Customer satisfaction assessment in management quality system of industrial enterprises

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Abstract

© Medwell Journals, 2016.The study observes the problems of customer satisfaction assessment of industrial companies. Researchers overview the existing approaches to the problem studied. The methods of customer satisfaction index calculation used by Russian instrument engineering enterprises are investigated and their shortcomings are identified. Researchers present the satisfaction assessment technique taking into account the type client cooperation with an industrial enterprise. The satisfaction index is calculated according to the following criteria: overall satisfaction, matching expectations, comparison with perfect company. The characteristics, on which the satisfaction analysis is based, reflect clients' requirements grouped in compliance with the type of cooperation with company. The key feature of the approach applied is the use of subjective estimates reflecting the clients' perception of the product quality and service. The results of customer satisfaction study are given in graph, the axes of which are the satisfaction indices of each characteristic and their priority. A system similar to traffic lights is introduced to visualize the level of customer satisfaction. This satisfaction assessment technique has been tested at a one of Russian instrument engineering enterprises of the Saratov Region. The analysis has revealed the main sources of clients' dissatisfaction of company under study and demonstrated that its business processes are to be investigated. The testing of this approach has shown practical significance of technique used and productivity of its application.

Keywords