the IYSS at any time.



It's Your Supplier Survey™ - procedure

- **Step 5:**
Suppliers check how many customers have responded to their questionnaire by navigating to:

<http://www.thegoslinggroup.com/iysssetup/report.htm>

completing the *Order Report* screen and pressing the 'Check' button.

It's Your Supplier Survey Setup

IYSS Setup | **Own Questions** | **Order Report** | **Order Licenses**

You can check how many customers have already responded to your questionnaire from here and then order your own company's IYSS summary report. You can also order a summary report for your entire industry from here (for benchmarking purposes).

Requirements:

Company Name: <input type="text" value="TGG"/>		IYSS Report requirements:
Company Shortform: <input type="text" value="tgg2"/>		<input checked="" type="checkbox"/> Company (Full Version)
Master Key: <input type="text" value="gosling"/>		<input type="checkbox"/> Company (Exec Summ)
Email: <input type="text" value="martin.gosling@thegoslinggroup"/>		<input type="checkbox"/> Industry (Exec Summ)
		Delivery requirements:
		<input checked="" type="radio"/> by email <input type="radio"/> by post:

Additional Information:

[Contact The Gosling Group](#)



It's Your Supplier Survey™ - procedure

- **Step 6:**
Suppliers purchase at least one license from The Gosling Group by navigating to:

<http://www.thegoslinggroup.com/iysssetup/licenses.htm>

and completing the *Order Licenses* screen.

It's Your Supplier Survey Setup

IYSS Setup **Own Questions** **Order Report** **Order Licenses**

You can order your IYSS licenses from here by completing the details below and clicking on the *Order* button. Each license purchased entitles you to run a single IYSS summary report.

Requirements:

Company Name: <input type="text" value="TGG"/>	<input type="checkbox"/> license(s) @ 2,500 Euros each
Company Shortform: <input type="text" value="tgg2"/>	<input type="checkbox"/> license(s) @ 1,000 Euros each
Master Key: <input type="text" value="gosling"/>	Delivery Location:
Email: <input type="text" value="martin.gosling@thegoslinggroup"/>	<input type="radio"/> Germany
	<input type="radio"/> EU <input type="text" value=""/>
	<input type="radio"/> Rest of World
	Vat @ 16% € <input type="text" value=""/>
	Total € <input type="text" value=""/>

Additional Information:

[Contact The Gosling Group](#)



It's Your Supplier Survey™ - procedure

- **Step 7:**
Suppliers order their company IYSS (and an IYSS for the organisation's industry, if desired) from The Gosling Group by navigating to:

<http://www.thegoslinggroup.com/iysssetup/report.htm>

and completing the *Order Reports* screen.

It's Your Supplier Survey Setup

IYSS Setup | **Own Questions** | **Order Report** | **Order Licenses**

You can check how many customers have already responded to your questionnaire from here and then order your own company's IYSS summary report. You can also order a summary report for your entire industry from here (for benchmarking purposes).

Requirements:

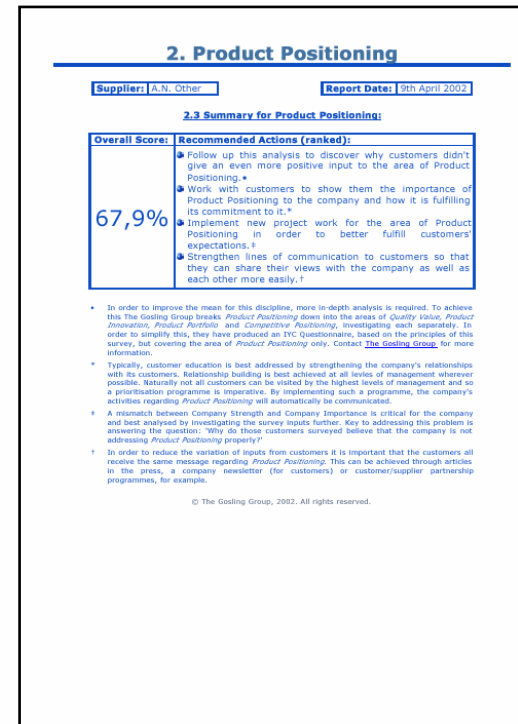
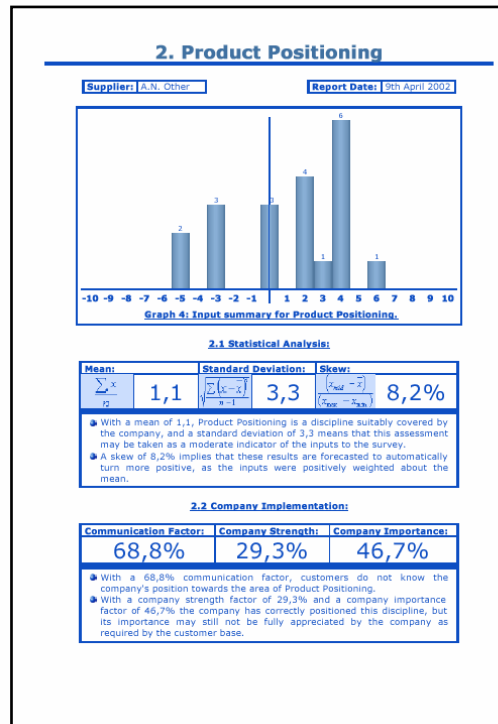
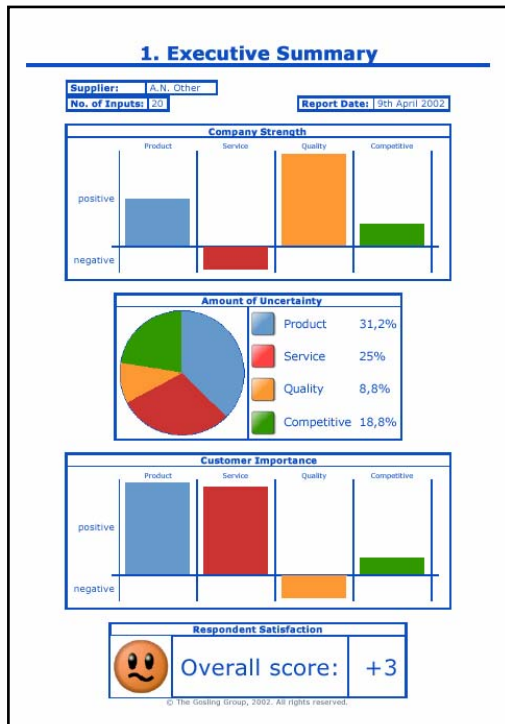
Company Name: <input type="text" value="TGG"/>	IYSS Report requirements:
Company Shortform: <input type="text" value="tgg2"/>	<input checked="" type="checkbox"/> Company (Full Version)
Master Key: <input type="text" value="gosling"/>	<input type="checkbox"/> Company (Exec Summ)
Email: <input type="text" value="martin.gosling@thegoslinggroup"/>	<input type="checkbox"/> Industry (Exec Summ)
	Delivery requirements:
	<input checked="" type="radio"/> by email <input type="radio"/> by post:

Additional Information:

[Contact The Gosling Group](#)

It's Your Supplier Survey™ - procedure

- **Step 8:**
Suppliers receive their 11 page report within 24 hours:



- A sample output report from the IYSS™ can be downloaded from the internet by navigating to: <http://www.thegoslinggroup.com/iyssetup/iyss.pdf>



Contact The Gosling Group

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