

Self Assessment for SMI & SME

CONTINUAL IMPROVEMENT

Customer Satisfaction vs Customer Perception

- How do you measure customer satisfaction?
- How do you determine what are the important factors for a customer to buy from you?
- What level of detail do you use in determining customer satisfaction?
- Is satisfaction measurement a regular activity, or do you measure primarily when complaints are high?
- Is customer feedback information planned and disseminated to your managers and work force in a way that stimulates action?
- Do you ask customers if they would buy from you again?

Customer needs and new product development

- What role does customer feedback play in new product development?
- Can you point to examples of changes you have made in a product or service as a result of customer feedback?

Customer retention

- Do you follow up on lost customers to determine the reasons for the customer defections? If yes, do you document and create a database and then generalize on the learnings?
- Is there a benchmark in your industry for the customer retention rate?
- How do you use information on lost customers to make changes in the product, service or other aspects of customer interactions?
- Do you have a policy for recapturing lost customers?
- What obstacles prevent you from obtaining thorough information on lost customers?

Human Resource Performance Metrics for that edge

- *Absenteeism Rate* - *Accident Frequency Rate* - *Client Satisfaction Surveys* - *Competencies*
- *Cost Of People* - *Cost per hire* - *Cost-benefit analysis* - *Economic Value added (EVA)* - *Educational Level* - *Health Care Cost Per Employee* - *HR costs/investment* - *HR ratio* - *Innovation* - *Job satisfaction*
- *Leadership* - *Learning* - *Return on investment (ROI)* - *Return on training* - *Revenue per employee*
- *Tenure* - *Time to fill Jobs* - *Total shareholder return (TSR)* - *Training and educational costs* - *Training lost*
- *Turnover cost* - *Turnover rate* - *Value added per employee* - *Intellectual capital*

If you don't measure it,
You can't understand it, control it or
improve upon it

Let me explain, darling !

