

# **Customer Satisfaction Survey**

**Application Training** 

May 2009

#### **Abbreviations Used**

Abbreviation	Description	
BRM	Business Relationship Manager	
CRM	Customer Relationship Management	
CSI	Customer Satisfaction Index	
CSS	Customer Satisfaction Survey	
DAG	Delivery Assurance Group	
DAM	Delivery Assurance Manager	
DU	Delivery Unit	
GL	Group Leader	
IOU	Independent Operating Unit	
IPMS	Integrated Project Management System	
PDS	Process Deployment Support	
PEL	Process Excellence Lead	
PL	Project Leader	

## **Background for revisiting the CSS process**

#### Customers have expressed that our CSS questionnaire:

- Is lengthy and time consuming to provide feedback
- Needs clarity in the rating scales
- Must capture customer's perception on "Business Value"
- Should capture IOU specific inputs, if any
- Must keep the feedback system current with changed business environment

### Proposed Improvements in the CSS process

#### Questionnaire

- Reduce the no. of questions using Mutually Exclusive and Collectively Exhaustive principle
- Include "Business value" questions
- Include "Help on the attributes"
- Include IOU specific questions, if any

#### Rating system

- Simplify performance scale (Strongly Agree, Agree, Can't Say, Disagree, Strongly Disagree)
- Simplify importance scale (High, Medium, Low, Not Applicable)
- Simplify performance against competitor scale (TCS scores better, On Par, Other supplier scores better)

#### Method

Web-enable the process

### **High Level Process Flow**

CSS process starts with the initiation of a project in IPMS.

The various steps in the process are given below

Set CSS Applicability, **Format** 

Set CSS Calendar Configure/ Send survey

Receive filled in feedback form

analysis

Perform causal Prepare action plan

Consolidate and analyse

### **Functionality-In Detail**

#### Set Applicability & Format

- CSS Applicability to be set as "Y" or "N"; Default value is "Y"
- If Applicability is made "N", reasons to be selected
- CSS Format to be set as "TCS" or "Client"; Default is "TCS"

#### Set CSS Calendar

- Calendar date set to initiate the CSS process
- Reminder mail to PL/GL/BRM 10 days before the calendar date

#### Configure/ Send Survey

- Add/edit/delete customer representative names (CRM imported data is not editable here)
- Customize the CSS form for preferred project name, preferred customer name
- · Option to send the form to multiple customer representatives
- · Option to view the CSS form and the mailer
- · Option to Send/ Resend the survey link

#### Receive filled in feedback form

- Customer updates the feedback form and submits
- Submission triggers notifications to PL/GL/BRM/DAG
- Client format CSS is received offline and data captured in the application

(contd....)

### Functionality-In Detail

#### Perform Causal Analysis

- Causal Analysis for performance feedback "Strongly Disagree", "Disagree" and "Can't Say"
- · PL/GL to conduct causal for project
- Causal at relationship by GL, DU by DAM and TCS by PDS (after HY freeze)

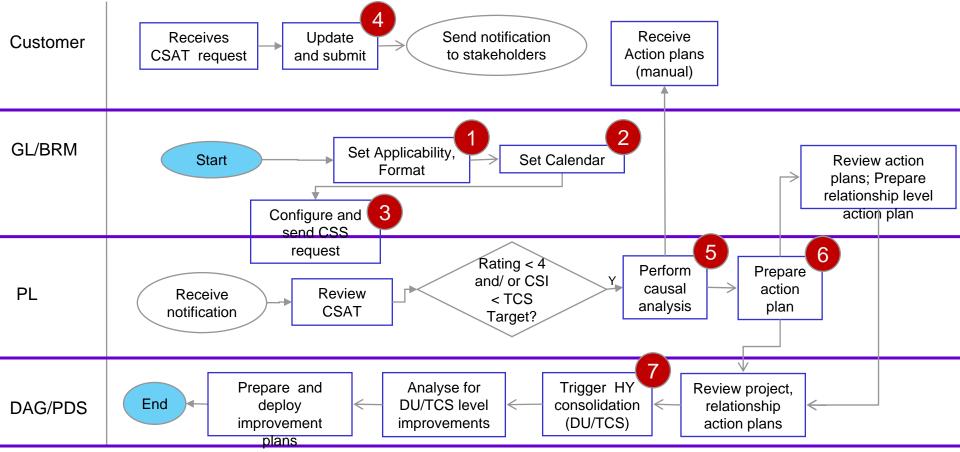
#### Prepare Action Plan

- Project level action plan option to associate multiple causal to prepare a meaningful action plan
- Project level action plan flows into QPortal

# Consolidate and Analyze

- Freeze/Unfreeze option at DU and TCS level
- · DU level drill down option for PDS
- · Project level drill down option for DAM
- Action plan for DU by DAM and for TCS by PDS after freeze
- Compute CSI

**Detailed Process Flow** 



- Relationship, DU, Org level causal analysis and action planning
- Handling of Customer provided vendor satisfaction feedback:
  - Overall CSI and action plan

# **CSS** Application Details

### Functionality – Performing Roles

The following table maps the various functions with the corresponding roles and indicates the slides where they have been discussed in detail.

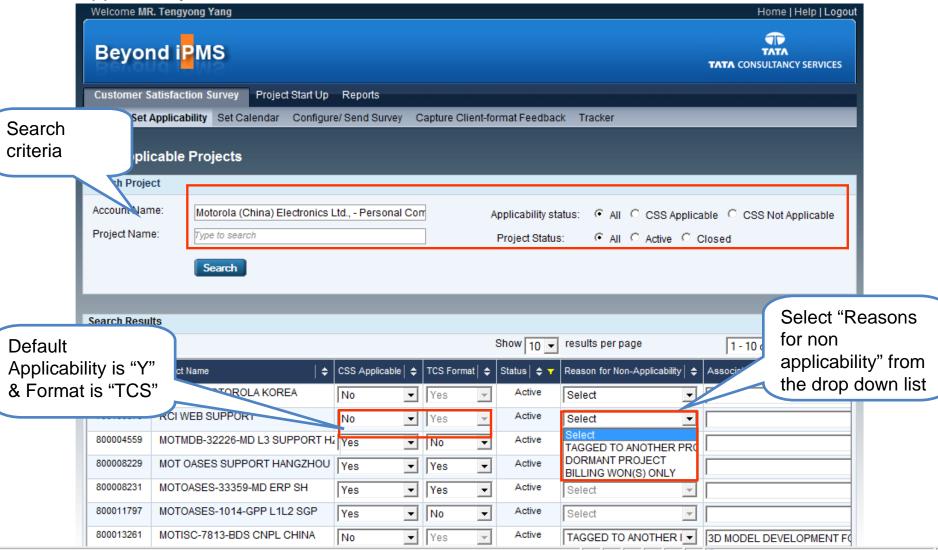
Functionality	Performing Role	Slide No.
Set Applicability	GL/BRM/DAG	<u>10 - 12</u>
Set Calendar	GL/BRM	<u>13 - 14</u>
Configure/ Send	PL/GL/BRM	<u>15 - 19</u>
Update CSS form	Customer	<u>20 – 23</u>
Capture Client feedback format	PL/GL/BRM	<u>24 – 25</u>
View Status, Perform causal analysis, Prepare action plan	PL/GL - Project GL - Account DAM - DU PDS - TCS	$   \begin{array}{r}     26 - 30 \\     31 - 32 \\     33 - 34 \\     35 - 36   \end{array} $
Freeze	DAM – DU PDS – TCS	<u>37</u> <u>38</u>
Reports	GL/DAG/PEL/PDS	<u>39</u>

### Set Applicability & Format-GL/BRM/DAG

- Applicability and Format can be set by GL/BRM/DAG
- For CSS Applicability = "N", and the reasons for non applicability is "Tagged with another project", then the associated project name must also be selected.
- Sort and Filter options are provided for applicable columns.

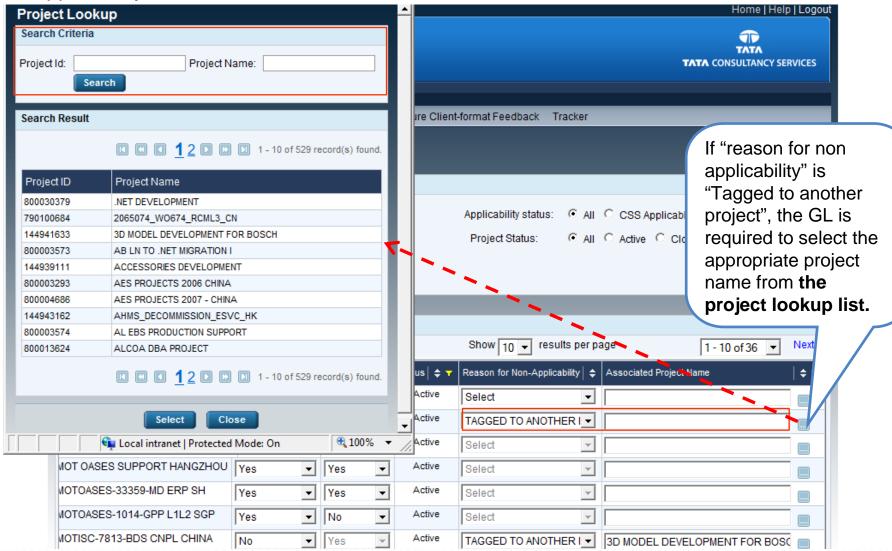
### Set Applicability & Format–GL/BRM, DAG

Set Applicability screen



### Set Applicability & Format–GL/BRM, DAG

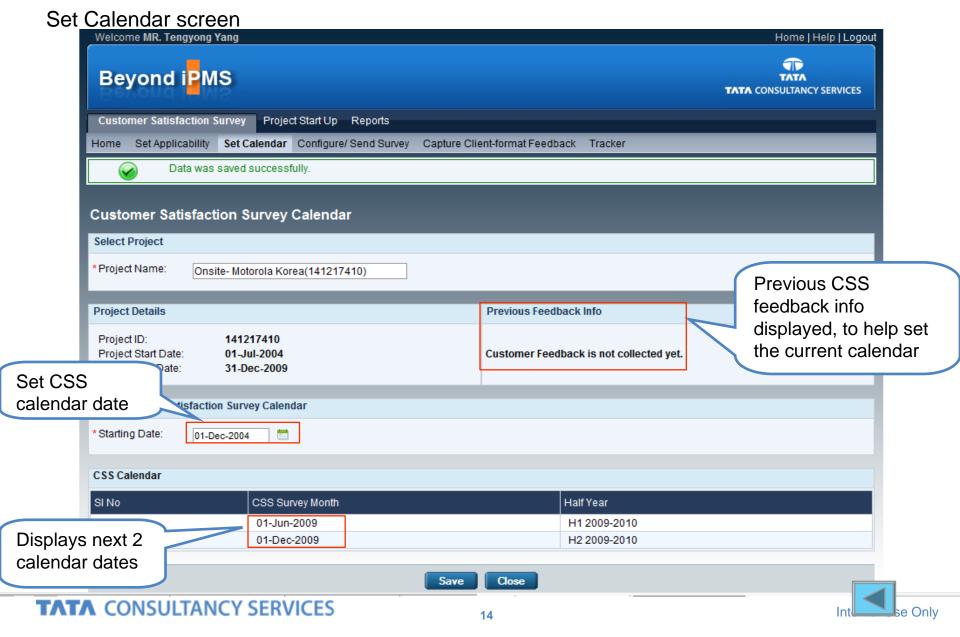
Set Applicability screen



#### Set Calendar-GL/BRM

- Start date should be set within the first six months of the project
- This screen provides option to the GL to modify the existing calendar date, by changing the Start date value
- The next two calendar dates will be displayed on the screen, where appropriate
- A reminder mail will be sent to the PL,GL,BRM 10 days before the calendar date, to configure and send the survey request to the customer

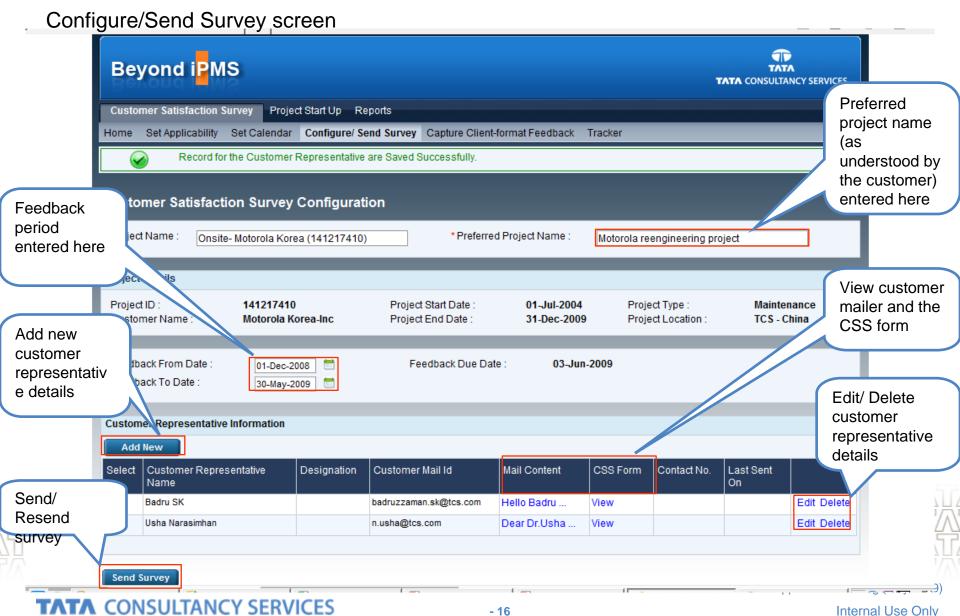
#### Set Calendar-GL/BRM



## Configure/ Send Survey-PL/GL/BRM

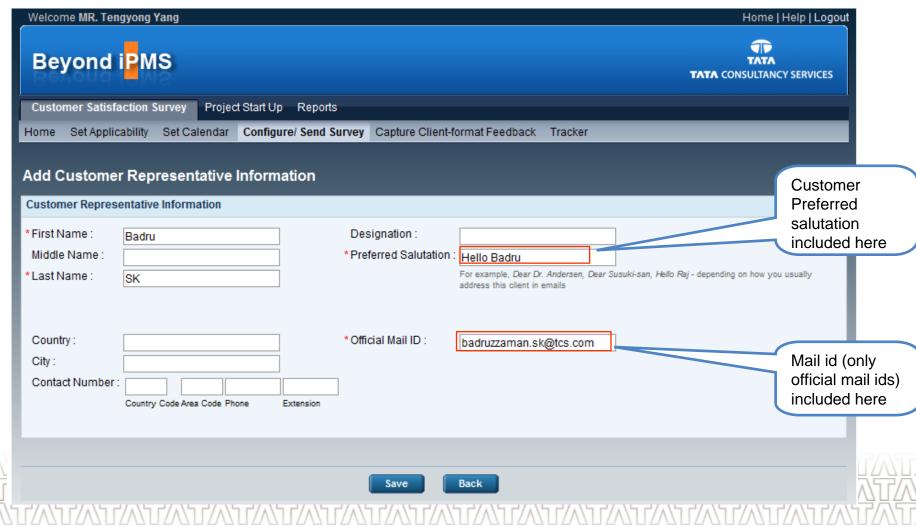
- Customise the project name
  - Include "Preferred Project Name" with a name as understood by the customer
  - Default IPMS project name
- Update Customer representative details
  - Add new customer representatives
  - Include "Preferred Salutation" to personalise addressing the customer
  - Include customer mail id
  - Edit/Delete customer representatives added using this screen
- Enter appropriate Feedback Period (can be six months or lesser)
- View the CSS form
- View customer mailer (with preferred project name, preferred salutation)
- Allows sending survey request to multiple customers
- Allows "Resend", when the survey link expires after 15 days

# Configure/ Send Survey-PL/GL/BRM



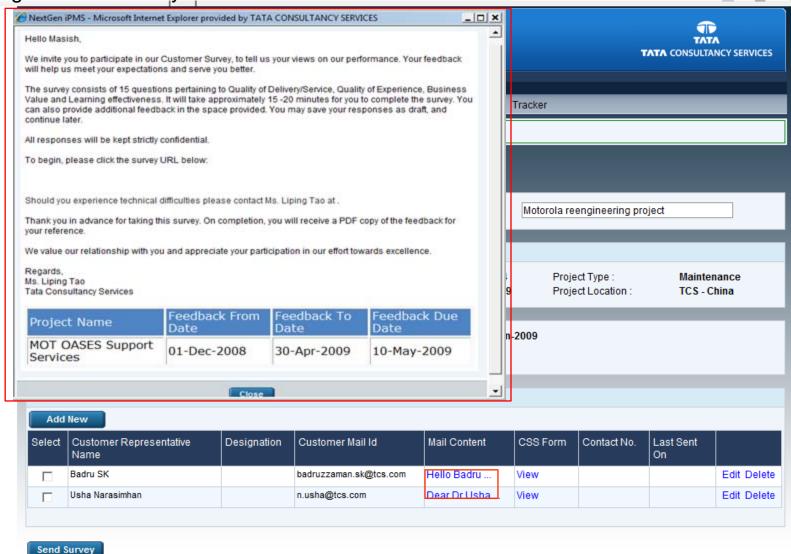
### Add Customer Representatives detail

Configure/ Send Survey – Add representative screen

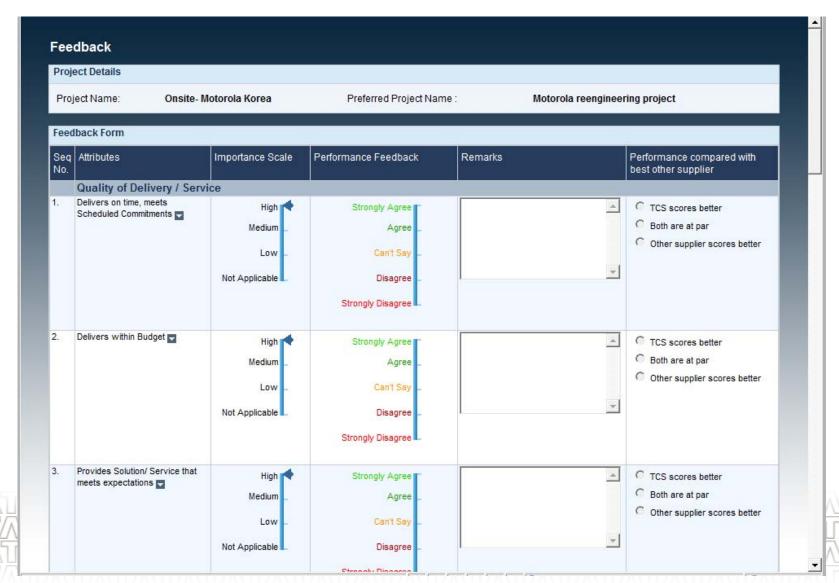


#### View customer mailer

#### Configure/Send Survey screen



#### **View CSS Form**

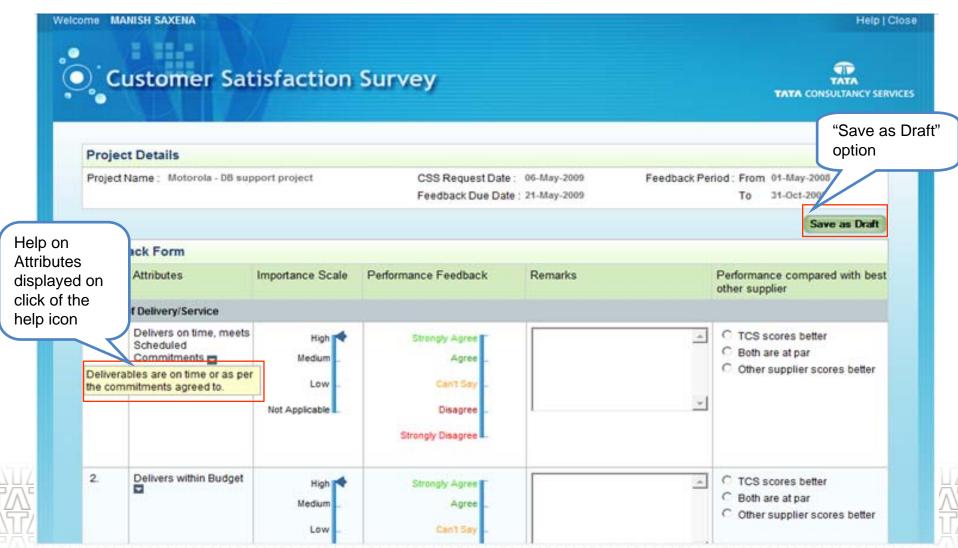


- On click of the CSS request URL, security verification screen opens up
- On successful entry, the CSS form opens up for update
- Allows Save As Draft
- Allows update of the default Importance Scale of "High", which will be default in the next request
- Displays "Help" on Attributes on click of the help icon
- Additional feedback section (Optional)
- Submit feedback

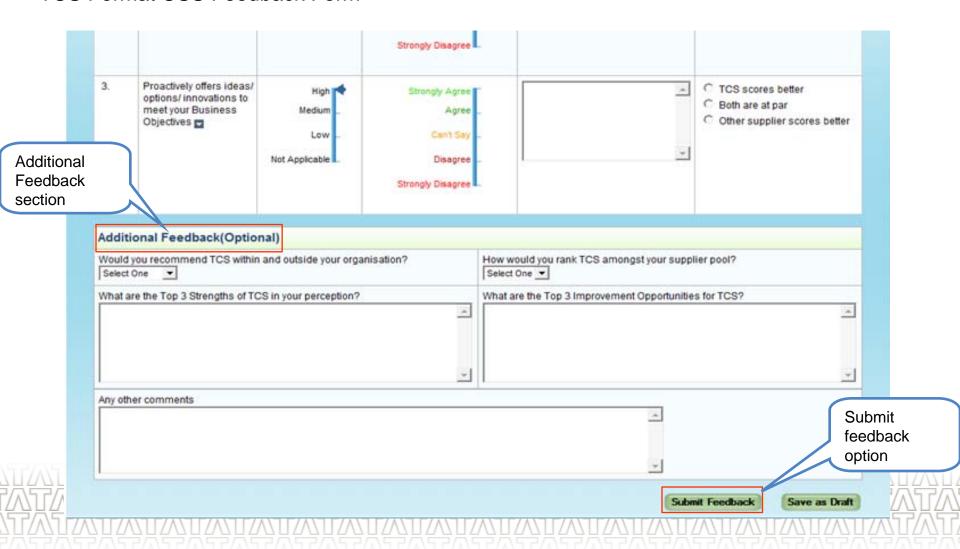
TCS Format CSS Feedback Form Security Validation Screen



TCS Format CSS Feedback Form



TCS Format CSS Feedback Form

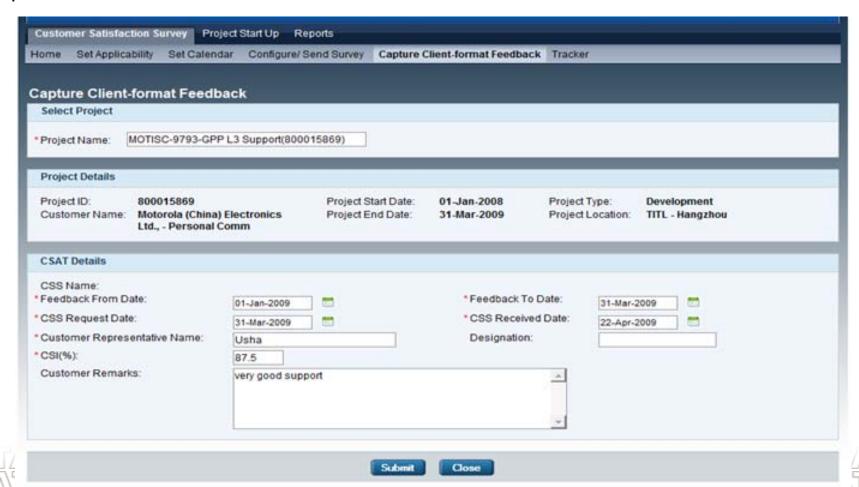


# Capture Client Format Feedback-PL/GL/BRM

- Captures feedback period
- Allows entry of the CSI values
- Option to enter qualitative feedback

#### Capture Client Format Feedback-PL/GL/BRM

Capture Client format feedback screen

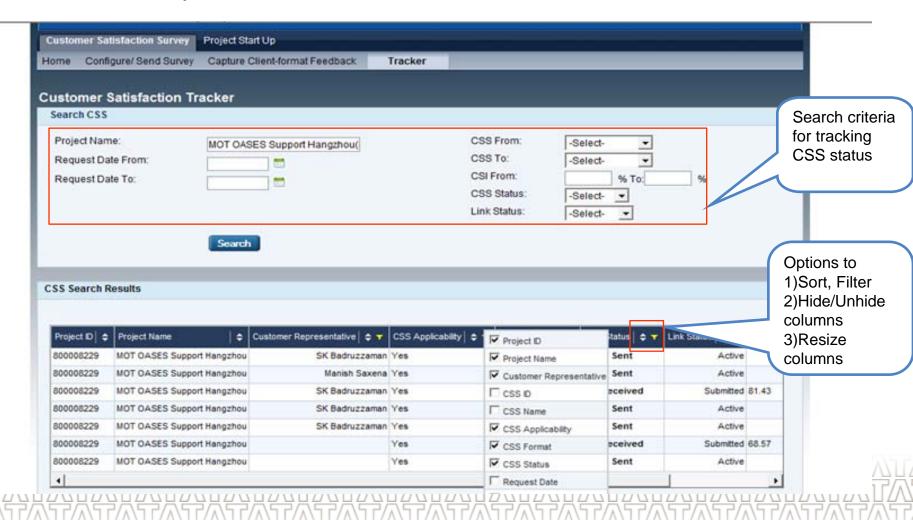


#### **Track and Monitor CSS status**

- Helps track project level CSS status
  - Suitable search criteria
  - View CSS status, Link status
  - View Submitted CSS form
  - View CSI (%)
- Helps initiate causal analysis
- Usability features
  - Allows Hide/Unhide columns
  - Resize columns
  - Sort and Filter data

### View Project Tracker-PL/GL/DAG/PEL

Tracker screen - Project

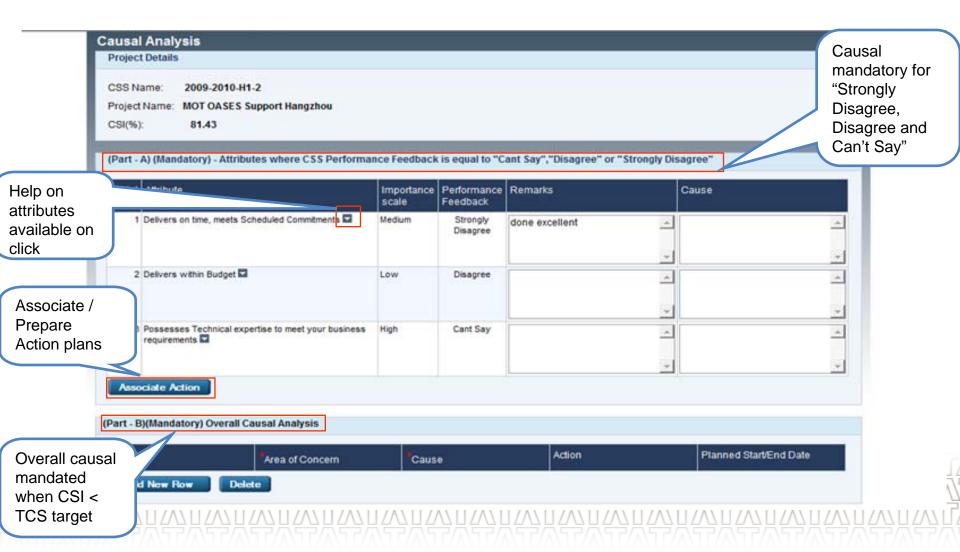


### Perform causal analysis, prepare action plan-PL/GL

- Mandates causal analysis when performance rating is "Strongly Disagree", "Disagree" or "Can't Say"
- Overall causal analysis mandated when CSI < TCS target</li>
- Associate/ Prepare action plans
- Allows mapping action plans to multiple attributes

#### Perform Causal Analysis-For mandatory attributes

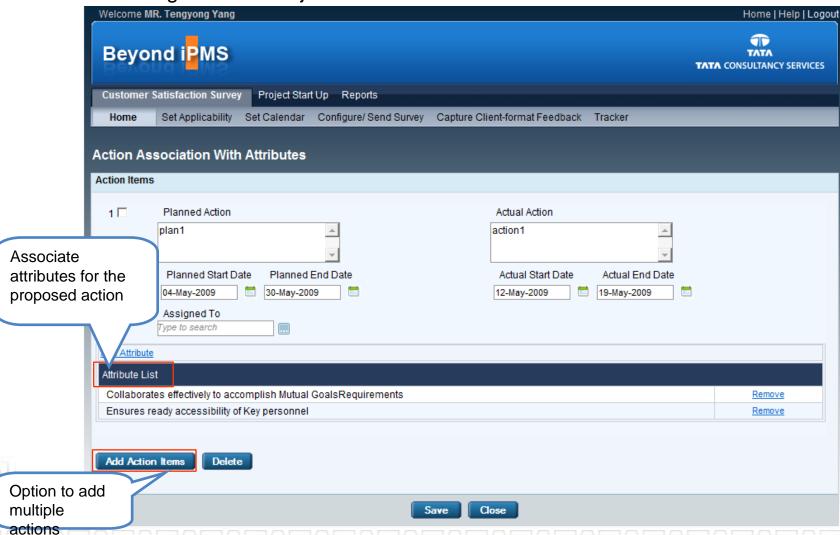
Causal Analysis screen - Project



Internal Use Only

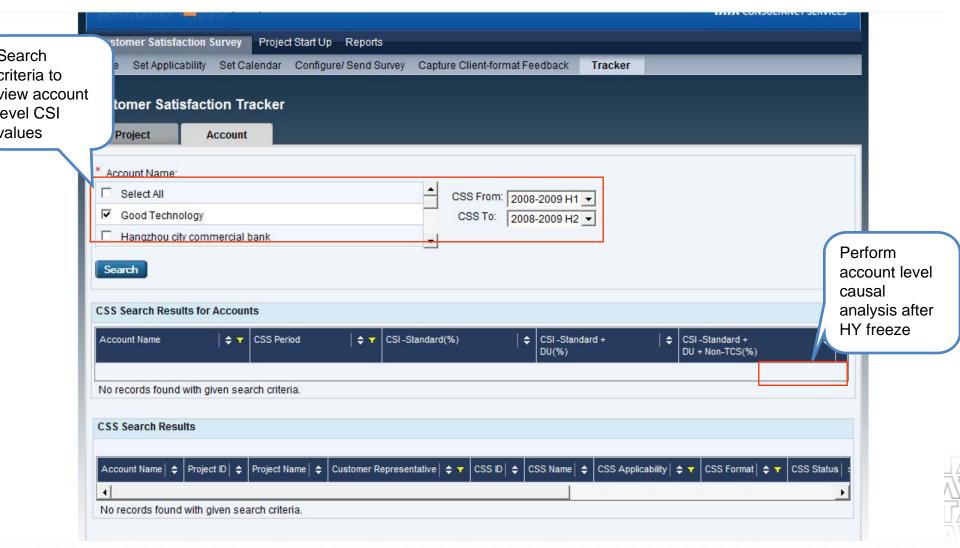
# Prepare/Update action plans-PL/GL

Action Planning screen - Project



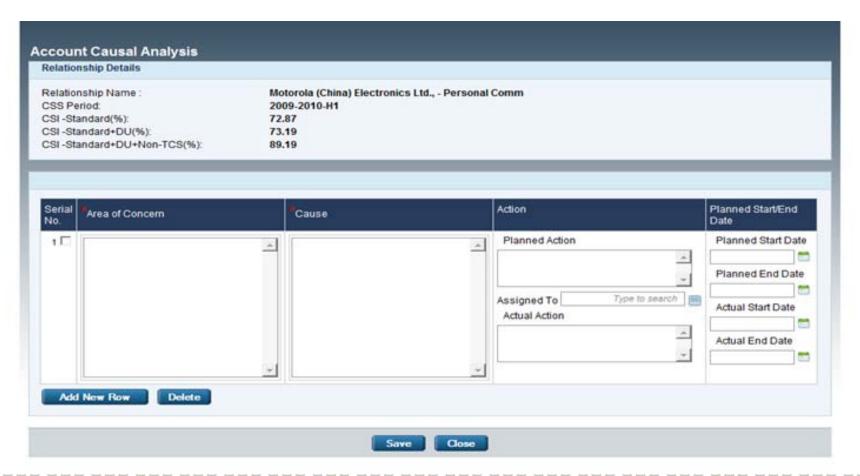
#### View Account level CSS Tracker-GL/BRM

Tracker screen - Account



#### Perform causal analysis/prepare action plans-GL

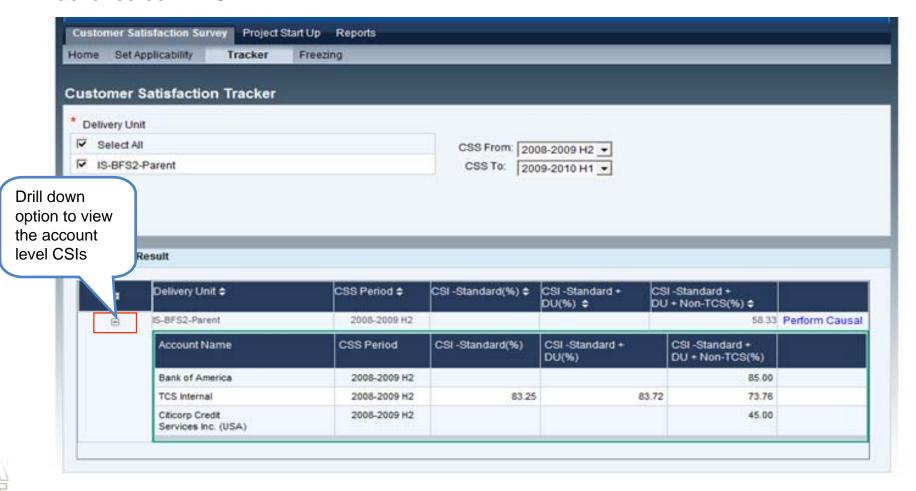
Causal analysis and Action planning screen - Account



Account level causal analysis and action planning done only after HY freeze

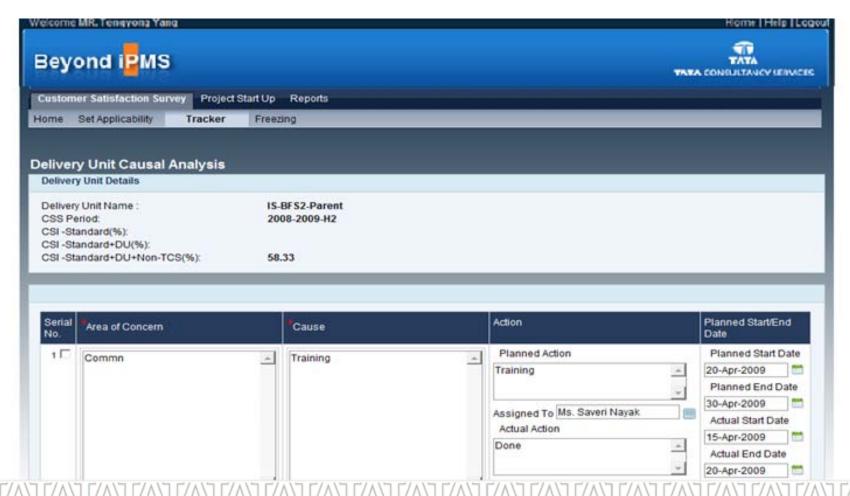
#### View DU level Tracker-DAG/ PEL

Tracker screen - DU



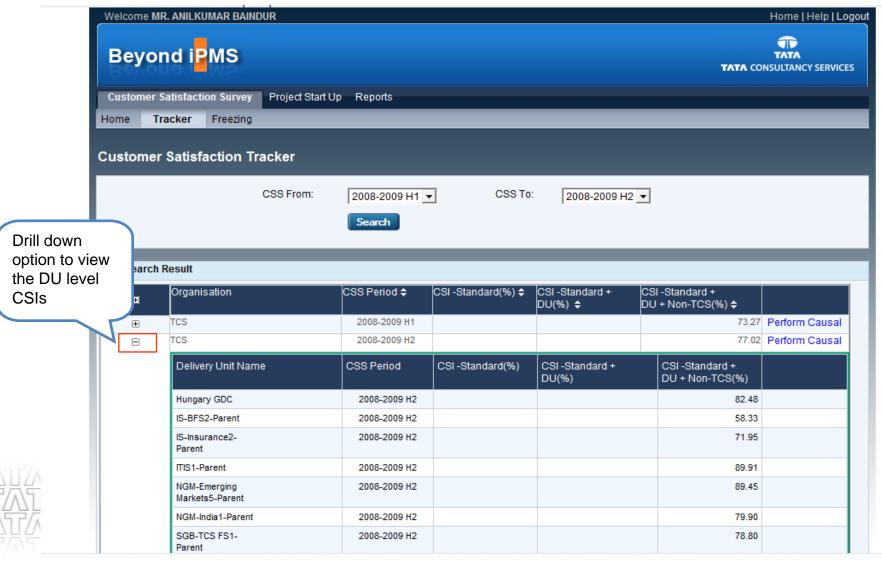
### Perform causal analysis/prepare action plans-DAM

Causal analysis and Action planning screen - DU



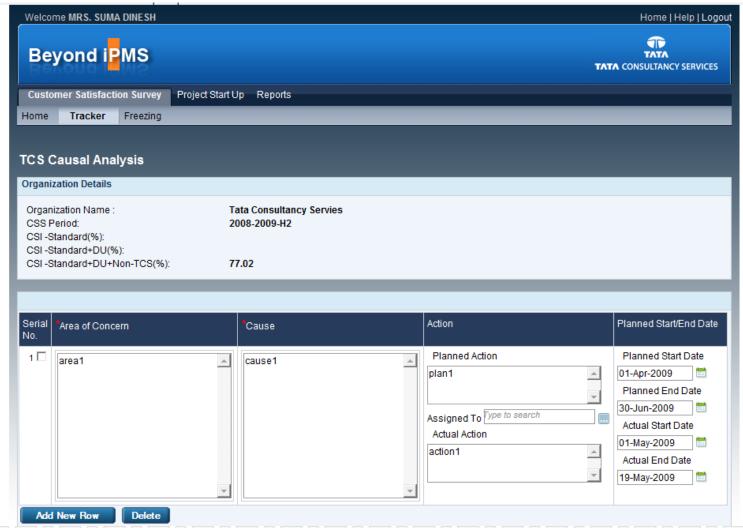
DU level causal analysis and action planning done only after HY freeze

# View Org level Tracker-PDS Tracker screen - TCS



# Perform Causal Analysis/Prepare Action Plans-PDS

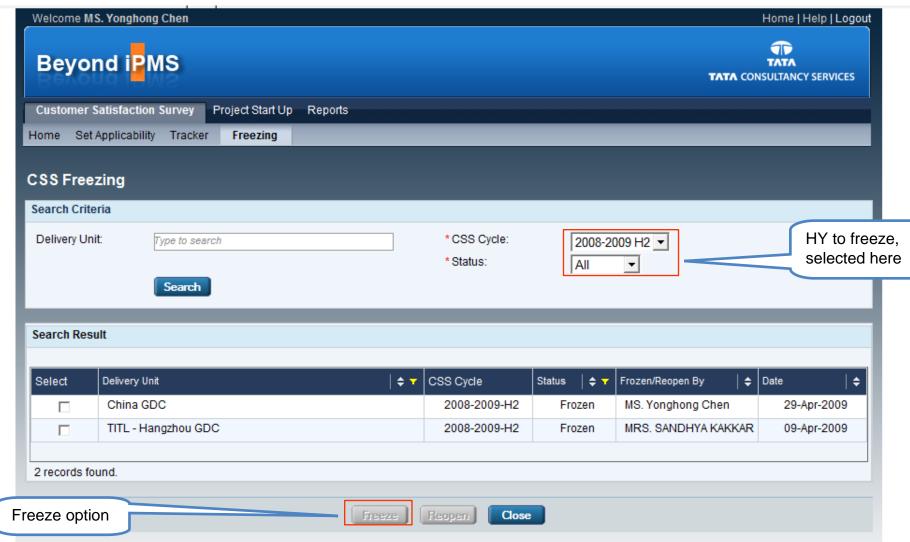
Causal analysis and Action planning screen - TCS



TCS level causal analysis and action planning done only after HY freeze

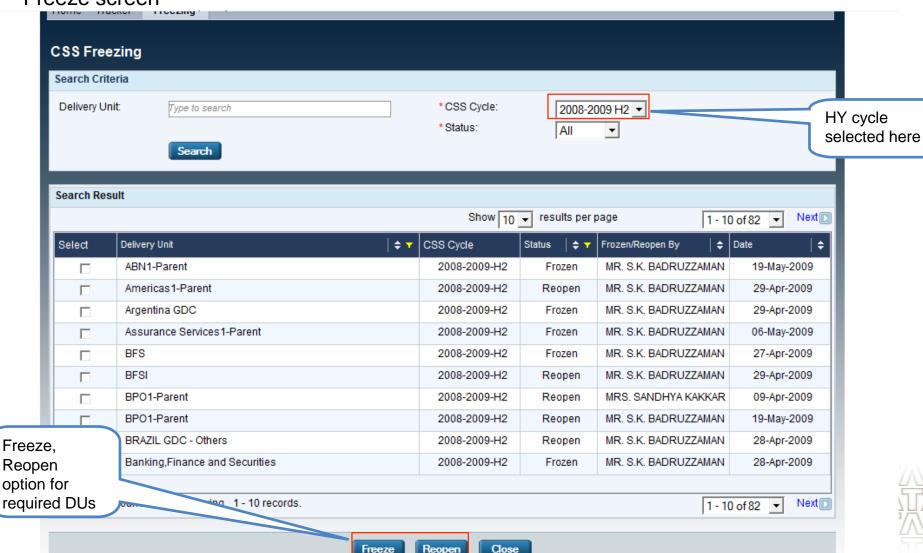
# DU level Freezing-For consolidation purposes

#### Freeze screen



# TCS level Freezing–For consolidation purposes

#### Freeze screen

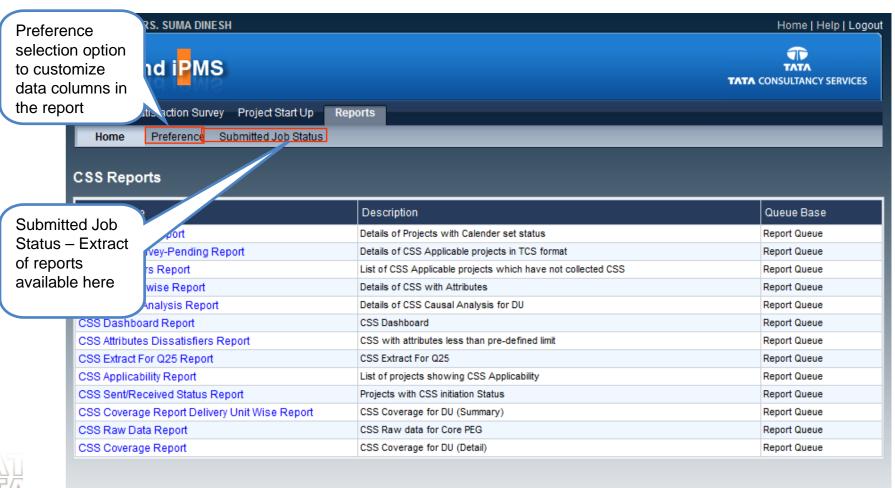


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# Reports

#### Reports Menu



Reports as applicable to the roles can be generated using the Reports Menu

# Functionalities by Roles - Detailed

# Role-GL/BRM

### **Functionality**

#### a. Set Applicability Menu

- a. Set CSS Applicability (update reason for non applicability)
- b. Set CSS Format

#### b. Set Calendar Menu

- Allows modification of the CSS Calendar Date
- b. Triggers a mail 10 days before the Calendar Date

### c. Configure/Send Menu

- a. Add/Modify/Delete customer representative details
  - a. Include customer preferred salutation
  - b. Include customer mail id (official mail id)
- b. Send the CSS request to multiple customers for the same project
- c. Set appropriate Feedback Period (six month or lesser)
- d. View CSS Form
- e. View Mail that is sent to the customer
- f. Send survey request
- g. Resend survey request, if the link expires

Contd...

## Role-GL/BRM

#### **Functionality**

### d. Capture client format feedback Menu

- a. Update CSI
- b. Qualitative feedback

#### e. Tracker Menu

- a. Project Tracker
  - a. Track CSS status
  - b. View CSI
  - c. View received CSS feedback
  - d. View CSS/Link Status
  - e. Perform causal analysis
  - f. Prepare action plan
- b. Account Tracker
  - a. View account level CSI
  - b. Perform causal analysis after HY freeze
  - c. Prepare action plan

#### f. Reports Menu

a. Generate reports applicable to this role

## Role-PL

#### **Functionality**

#### a. Configure/Send Menu

- a. Add/Modify/Delete customer representative details
  - a. Include customer preferred salutation
  - b. Include customer mail id (official mail id)
- b. Send the CSS request to multiple customers for the same project
- c. Set appropriate Feedback Period (six month or lesser)
- d. View CSS Form
- e. View Mail that is sent to the customer
- f. Send survey request
- g. Resend survey request, if the link expires

### b. Capture client format feedback Menu

- a. Update CSI
- b. Qualitative feedback

## Role-PL

## **Functionality**

#### c. Tracker Menu

- a. Project Tracker
  - a. Track CSS status
  - b. View CSI
  - c. View received CSS feedback
  - d. View CSS/Link Status
  - e. Perform causal analysis
  - f. Prepare action plan

## Role-DAG/DAM

#### **Functionality**

#### a. Set Applicability Menu

- a. Set CSS Applicability (update reason for non applicability)
- b. Set CSS Format

#### b. Tracker Menu

- a. Project Tracker
  - a. Track CSS status
  - b. View CSI
  - c. View received CSS feedback
  - d. View CSS/Link Status
- b. DU Tracker
  - a. View DU CSIs
  - b. View Account level CSIs
  - c. Perform causal and prepare action plan after HY freeze (DAM only)

## c. Reports Menu

a. Generate reports applicable to this role

## Role-PDS

### **Functionality**

#### a. Freeze Menu

a. Freeze/Reopen for required Dus

#### b. Tracker Menu

- a. View org level CSIs
- b. View DU level CSIs
- c. Perform causal and prepare action plan after HY freeze

#### c. Reports Menu

a. Generate reports applicable to this role

# Thank you

For Tech Support – Log a Ticket in GHD (Ux Services → Beyond IPMS)

For process improvement/ suggestions raise a CR in KNOWMAX → PEG → Delivery