

Automatic template to support the analysis of Feedback Questionnaires

Palermo, 25 January 2018



Good practice Aim

to perform automatically with the aid of a preset model the phases of:

- data processing
- graphics
- data analysis
- reading of results

every time a feedback questionnaire is delivered to clients

GP results

- Assessment of the level of customer satisfaction
- Knowledge of needs and expectation clients have for Enterprise Europe Network (EEN) services
- Development of a menu for the gold and silver services
- Improvement of those processes & services that meet the expectations of the customer (how your organisation is in terms of quality, efforts, strength or weakness)



Preparatory steps for the GP

- Arrangement of the feedback questionnaire
- Delivering of questionnaires
- Gathering of data

Arrangement of the feedback questionnaire: structure and scale

- **Expectation:** what the client expected from the EEN services
- **Perception:** what was the client's opinion of the services provided (Perception of Service).
- **Importance:** how important for the client was the service provided by the EEN organisation.
- **Survey Scale:** 1 (low/unsatisfied) up to 7 (high/very satisfied)

Example

QUESTIONNAIRE

1 SERVICES FOR TECHNOLOGICAL TRANSFER		EXPECTATION [1..7]	SATISFACTION [1..7]	IMPORTANCE [1..7]
1.1	Company visits	5	6	5
1.2	Technology Requests/Offers	7	7	7
1.3	Technology watching	4	3	3
1.4	Brokerage Events	7		7
1.5	Assistance during negotiation	6	6	6

2 INFORMATION SERVICES		EXPECTATION [1..7]	SATISFACTION [1..7]	IMPORTANCE [1..7]
2.1	Bulletins	4	4	5
2.2	Web site	6	5	6
2.3	Workshop and events	6	6	6

How to use this GP

- The preset model is based on a certain number of sheets inside a unique excel file
- The structure of the file is the sequent:
 - a sequence of couple of sheets (a couple for every question e.g.: 1.1 visits and visits)
 - a final sheet where all the results will be gathered and ordered after all data will be inserted in the respective sheet

First sheet in the couple corresponding to the first question

1.1 Company visits

n.	Company	Expectation	Perception	Importance	Ranking	plot(x)	plot(y)
					Ranking (sum) =	16	
					Ranking (average) =	1,63	
1	client 1	5	6	5	5	1	5
2	client 2	2	7	7	35	5	7
3	client 3	7	2	5	-25	-5	5
4	client 4	7	1	7	-42	-6	7
5	client 5	6	5	4	-4	-1	4
6	client 6	5	6	7	7	1	7
7	client 7	4		7	0	0	0
8	client 8	4	3	4	-4	-1	4
9	client 9	4	1	4	-12	-3	4
10	client 10	7	3	2	-8	-4	2
11	client 11	3	7	1	4	4	1
12	client 12	2	7	2	10	5	2
13	client 13	4	5	4	4	1	4
14	client 14	5	5	5	0	0	5
15	client 15	1	2	1	1	1	1
16	client 16	1	7	7	42	6	7
17	client 17	6	7	3	3	1	3
18	client 18	1		1	0	0	0
19	client 19	5		5	0	0	0
20	client 20	6		6	0	0	0
MEDIA		4,25	4,63	4,35			

Show Occurrences

Target Sheet Name

Visits

Where:

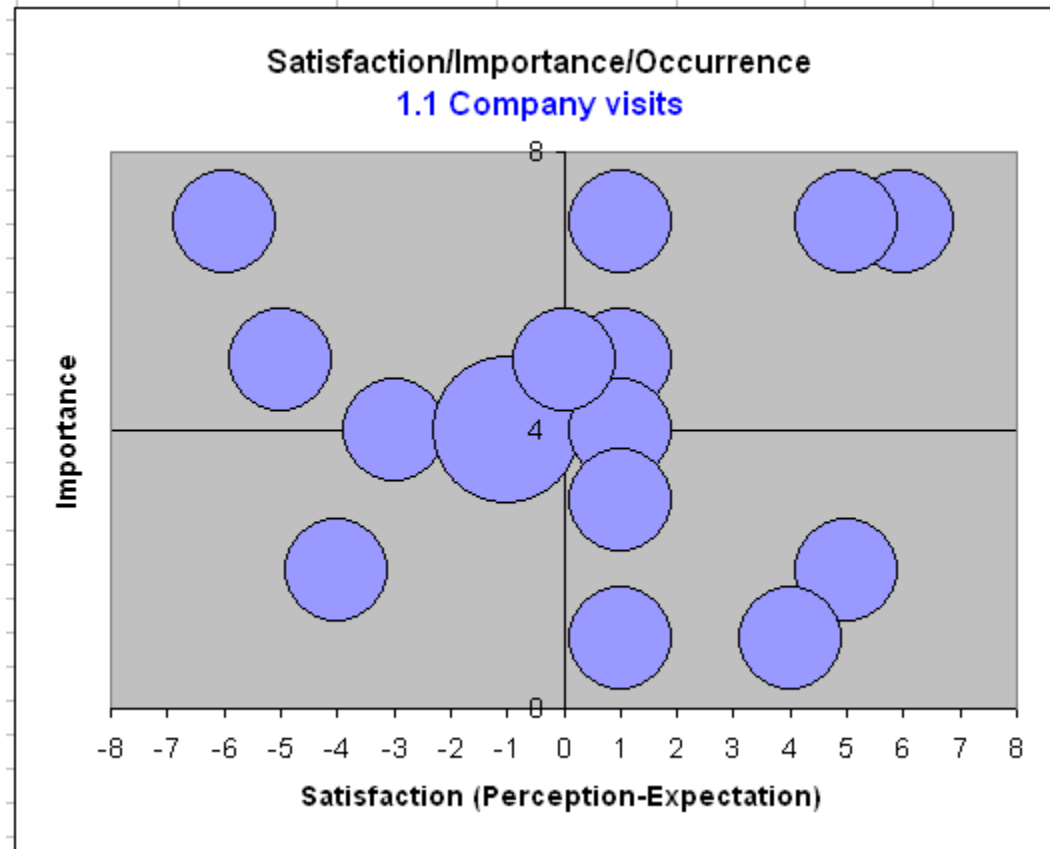
- All the cells with a blue label are calculated
- The Ranking for the services is:
(Perception - Expectation) x Importance

To make the sheet work (for every sheet):

- Inserting data in the sheet (values for Expectation, Perception, Importance)
- Execute the automatic procedure clicking on the button:
 - “Show Occurrences” : this will make calcolous automatically and will produce the graphics.

Second sheet in the couple corresponding to the first question

A	B	C	D
Company visits			
Satisfaction	Importance	Occurrence	
-6	7	1	
6	7	1	
5	7	1	
-5	5	1	
5	2	1	
-4	2	1	
4	1	1	
-3	4	1	
1	7	1	
1	5	1	
-1	4	2	
1	4	1	
1	3	1	
1	1	1	
0	5	1	
Total answers			16
Occurrences sum			
6	1	9	
Satisfaction			
<0	0	<0	
38%	6%	56%	



Where:

- All the cells with a blue label are calculated
- Occurrences are necessary for the bubble charts
- Satisfaction is:
 - Red if < 0
 - Yellow if $= 0$
 - Green if > 0



Analysis of results according to ranking (1/3):

A service is perfect (gold) when:

Perception = Expectation
for every value of Importance

A service is of high satisfaction (silver) when:

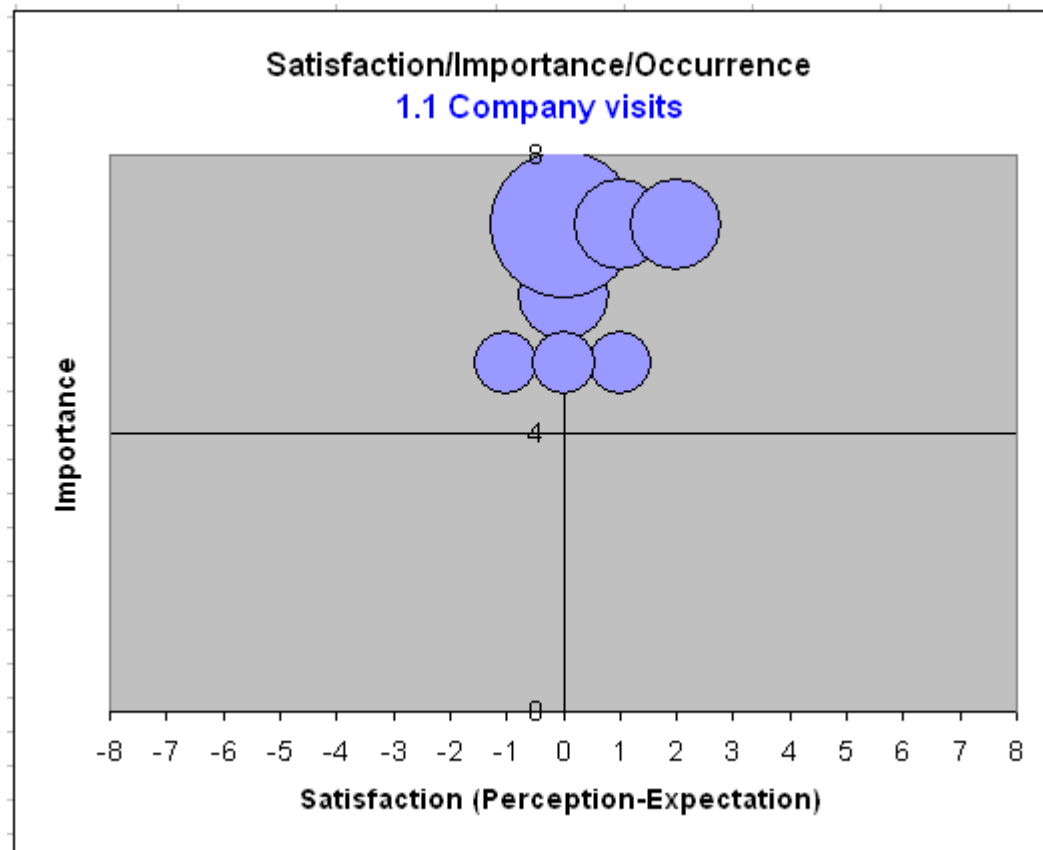
Perception \geq Expectation
and the ranking is high

A service is of low satisfaction when:

Perception $<$ Expectation
and ranking is low



Analysis of results according to the Satisfaction / Importance Matrix (2/3):



Analysis of results according to the Satisfaction / Importance Matrix (3/3):

Satisfaction / Importance Matrix

	Satisfaction (Expectation - Perception)	
Importance	Low	High
High	Attributes that need attention – areas where priorities should be focused	Current organisation strengths
Low	Low Priority	Unnecessary strengths – possible overkill

et

Adapted from: Alan Dutka. *AMA Handbook for Customer Satisfaction*. (Illinois: NTC Publishing Group, 1994).

GP customization

1. In order to create a couple of sheets use keys <ctrl n>
2. In the first sheet of the couple substitute 'n.m New question' with your number and question name (e.g. '1.1 Company visits')
3. In order to automatically customize the second sheet and the "Services-Attributes Ranking" sheet use keys <ctrl r>



Thank you

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