

## Quality Monitor By Konzept & Markt

Customer satisfaction is the key to the long-term success of your company.

The Quality Monitor provides answers to the following questions:

- How satisfied are your company's customers?
- How do they rate particular services?
- To what extent do these services contribute to satisfaction, i.e. how important is a particular service to the customer?
- What are the company's strengths and weaknesses?
- Which steps should be taken to enhance customer satisfaction and company profitability?

Unlike conventional methods, the Quality Monitor tests **indirectly** for the importance of individual services or service areas. The level of importance is **calculated** based on the connection between service and satisfaction.

### Main Benefits:

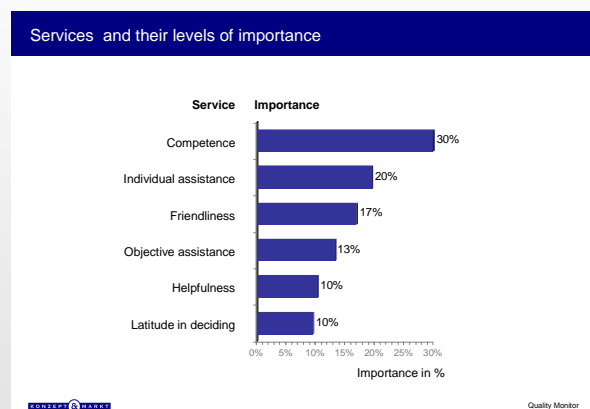
- Steps to enhance customer satisfaction can be derived straight away
- Strategic portfolio analysis to identify factors crucial to satisfaction
- Detailed operational analysis of strengths and weaknesses
- High degree of graphic clarity
- Use as tracking instrument
- QMI satisfaction index

### Particularly helpful for:

- Management
- Marketing
- Sales

## Sample Findings: Financial Services

### Importance of services provided



- Benefits of calculating levels of importance:
  - No distortion due to answers skewed by social expectations
  - Not tedious to respondents
  - Shortens the questionnaire.
- A service's contribution towards determining customer satisfaction is expressed as a percentage figure. Accordingly, services considered important have a higher percentage share in satisfaction levels.
- This way, you can channel your efforts towards improving the services most important to customers in order to improve overall satisfaction with your company.

# Customer Satisfaction

The survey data obtained is processed in four steps:

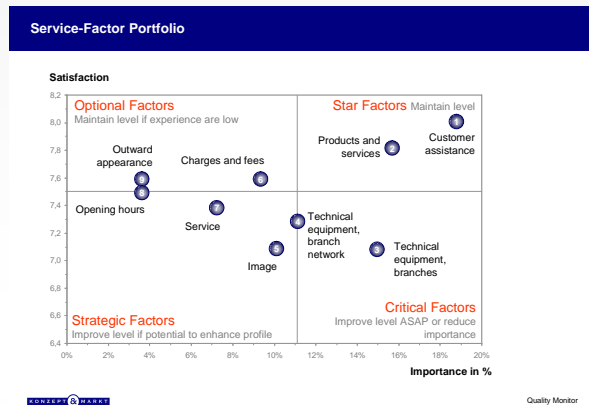
- Individual services are bundled to create service factors (factor analysis)
- Determination of importance (regression analysis)
- Creation of service-factor portfolios
- Optimisation of services (analysis of strengths and weaknesses)

## The Quality Monitor Methodology:

- Data are polled in writing, over the telephone or in person
- 300-500 cases per study unit
- Survey uses closed, 10-step scales
- Company-tailored fine-tuning of statements regarding service and satisfaction

## Sample Findings: Financial Services

### Service-factor portfolio

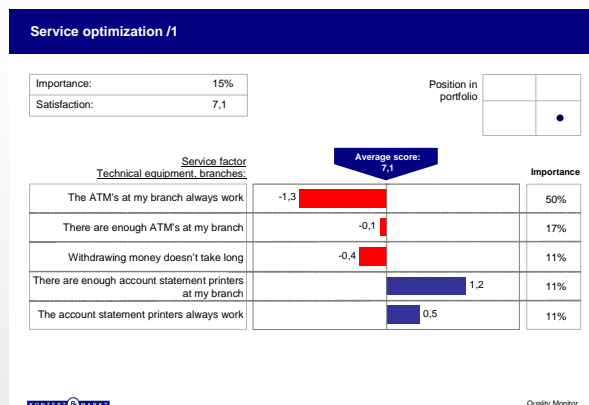


The service-factor portfolio is broken down into four areas to which companies can refer to derive strategic measures they wish to take.

In the example shown on the left, customer assistance, products and services are all very well positioned, and there is no need for action regarding any of the three.

On the other hand, respondents took a critical view of the technical equipment in place. The analysis of strengths and weaknesses immediately points up measures that can be taken to enhance satisfaction.

### Analysis of strengths and weaknesses



The analysis shows that the service viewed as the most important is also the one with the poorest rating.

### Our Recommendation

The ATM's must be kept in good working order at all times.

If this service is viewed in a positive light, customer satisfaction with the bank's technical equipment, and consequently with the bank itself, will be improved.

### Uses:

The Quality Monitor by Konzept & Markt is suited for all industries and target groups:

- Customers
- Employees
- Sales organisations

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