

Storyboard/Script Learning Video

Graphical user interface, text, application

Description automatically generated

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AGREEMENT NUMBER – 621707-EPP-1-2020-1-BE-EPPKA2-SSA

**Short introduction of video L07-A1:**

The video is structured into three dialogues:

* The first dialogue addresses the importance of understanding the concept of customer satisfaction. It also discusses the actions to be taken to develop an action protocol.
* The second dialogue goes into one of the key actions of the action protocol by means of the development of a dedicated questionnaire and all the steps to be observed for construction.
* The third dialogue illustrates the use of customer satisfaction for the development of CRM customer relationship management applied to collective catering.

# Learning Outcome “LO7-A-1”

Define a customer satisfaction protocol and place customer service at the hearth of decision-making and activities

# Responsible Partner/ author of storyboard:

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**Title of video:**

An approach to Customer Satisfaction

**Video description:** The video provides the tools for a CGE to detect customer’s satisfaction. This is an essential step in a person-centered approach to primary care.

**Planned duration of video:**

Approximately 10-15 minutes

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| Scene Nr. | | **1** |
| Title *[optional]:* | **Approach to customer satisfaction** | |
| Format: | Interview | |
| Setting: | At home and in a restaurant hall | |
| Characters: | Interviewer:  **Gastro Chef student**  Gastro Chef student, Gianmaria  Interviewee 1: **IT expert**  IT expert, Ludovica | |
| Content: | **Question 1 (Gastro Chef student):** I would like to understand my customers’ expectations, how can I do that?  **Answer 1 (IT expert):**  The best way to do this is to use the Customer Satisfaction Analysis.  **Question 2:** What is it about?/ What are we talking about here?  **Answer 2:** The term Customer Satisfaction refers to the set of techniques and strategies aimed at maximizing customer satisfaction by improving the services offered.  **Question 3:** What can be determined with customer satisfaction?  **Answer 3:** By assessing the customer satisfaction, the following aspects can be identified:   * The satisfaction of a user resulting from the use of a product or provision of a service; * The correspondence between the level of perceived quality and expected quality.   **Question 4**: How exactly does this work?  **Answer 4:** Through a number of complex operations that require a high level of knowledge and skills that include:   * preparation of the questionnaire in order to collect the info for the evaluation of CS results; * defining the criteria for sample selection and sample size; * collecting information; * processing data and analysing results   **Question 5:** What is the goal of such a questionnaire?  **Answer 5:** The questionnaire aims to identify perceived quality, expected quality and the importance of individual characteristics.  **Question 6:** Is there any reference standard?  **Answer 6:** There is a reference standard introduced in 2008 under the acronym ISO 9000. It identifies a set of standards and guidelines developed by the International Organization for Standardization (ISO), defining the requirements for the implementation of a quality management system within an organization, in order to conduct business processes, improve effectiveness and efficiency in product manufacture and service delivery, and achieve and increase customer satisfaction.  **Question 7:** But how is it applied, what are the pillars?  **Answer 7:** There are four important basic standards:  1) ISO 9000:2000 including Fundamentals and terminology  2) ISO 9001:2000 describing Quality Management Systems Requirements  3) ISO 9004:2000 referring to Quality Management System Performance Improvement Guidelines and  4) ISO 9011 dealing with Audits  In particular, the ISO standards aim to facilitate the introduction and maintenance of quality systems. The most important innovations of ISO 9001/2000 include, amongst others:   * the customer orientation and process-based approach in order to improve the organisation and thus increase performance; * the customer orientation in company management, it is therefore important to talk about customer focus and customer satisfaction   **Question 8:** What is the difference between customer focus and customer satisfaction?  **Answer 8:** Customer focus refers to the ability to understand customers' needs and expectations and translate them into product/service requirements, thus assessing their satisfaction.  Customer satisfaction, on the other hand, applies to listening to customer feedback and turning it into performance indicators for the company in order to achieve continuous improvement over the competition. | |
| Requisites/ Material: | * PC * INTERACTIVE WHITEBOARD * SHEETS | |
| Additional notes for the scene *[optional]*:  the computer scientist explains what customer satisfaction is to the gastro chef. | | |

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| Scene Nr. | | **2** |
| Title *[optional]:* | **Questionnaire construction: guide to an effective questionnaire** | |
| Format: | Interview | |
| Setting: | At home and in a restaurant hall | |
| Characters: | Interviewer: **Gastro chef student**  [Gastro chef student, Giammaria]  Interviewee 1: **IT expert**  [IT expert, Ludovica] | |
| Content: | **Question 1:** What are the methods for measuring customer satisfaction?  **Answer 1:** One of the most effective strategies are questionnaires.  **Question 2:** How is such a questionnaire structured?  **Answer 2:** There are five pillars on which to build a customer satisfaction survey. In this context, it is important for the individual to understand and reflect the following aspects:   * Who to interview? * What to ask? * Which medium to use? * To consider the rating to measure customer satisfaction * To repeat the interview over time   **Question 3:** Why do you need an interview in this context? What is the purpose of it?  **Answer 3:** The interview is a very important phase because you have to consider, choose and group the right target group, this phase is essential for the effectiveness of a questionnaire.  **Question 4:** What kind of questions should you ask in order to get the most out of it?  **Answer 4:** It depends on the goals you want to achieve.  Here are some useful examples:   * What is your general level of satisfaction? * How willingly would you ask for our service? * How willingly would you recommend our service to others? * How willingly would you recommend the price of our service to others? * What is the level of food quality? (Construction of a dedicated questionnaire) * What is the level of cleanliness?   **Question 5:**  What technological means can I use to carry out surveys?  **Answer 5:**  There are two channels that are most commonly used to distribute questionnaires. Let me explain those subsequently including their strengths and weaknesses.   * Questionnaires can be conducted via the Web.   On the one hand, this channel is usually used when you can’t count on big budgets. On the other hand, however, it is not the first choice, if you ask a lot of open-ended questions, as there is a risk of receiving incomplete answers.  Because customers can be invited by email, web-based surveys can also be effective when there is a strong relationship between the interviewer and the service offered.   * The second most commonly used channel relates to Face2Face interviews using online platforms.   This is the ideal channel to measure the satisfaction of key clients because Face2face interviews provide you great responses to open-ended questions, as you have the opportunity to build a relationship with the interviewee.  **Question 6:** How can I measure customer satisfaction?  **Answer 6:** To adequately measure customer satisfaction, you need to use the right/appropriate rating.  Consumers define their level of satisfaction in different ways and often in irrational, disorganized or hard-to-classify ways. In order to give the answers a statistical/logical meaning, in a usable way, you can assign a value scale from 1 to 10 to the answers on the questionnaire, which express the level of satisfaction.  The value ratings refer to the following meanings:   * between 8 and 10 means that the service is excellent. * 8 and 7 refers to the fact, that the service is good, however there should be the readiness to monitor or improve the feature of the service in question. * below 7 relates to a rating of concern. Action to improve the service should be taken as soon as possible.   In a further step, it will be necessary to repeat the interview over time. Since people tend to change their perceptions of events, their opinions, and consequently their expectations of the product, repeating the questionnaires over time will allow you to:   * keep customer satisfaction high and * equip the service with new features in line with consumer expectations   **Question 7:** Could you be so kind as to explain a little about the benefits of measuring customer satisfaction?  **Answer 7:** Measuring customer satisfaction is about taking into account and listening to the consumer's expectations and observations about the entire experience. This results in the following concrete benefits:  You can…   * understand how your consumers perceive your service * modify/fix the weak points of your service * measure the effectiveness of the corrective action taken on your service and assess the market response * positively influence loyalty   **Question 8:** Can this data be used to build a database for the Customer Relationship Management?  **Answer 8:** Yes. | |
| Requisites/ Material: | * INTERACTIVE WHITEBOARD * PC * SHEETS AND PEN | |
| Additional notes for the scene *[optional]*:  The IT expert explains the guide to constructing an effective questionnaire | | |

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| Scene Nr. | | **3** |
| Title *[optional]:* | **Customer Relationship Management** | |
| Format: | Interview | |
| Setting: | At home and in the hall of a restaurant | |
| Characters: | Interviewer: Gastro chef student  [Gastro chef student, Giammaria]  Interviewee 1: IT expert  [IT expert ,Ludovica] | |
| Content: | **Question 1**: What is a Customer Relationship Management or abbreviated CRM system?  **Answer 1**: CRM is a useful and effective marketing tool. It is in general a database containing all the information collected to better understand who is visiting your venue/ who your customers are.  It is also a strategy for managing all relationships with potential and existing customers. A CRM system helps companies stay in touch with customers, streamline processes and improve profitability.  Key features of a CRM system typically include contact management functionality, dashboard-style presentation of information and reports that analyze pipeline activity, as well as communication tools such as integrated e-mail and internal instant messaging:   * Contact management * Lead management * Sales forecasting * Instant messaging between employees * Email tracking and integration with Outlook and Gmail * File and content sharing * Dashboard-based analytics   **Question 2:** Could you be so kind as to describe individual key aspects a little?  **Answer 2:** Sure.   * Contact management:   All the latest customer information, from contact details to service conversations, is readily available for access and updating.   * Lead management   The system allows users to track pipeline activities, tasks, and goals throughout the journey from potential customer to conversion.   * Sales forecast   Forecasting reports enable salespeople to gain better visibility into their pipelines, qualify leads more accurately, and find out how far they are from reaching their goals. Sales managers can use the reports to motivate and manage their staff.   * instant messaging between employees   Real-time instant messaging capabilities make it easier to ask and respond to requests from other colleagues, such as to support a live sales opportunity or service interaction. Managers can check in with field staff, and employees can request immediate feedback or support.   * Email monitoring and integration with Outlook and Gmail   Instant synchronization of e-mail clients with the CRM system provides a complete view of customers and leads without having to continually log in to different systems. Calendars and contacts can be viewed on any device, and e-mails can be created and managed in a single workflow.   * File and content sharing   Team members can upload information to a centralized location and share it quickly and easily with colleagues.   * Dashboard-based analytics   Information is aggregated and presented in intuitive and meaningful dashboards that can be customized to each individual's priorities.  **Answer 3** (Gastro chef student):  Thank you for the valuable interview and the information you have provided. | |
| Requisites/ Material: | * PC * Interactive whiteboard * Sheet, pen | |
| Additional notes for the scene *[optional]*:  IT expert explains to gastro chef what is a CRM system | | |