Quality and Satisfaction Alignment Primer

High customer satisfaction and client loyalty are only partially achieved by producing quality products or delivering effective services. Over the course of time, deficiencies in leadership, operations, or other areas of an organization will introduce systemic damage that eventually manifests in financial loss. To help avoid a crisis of quality, companies strategically align their business processes to observable results.

One approach to creating alignment is implementing ANSI or ISO standards. They each require a robust quality management system (QMS) that defines what is meant by "quality" in all processes at all levels of an organization. The first step in creating your QMS is to identify a critical organizational deficiency that has previously impacted customer experience, or has the potential to. Then you should determine five initial performance indicators (KPIs) that will be influenced by implementing your new customer satisfaction measurement system so that you can address the deficiency:

KPI	Department	Current	50% Goal	75% Goal	100% Goal	Dependencies

After identifying these indicators, the next step is to create a dashboard where results are updated frequently so you are able to track performance to goals at a glance and make adjustments as needed. There are many different ways to approach this aspect of your system. And there are many vendors who can provide solutions that incorporate automation and scale to the complexity of your organization. Best practices to look for in whichever tool you employ include:

▶ A cohesive integration of digital and non-digital signals to provide complete performance visibility
▶ A validation regime that is proven to eliminate bias
▶ An evidence-based structure that leverages motivation and learning theory to enable actionable continuous improvement
▶ Commitment to implementing changes directed by system results from leadership stakeholders not managing the solution

For additional information on Customer Service and Satisfaction systems:

▶ https://www.bain.com/insights/management-tools-customer-satisfaction-systems/

▶ https://www.mckinsey.com/industries/retail/our-insights/the-three-cs-of-customer-satisfaction-consistency-consistency-consistency

▶ https://www.qualtrics.com/experience-management/customer/measure-customer-satisfaction/