University of Akron

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AJI-2 Customer Satisfaction Process

The University of Akron
College of Engineering

Project Objective & Goals

Recommending 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

(1) Researching AJI-2 core products and services and identifying the current processes for customer satisfaction data collection

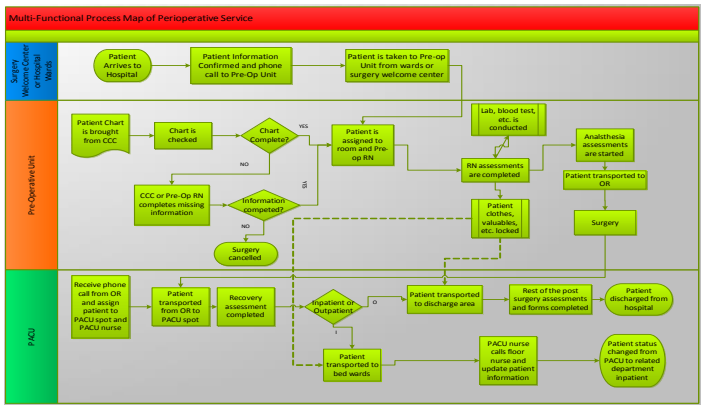
(2) Researching industry best practices related to customer satisfaction process

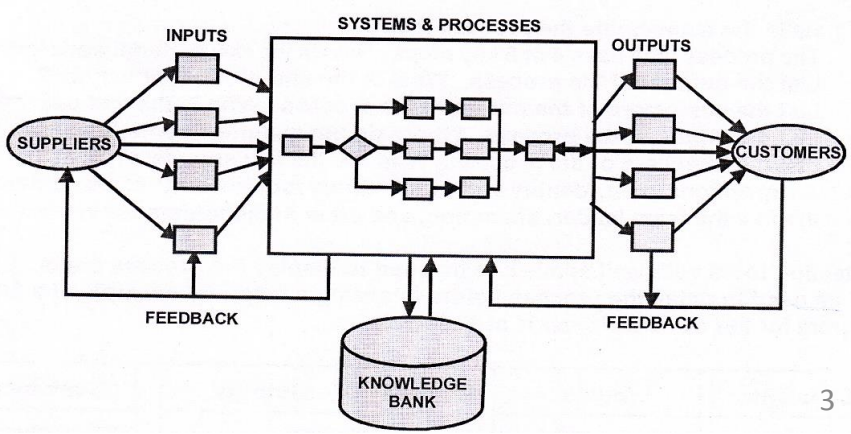
(3) Recommending an optimal implementable process and review mechanism to maximize customer satisfaction

Project Tasks

Task 1: Current AJI-2 Technical Training Process Mapping

- Map the current processes using process flow charts, SIPOC (Supplier, Input, Process, Output, Customer) diagrams, multi/cross functional diagrams.
- Focus on all the stakeholders with special emphasis on trainees and training requesting organizations
- Identify if, how, and where the customer satisfaction data are collected in the current processes



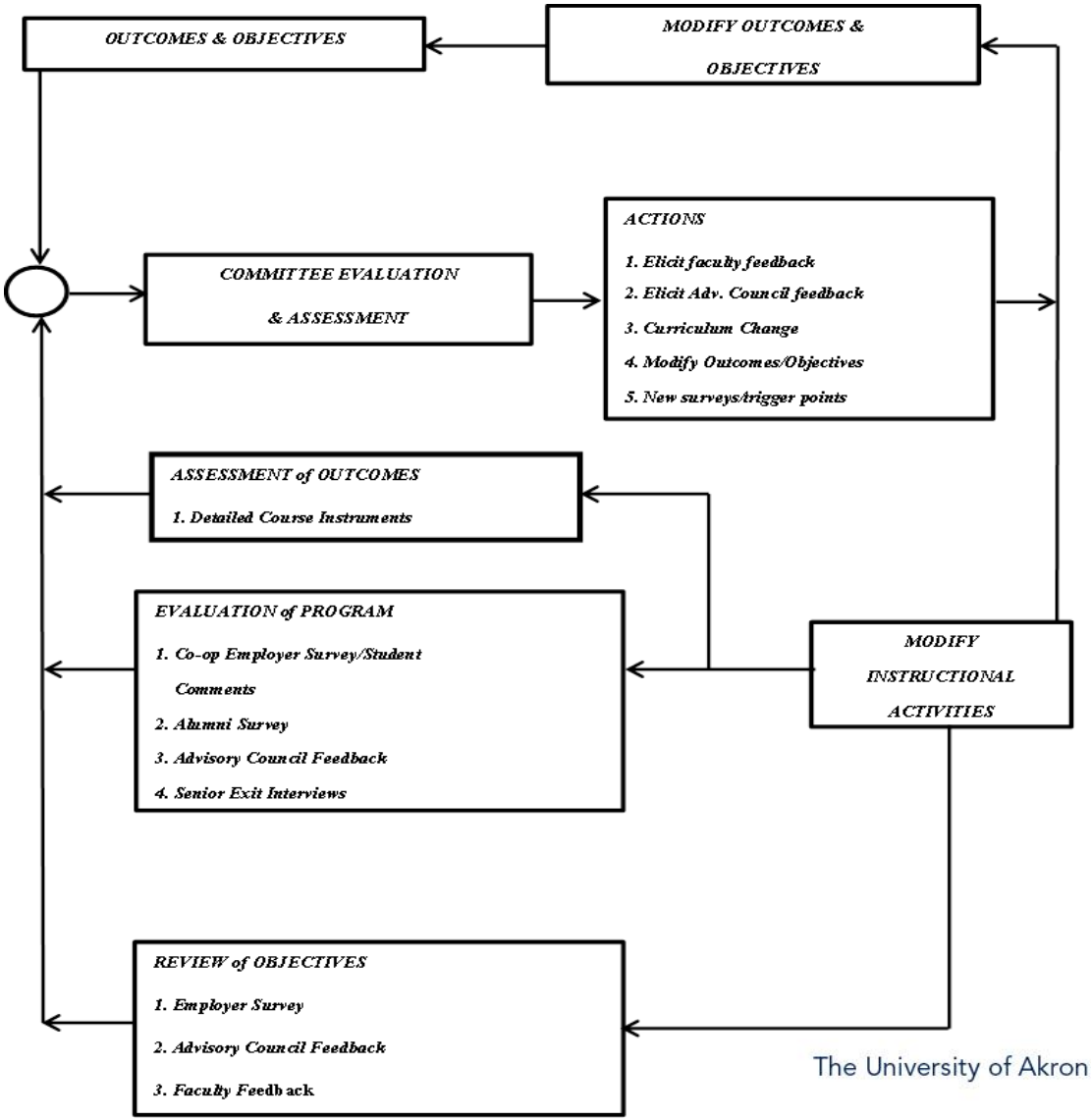


Project Tasks

Task 2: Extensive Literature Review to Identify Industry Best Practices

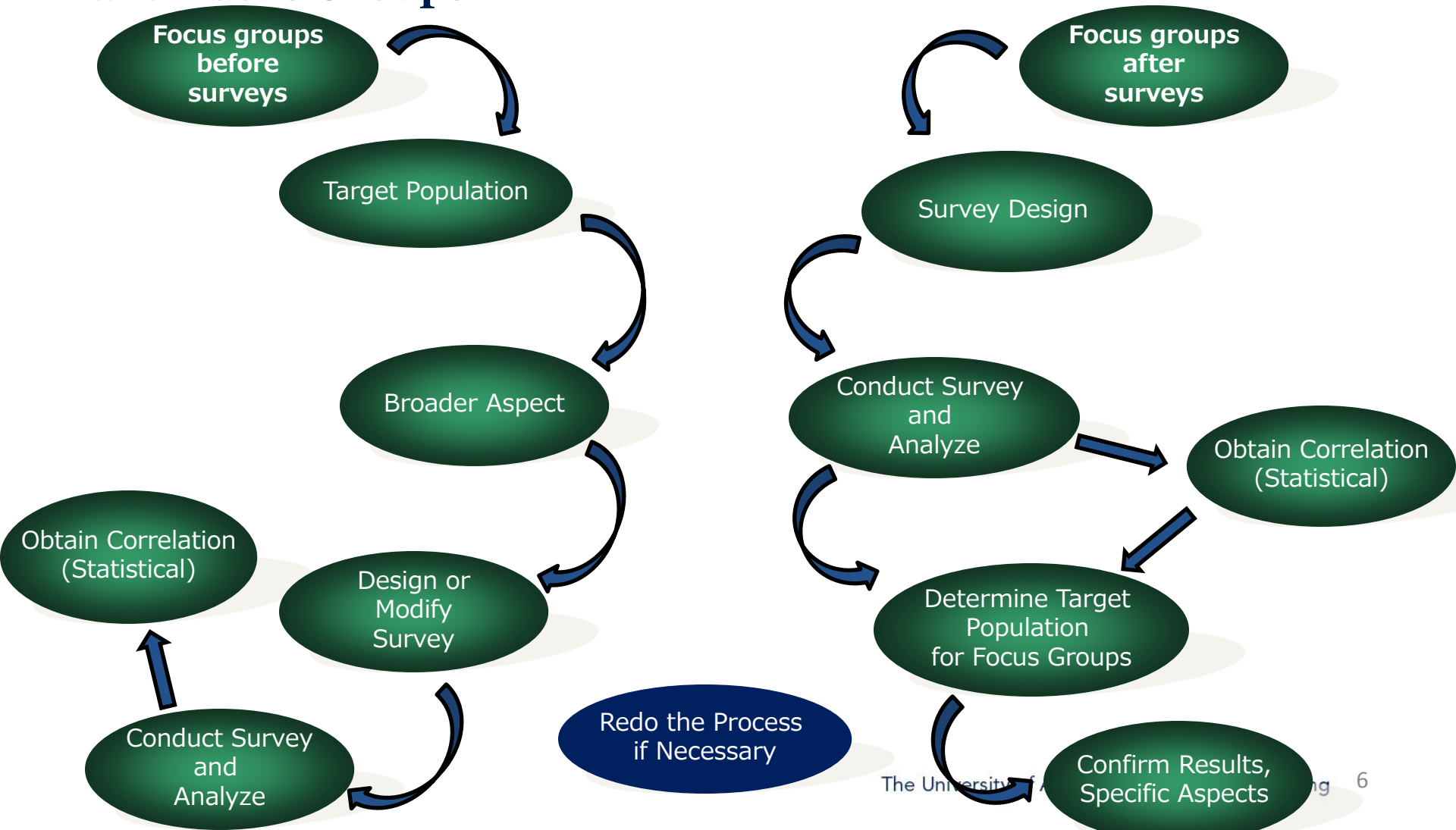
- Gather industry best practice information
  - Multi-channel literature review (research papers, articles, online posts, social network discussions, etc.)
  - PI's Industry connections from various industry sectors
- Categorize and summarize findings
  - Success stories, lessons learned, data collection process, data analytics strategies, system feedback loop design, action trigger points design, etc.

Integrated Process for Reviewing Program Educational Objectives and Student Outcomes (An ABET Example)



Project Tasks

Task 3: Preliminary Design of Customer Satisfaction Surveys and Focus Groups



Project Tasks

Task 4: Develop Customer Satisfaction Data Analytics Strategies

- For the quantitative survey data
  - Summary statistics
  - Advanced data mining tools to further discover the hidden patterns to reveal important information
- For the qualitative survey data and focus group results
  - Grounded theory approach
  - Knowledge discovery
  - Trigger actions for continuous improvements

Project Tasks

Task 5: Provide Comprehensive Recommendation of a Process for Collecting, Analyzing, and Taking Actions on Customer Satisfaction Data

- Final Process Recommendation
  - Best industry practices
  - Survey design and focus group formation strategies
  - Data analytics strategy
- Implementation Plan
  - Survey distribution method, survey frequency, feedback loops, action plan trigger points, continuous improvement mechanism