



Institut für Kundenzufriedenheit

The Qualimeter – an instrument for competitive advantage

1. Starting position and target

The customer satisfaction barometer with the trademark Qualimeter starts at following positions:

- The profit and the statement for the entrepreneur are in the foreground.
– That's why the participating company monthly reports to improve there quality standard.
- The system is easy to use and doesn't afford much engagement from the management. The companies get the questionnaires in the language and number they want.
- Low cost to guaranty a large number of participating companies.
- For the orientation the results are presented in comparison to other companies. (Benchmark)
- You can use the Qualimeter as basis for concrete discussion with your emploees.

2. Methodology

Basis is a scientific developed questionnaire (3 – 4 pages) which can be adapted according to the wishes of the companies.

Following questions are inbound:

- Attribute satisfaction
- Attribute importance
- Satisfactions incidents – open response
- Overall satisfaction
- Price satisfaction
- Loyalty
- Complaining behaviour
- Booking behavior
- Demographics

3. Firm specific results

Individual customer satisfaction monitoring

- Analysis and displaying of each customers satisfaction index

Customer satisfaction benchmark

- Comparison of the individual results with the average of the interest group, and for more encouragement with the top 25% of the interest group.

Importance – Performance Analysis (IPA)

- Information for realisation of strategies

Customer value analysis

- Two dimensions: satisfaction with price / overall satisfaction with service