

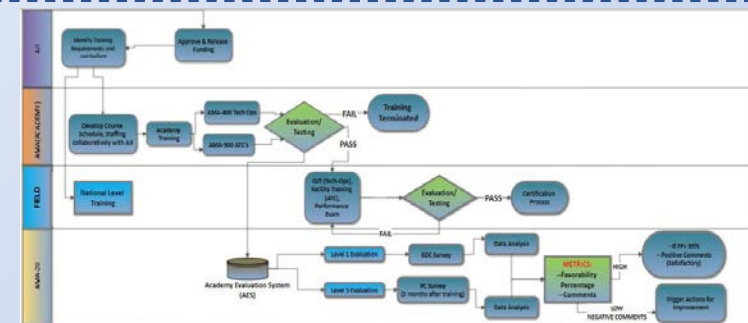
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WHAT: This project recommended a comprehensive process for collecting, analyzing customer satisfaction data and creating a review and response mechanism to refine AJI-2 products and services to maximizing customer satisfaction.

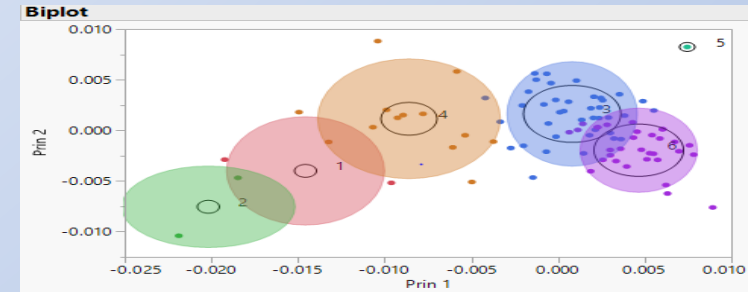
GOALS:

1. Research AJI-2 core products and services and identify the current processes for customer satisfaction data collection.
2. Research industry best practices related to customer satisfaction process.
3. Recommend an optimal implementable process and review mechanism to maximize customer satisfaction.

HOW:



Step 1: Current AJI-2 customer satisfaction process map



Step 3: Data analytics strategy

Kirkpatrick Model Case Studies	Levels of Evaluation				
	Level 1	Level 2	Level 3	Level 4	Level 5
Army & Air Force Exchange Services(AAFEs)	Multiple Surveys	Pre & Post Test	Online Surveys	Online Surveys	X
Canada Revenue Agency	End of Course Survey	Content Survey	Focus Groups	Focus Groups	X
Defense Acquisition University(DAU)	End of Course Survey	Pre & Post Test	Post Course Survey	ROI	ROI
Duke Energy Corporation	Reaction Sheets	X	Correlation	X	X
First Union National Bank	End of Course Survey	X	Questionnaires	Control Group	X
Caterpillar, Inc.	End of Course Survey	X	Quick Wins Score Sheet	Value Narration	X
Cisco Systems, Inc.	Survey(3 Months)	X	Observation	Factors Oriented	X
GAP, Inc.	Questionnaire	Questionnaire	Post survey	Impact Study	X
Group Iberdrola	Questionnaire	Pre & post test	Questionnaire	Control Group	X
Toyota Motor Sales, U.S.A., Inc.	Survey	Knowledge assessment	Interviews	Interviews & observations	Pre & post study of factors
Innovative Computer, Inc.	Questionnaire	Skills Assessment	Questionnaire	Questionnaire	Monetary, Intangible benefits

Step 2: Best practices from other industry

Step 4: Final Recommendations

- ✓ Level 1 evaluation process
- ✓ Level 2 evaluation process
- ✓ Level 3 evaluation process
- ✓ Level 4 evaluation process
- ✓ Level 5 evaluation process
- ✓ Evaluation data analytics strategy

WHY:

- Customer satisfaction is directly linked to business performance.
- AJI-2 Technical Training currently does not have a process to collect, analyze or respond to customer satisfaction data.
- Implementing a customer satisfaction process for AJI-2 Technical Training would create a review and response mechanism to refine AJI-2 products and services and lead to better training quality and delivery.

IMPACT: The results can be used to recommend continuous improvement strategies for AJI-2 level 1 and level 3 customer satisfaction processes, and approaches for designing and implementing level 2, level 4, and level 5 customer satisfaction processes.