



rovetex AG.

TEXTILE MANAGEMENT CONSULTANTS

***OBSERVATIONS about
CUSTOMER SATISFACTION &
INFORMATION DEVICES***

***in the textile industry
what and how to measure***

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0) Introduction

Many books and documents have been written on the subject of the *Customer Satisfaction* (afterwards CS); of course this short paper doesn't expect to deal with all the methodological aspects concerning this subject.

On the contrary it intends to be a simple operative contribution for people preparing data gathering, processing - even with the help of EDP systems – and evaluation systems in particular in middle-sized textile enterprises.

Therefore this paper should be evaluated under two points of view:

- As a simple intervention hint where the Company is analyzing a project to create data and numbers to measure the CS.
- As a methodological basis for Rovetex AG intervention where Rovetex AG is the consulting firm for the preparation of a Quality Assurance System QAS.

For companies which decide - after the creation of a QAS – to reach the certification according to the ISO 9000 regulation, the preparation of a control system is indispensable and expressly quoted in the regulation (See ISO/FDIS 9001:2000. 8.2.1 Customer Satisfaction. UNI –Milano – 2000).

1.) *Customer satisfaction* indicators

The increasing attention to the needs of the customer and the measurement of how much the product or service received from the supplier has understood and satisfied what was asked for are quite recent aspects.

We don't intend to cause polemics; the logic of this approach doesn't arise from the companies' wish to understand the customer better, but always because of tougher competition on the market from cheaper products.

This has created two worlds.

Actually in the same market sector, often in the same distribution channel there are simple and/or very cheap products where the customer has a low expectation and more expensive products or with known trademarks where the customer has high expectation (and therefore needs).

The first will be satisfied with a stall in the market and with a plastic bag, the second won't.

If your customer belongs to the second group, the measurement and control of the CS (Customer Satisfaction) becomes important.

Actually it is indispensable to give a greater value added to the product to benefit from the *premium price* distinguishing the product of the second group from that of the first group. The control of the CS is a part of the greater value added.

2.) The company data for the control of the CS.

In many companies where our consultancy has taken us, we have seen a proliferation of data, tables, processing's.

Managers and assistants are very busy preparing prospects, transferring values, preparing reports.

Often, when these reports are circulated, they are not compatible; possibly they are even contradictory, consequently increasing the above mentioned procedures.

One could get to the point – absolutely not hypothetical – where the original data has been processed to such an extent and by so many people that it is no more relevant.

This is not quality.

In our opinion all company data which will have to be used later to define the evaluation of the CS must absolutely be located in the company data base and not be derived from individual and not controllable gatherings.

This doesn't mean that one cannot use office automation instruments to process the data, but these must have one single and certain origin.

3.) Creation of a company index.

It can be useful – even if not indispensable – the creation of a company general index or indicator of the CS.

In the creation of the index all the most important figures of the company management should be involved, besides – evidently during all the process we are referring to in this remark – the person in charge of the company EDP system.

The company must individuate the most important values which its history, the experience of its Managers, the contribution of the advisers charged with the creation of the QAS can individuate as representative.

Hereunder you will find some advice.

These values must be evaluated in order of importance, so as to give an index number you will be able to control at a term fixed in advance, as if it was a sort of immediate company efficiency to understand.

An example of summary table.

Indicator	Weight	Value in March 2001
Abbb	20	250
Cccc	20	450
Dddc	20	130
Zzzz	40	600
Total of the month	100	1430

From the continuous processing of the index you will get a chart like

