
Case Study: Customer Satisfaction Monitoring System

Client: Malayala Manorama Publications Ltd., South India

Asia's second largest Newspaper Publishing Company with 1.5 million copies

Technical Specification

- Design and Development platform: Visual Studio 2003 with Rational XDE
- Language: Asp. NET, Crystal Reports 9.0
- Framework 1.1
- Database: Oracle 10g XE
- Process backbone: Rational Unified Process

Customer Background

MM Publications marketing division conducts periodical surveys among customers to study the degree of satisfaction the customer holds for the company, and also to identify the delicate areas where there is further scope for improvement. Since customer satisfaction is the key factor towards ISO standards, more and more emphasis is being given to customer perspectives on company and products. Presently the company is conducting survey in many areas like pre-sales, scheduling, post-sales etc. They have also identified several key attributes in each of these areas for which customer assessment is significant. Surveyors closely interact with the customers and fill-up questionnaires, record their comments and opinion for further analysis and study. Later, consolidated performance statistical reports are prepared for self-appraisal as well as for ISO auditing purpose.

Project Outline

The system assists the marketing division in monitoring customer satisfaction activities with the following features inbuilt.

Features

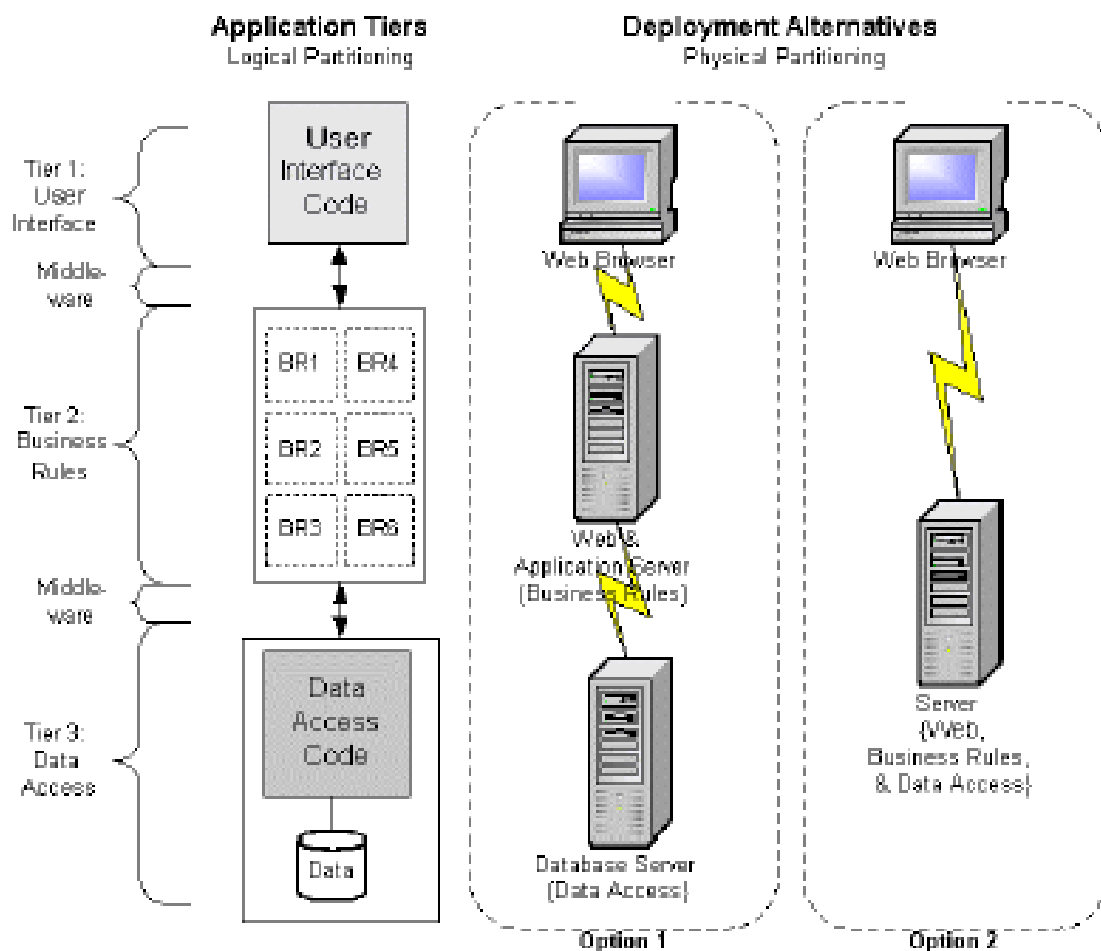
- Define survey areas like pre-sales, scheduling, and post sales.
- Set periodic targets for improvement on Survey areas and monitoring based on it; this may be further expandable to regions and units.
- Multi-level security based on Divisions/Regions/Units
- Add/edit/delete attributes in the Questionnaire and maintaining versions of it.
- Capture survey details online or offline.
- Inbuilt mailing facility for feedback reminders and acknowledgments, interfacing Lotus Domino or SMTP mailing applications like MS Outlook etc.
- Analysis of the survey data from different angles of management view.
- Log the details of corrective action taken against each problem.
- Comparative Cross tabular statements.
- Provision to get their ISO related reports.
- Provision to view/Print graphical representation of the reports.

Architecture


This application enjoys a typical component based Layered/Multi-tiered architecture, with maximum utilization of Dot Net Framework 1.1. It uses a Browser based user interface and compatible to any standard web browsers. Its features like Caching, ADO.NET etc where employed in this system for implementing its functionalities and supplementary capabilities.

Deployment

The application is already deployed at the client site on IIS, physically using Option 2 as shown in the following picture. Users at various Units/Regions/Divisions access it over the Net.



Sample Screen Shots



MMP Marketing Division

[Logout Administrator](#)

Menu

- [Feedback Entry](#)
- [Action Taken](#)
- [Periodic Target](#)
- [Questionnaire](#)
- [Questionnaire Attribute](#)
- [Questionnaire Parameter](#)
- [Customer](#)
- [Customer Group](#)
- [Response Rating](#)
- [Attributes/Expectations](#)
- [Survey Periods](#)
- [Survey Area](#)
- [Division](#)
- [Units](#)
- [Region Master](#)
- [User](#)
- [User Group](#)
- [User Rights](#)
- [Customer Login](#)
- [Feedback Reminder](#)
- [Level of Satisfaction](#)
- [Area wise Survey Results](#)
- [Period wise Survey Results](#)
- [Customer Listing](#)
- [Upload Survey Results](#)
- [Extract Feedback](#)
- [Target vs Actual \(G\)](#)
- [Attribute-Response Trend](#)
- [Survey Data - Drilldown \(G\)](#)
- [Period wise Response \(G\)](#)

Questionnaire

Division: Survey Area:

Customer Group: Active:

Questionnaire Name:

Instructions:

Remarks:

Serial: Revision: Issue:

Survey Area	Questionnaire Name		
Pre-sales	Presales - AdAgents	Edit	Delete
Pre-sales	Presales for AgentsPart2	Edit	Delete
Postsales	Post Sales Feedback	Edit	Delete
Field Staff	Field staff att. for Agents	Edit	Delete

Attribute	Ordinal Position	Weightage	Parameter Name	Ordinal Position	Rating
Paper Quality	1	100	Excellent	1	100
Delivery of Periodicals	2	100	Good	2	80
Customer Service	3	100	Average	3	60
			Poor	4	40

