

Case Study 5

Customer Satisfaction Survey

Client

Western Cape's Department of Local Government and Housing (DLGH)

Objectives

Probe the issues of customer satisfaction as well as gaps and recommendations made by participants; provide a report to the client.

Tactics

- Developed a structured questionnaire which was administered through face to face interviews
- selected clients randomly and interviewed them as they visited the Help Desk of the Department

Outcomes

- Developed the survey and benchmarking tools for future research work
- Highlighted the interrelationship between various departmental units and how it impacted on the supply chain
- Feedback reported on dimensions like Assurance, Reliability, Responsiveness, Empathy and Tangible
- Alerted the client on areas that need improvement