

Customer Satisfaction Measurement Procedure

Define Objectives:

Clearly outline the objectives of your customer satisfaction procedure. Identify the key goals you want to achieve, such as improving customer loyalty, reducing complaints, or enhancing overall customer experience.

The company objective is to Improve customer satisfaction and quality perception.

Identify Key Touchpoints:

Identify the various touchpoints where customers interact with your business. This could include purchasing, customer service, product usage, and post-purchase support.

Customer satisfaction survey checklist at the bottom of the service report.

Set Performance Metrics:

Establish key performance indicators (KPIs) to measure customer satisfaction. Common metrics include Net Promoter Score (NPS), Customer Satisfaction (CSAT) score, and customer retention rates.

Metrics are questionnaire with 4 answers □Excellent □Good □Neutral □Bad □Upset to choose.

Collect Customer Feedback:

Implement methods to collect feedback from customers, such as surveys, reviews, and direct communication. Make sure to gather both quantitative and qualitative data.

All service reports are held in original form and questionnaire is checked individually

Analyze Feedback:

Regularly analyze the collected feedback to identify trends, common issues, and areas for improvement. Categorize feedback into positive and negative aspects.

Negative aspects are discussed by phone, mail or personally to find a way to improve.

Implement Improvements:

Develop action plans based on the feedback analysis. Prioritise and implement improvements in processes, products, or services to address customer concerns and enhance satisfaction.

Improvements are integrated as soon as possible

Employee Training:

Train your employees on customer service skills and the importance of customer satisfaction. Ensure that they are equipped to handle customer inquiries, complaints, and feedback effectively.

Engineers are required to pay attention to the questionnaire and leave it filled by the responsible on board.

Communication:

Establish clear communication channels with customers. Keep them informed about changes, updates, and improvements. Address concerns promptly and transparently.

Customers are notified when correction is held by admin department

Customer Support Process:

Define a customer support process that includes a system for logging and tracking customer issues, a resolution timeline, and a follow-up mechanism to ensure customer satisfaction.

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Metrology

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Document the Procedure:

Document the entire customer satisfaction procedure in a clear and accessible manner. Ensure that all employees are aware of and trained on the procedure.

Service report form is left as template

Regular Audits:

Conduct regular audits to ensure compliance with the customer satisfaction procedure. Identify any deviations and take corrective actions.

Admin department attends every service report and satisfaction questionnaire

Continuous Improvement:

Emphasize a culture of continuous improvement. Encourage employees to contribute ideas for enhancing customer satisfaction, and regularly revisit and update the procedure based on evolving customer needs and market trends.

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