1.0 Objectives

- To ensure that the level of customer satisfaction is measured and gathered monthly.
- To ensure that negative feedbacks are acted upon appropriately without delay.
- To ensure that customer feedback is disseminated to all employees and other stakeholders.

2.0 Scope

- This procedure covers all activities from the receipt of customer feedback up to the monitoring of effectiveness of action taken.

3.0 Definition of Terms

- CSM refers to Customer Satisfaction Measurement

4.0 Records

- R-BAI-19Customer Satisfaction Report File
- R-BAI-18 Customer Complaint File
- R-BAI-90Letters &Communications

5.0 References

- ED BAI-15Quality & Productivity Journal: Customer Satisfaction Measurement

6.0 Process

FLOW	RESPONSIBILITY	DETAILS
START		
Establish criteria to measure level of customer satisfaction	QMR	• Criteria is reviewed at least once a year
Prepare/Review CSM questionnaire	QMR	
Conduct CSM Survey	QMR	• Conducted every transaction with the customer • Use GF BAI-28Customer Satisfaction Survey Form
Analyze Results	QMR	• Refer to corporate objective relating to customer satisfaction. • A monthly report is submitted to the QMR and Top Management • Results are discussed during Management Review Meetings • Use appropriate statistical tools & techniques
Prepare Action Plan	Concerned Process Owner	
Monitor Effectiveness of Action Taken	QMR	• Reported to Top Management during Management Reviews • Use appropriate statistical tools and techniques

Calculation for Customer Satisfaction Index (CSI)

1. Get the sum of all the CSI's of each criteria.
   Σ CSI = criteria$_1$+ criteria$_2$......n+10

   Where:
   ΣCSI = sum of all the CSI per CSS.

2. Get the average of the CSI's to get the over-all impression of the CSS.

   Ave CSI= Sum CSI/ no. criteria

   ☐ If there are 10 Customers who submitted Customer Satisfaction Survey, Get the total CSI of the 10 customers and compute for the average. This is the level of the customer satisfaction.

AVERAGE RATING SCALE ® OF SERVICE PROVIDED TO THE CUSTOMER:

%	
96 - 100	Outstanding
86 - 95	Very Satisfactory
80 - 85	Satisfactory
75 - 79	Needs Improvement
70 - 74	Poor

Check computation made using the sample computation provided below.

Sample Computation for 1 CSS:

NO. of Criteria	HIGHEST SCORE for each criteria	WF= Score / Total Score	WS= WF X Score	CSI= WS/5 X 100
1.	5	5/50= 0.1	0.1 X 5=0.5	0.5/5 X 100%= 10%
2.	5	5/50= 0.1	0.1 X 5=0.5	0.5/5 X 100%= 10%
3.	5	5/50= 0.1	0.1 X 5=0.5	0.5/5 X 100%= 10%
4.	5	5/50= 0.1	0.1 X 5=0.5	0.5/5 X 100%= 10%
5.	5	5/50= 0.1	0.1 X 5=0.5	0.5/5 X 100%= 10%
6.	5	5/50= 0.1	0.1 X 5=0.5	0.5/5 X 100%= 10%
7.	5	5/50= 0.1	0.1 X 5=0.5	0.5/5 X 100%= 10%
8.	5	5/50= 0.1	0.1 X 5=0.5	0.5/5 X 100%= 10%
9.	5	5/50= 0.1	0.1 X 5=0.5	0.5/5 X 100%= 10%
10.	5	5/50= 0.1	0.1 X 5=0.5	0.5/5 X 100%= 10%
Total Score:	50			Total CSI= 100%
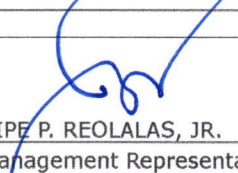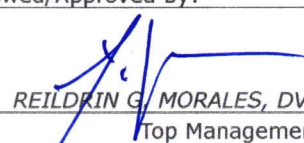
AVE CSI:	Customer	TotalCSI in %	
	1	100%	
	2	100%	
	3	100%	
	4	100%	
	5	100%	
	6	100%	
	7	100%	
	8	100%	
	9	100%	
	10	100%	
Total % CSI		1,000%	
Ave CSI:		100%	

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