

BIG Internal Customer Satisfaction Survey

A business unit or department is able to measure the satisfaction of:

- ❖ customers outside the company (conventional external customer satisfaction analysis or
- ❖ employees of the company (internal customer satisfaction analysis)

The internal customer satisfaction survey (ICSS) is useful for business units and departments serving other business units, i.e. their internal customers, and supporting them with certain services or goods, such as:

- ❖ IT Services
- ❖ HR or personnel department
- ❖ Marketing and sales services
- ❖ Fleet, office and/or plant & equipment / facility management
- ❖ Catering and canteen provisioning
- ❖ Operational safety and health services

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on www.fbinnovation.com

The major steps of an ICSS are:

- 1. Questions**
Concept / questionnaire (in writing, online, verbally)
You define the objectives and target groups for the survey. We support you in compiling the questionnaire and selecting the most appropriate survey tool. You address an explanatory advance notice to your internal customers. Upon your request, we conduct the survey (at a national or international level) and collect the replies.
- 2. Replies**
Collection, input, evaluation, report
We input all replies into a suitable software program, analyze the results and compile a report. Within just a few days, you'll receive the evaluation in the form previously agreed.
- 3. Reaction**
Feedback to participants, discussion in workshops
Upon request, we present the analysis results and support you in organizing workshops. As a neutral external partner, we can contribute to ensure an impartial interpretation and implementation of the results.
- 4. Results**
Implementation of the analysis results, control, follow-up
You decide, if and when you want to conduct a further analysis for monitoring the success and trend.

Please continue reading →

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Why and how FBInnovation can actually help you:

- ❖ FBInnovation supports you in all stages of an internal customer satisfaction survey (planning/concept, process management, follow-up processes) and can rely on valuable experience from other companies and up-to-date research knowledge.
- ❖ FBInnovation acts as a trustee and intermediary for both the company staff and management serving as a credible guarantor of your employees' anonymity (without limiting the value and use of the results).
- ❖ FBInnovation offers comparative internal customer satisfaction surveys for other business units and trend-based follow-up analyses at agreed intervals.
- ❖ Where appropriate, FBInnovation also conducts external customer satisfaction surveys in order to measure the external impression and customer orientation of your staff and gain a valuable insight by comparing the results of the external and internal customer satisfaction analyses.

Project targets may include:

- ❖ measuring how internal customers assess the performance (comparing wishes/expectations with the perceived level of performance)
- ❖ identifying strengths and weaknesses
- ❖ carrying out improvements to reinforce strengths / reduce weaknesses
- ❖ fixing communication targets (improving the cooperation between departments, creating a feedback culture)
- ❖ creating/determining the basis for an ISO 9001 quality guide, for Balanced Scorecard, knowledge management und other tools

Possible subject areas of a questionnaire

1. Service/product quality (price-performance ratio, quality, etc.)
2. Comparison with external providers/suppliers of identical or similar services
3. Cooperation/customer orientation
4. Behavior and appearance of employees
5. Information and communication
6. Handling of complaints
7. Image and confidence (trust)
8. Demographic data

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