

# 3 ดูกล้า

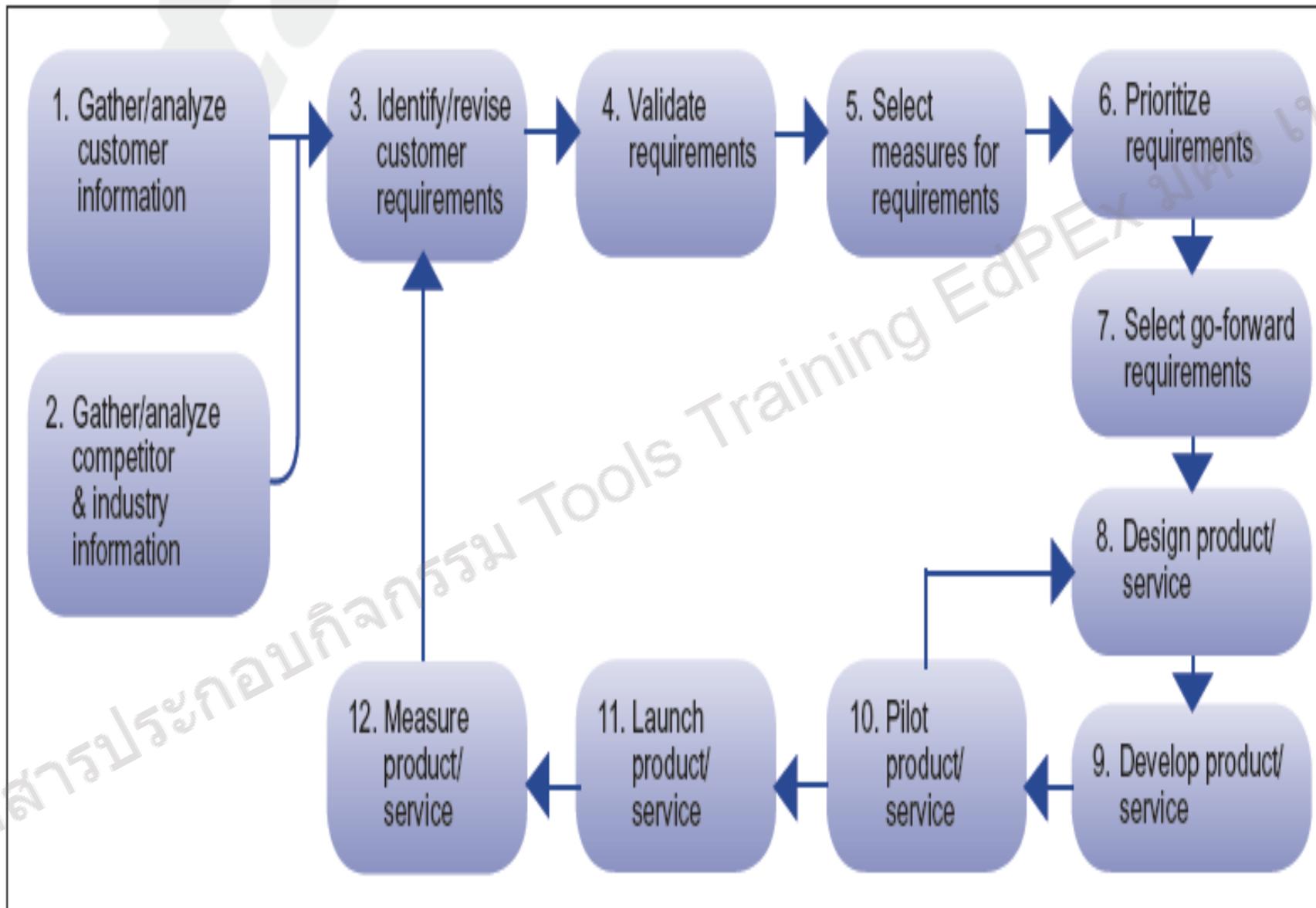
กิตติพงศ์ เตมียะประดิษฐ์

เอกสารประกอบการอบรม Tools Training EdPEX มศว เท่านั้น

## 3.1ก(1) การรับฟังผู้เรียนและลูกค้ำกลุ่มอื่น

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Figure 3.2-1 VOC Process



# Voice of Customer Methods

Approach	Customer	Freq	Data Use
<b>Direct Communication</b>			
CCSSE, Noel-Levitz, SENSE	CS	A	SL, S, E, I
Student Evals of Instruction	CS	A	SL, S, E, I
DSO/College Department Satisfaction Surveys	AC Internal Customers	O	S, E, I
POC Surveys	CS	O	S, E, I
PVC & VC/VP Meetings	AC	W	S, E, I
Classroom Observation	CS/EC	O	SL, E, I
Service Delivery	CS/EC/E/AC	O	S, E, I
Advisor Meetings	CS/EC/FS	O	SL, E, I
Open Access to Presidents	All	O	SL, S, E, I, C
School Visits	K-12/EC/PS	W	SL, S
Transfer Articulation MOU	TS	O	SL, S
Student Focus Groups/Forum	CS/PS/K-12	P	SL, S, E, I
Community Outreach	C/PS	O	S
Community Involvement	CS, EC, C	O	S, I
Campus Events	All	O	S
Advisory Committees/Groups	E/C	M	SL, S, E, I
SPP Participation	All	A	SL, S, E, I
Environmental Scan	All	O	SL, S, E, I
Meetings and Reviews	CS/EC/C/TS/E/AC	O	S, C
Complaint Management	All	O	S, C
Ethics Hotline	All	O	S, C
Regulatory Bodies	All	O	S, E
Cross-College Councils/Teams	AC	M	S, E, I

# Voice of Customer Methods

Approach	Customer	Freq	Data Use
<b>Print</b>			
Assessments/Tests	CS/EC	O	SL
Newsletters	CS/EC/PS	W	S, E, C
Correspondence	All	O	C
<b>Technology</b>			
Website	All	O	S, C
Surveys	CS/EC/AC	A	SL, S, E, I
Social Media	CS/EC/PS/C/AC	O	C
Telephone	All	O	SL, S, E, C
Registration	CS/EC	A	SL, E
E-mail	All	O	SL, S, E, C, I

*Figure 3.1-1 Voice of the Customer Methods*

*Customer - CS = Current Students; FS = Former Students; PS = Potential Students; K-12 = Feeder Schools; EC = Early College Schools; TS = Transfer Schools; E = Employers; C=Community; AC = Alamo Colleges*  
*Frequency - O = Ongoing; P = Periodically; A = Annually; M = Monthly; W = Weekly;*

*Use - SL = Improve Student Learning; S = Improve Service; E = Improve Efficiency/Effectiveness; I = Improve or Innovate; C = Resolve Complaint or Concern*

# Voice of Customer Methods

Segment	Listening/Learning Method	Freq.
Current Students	Diagnostic testing	A, AH
	Assessments (C)	A, Q
	Proficiency testing (C)	D, AN
	Student surveys (C)	A
	Focus groups	A
	Parent-teacher conferences	Q, AN
	Event feedback	AH
	Research (C)	AN
	Enrollment data (C)	A
	Technology utilization IEP	M, AN
Former Students	Exit interviews	AN
	Departure surveys	A
Alumni	Alumni surveys	Y4
	College student surveys	Y4
	Noncollege student surveys	Y4
	Meetings with colleges	A
	Meetings with businesses	A

A = Annual

Q = Quarterly

D = Daily

M = Monthly

# Customer Immediate Feedback Methods

Customer	Methods
Students	4DX Standards; POC satisfaction surveys; in-class feedback; advising sessions; degree and transfer planning sessions; ELE; CTE Feedback Instruments
Feeder Schools	4DX Standards; Site visit out-briefs; College Connection Launch Meetings; DSO/College Connection Summit; Superintendent Forums; Recruitment/Outreach events.
DC & ECH Schools	4DX Standards; POC satisfaction surveys; in class feedback; group advising sessions; Convocation; Consortium Meetings; MOU
Transfer Schools	4DX Standards; Transfer Agreement reviews; College/DSO Advising Guides Summits; Transfer Admissions Events; Data Sharing Meetings
Employers	4DX Standards; Advisory Committee Meetings; Town Halls; face-to-face meetings
Community	4DX Standards; Event surveys; informal discussions; Board Meetings; Citizens to be Heard; Town Halls; Citizens Bond Advisory Committee
ACD Colleges	DSO & Cross College Collaboration; Regular Planning & Sharing Meetings, Early Alert Meetings

## 3.1ข (2) การกำหนดหลักสูตรและบริการ

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## 3.2ก(1) การสร้าง และจัดการความสัมพันธ์ กับผู้เรียนและลูกค้ำกลุ่มอื่น

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**Figure 3.1-3 Sales Process**

Sales Process Step	Purpose	Listening/Relationship Building
1. Earn the Right	Generate interest. Establish credibility.	Listen and understand previous experiences with MEDRAD. Build confidence and trust in representative and MEDRAD.
2. Qualify the Opportunity	Qualify opportunity. Define customer needs.	Listen and understand customer's needs and buying criteria. Listen and identify competitive issues.
3. Establish Buying Influences & Criteria	Establish buying criteria.	Understand decision makers and influencers. Work with customer to create action plan.
4. Satisfy Buying Criteria	Satisfy buying criteria.	Execute action plan. Offer proof sources, reference lists, site visits, and product demonstrations
5. Gain Commitment	Agreement to Purchase.	or evaluations to build customer confidence.
6. Implement	Deliver, install, and provide training on products .	Field Teams work closely with customer to ensure defect free installation and provide training to ensure positive usage experience. Installation Coordinator provides single point of contact.
7. Customer Enhancement	Ongoing contact. Opportunity to expand relationship.	Field Teams provide coordinated, direct contact with the customer to promote satisfaction and loyalty. Follow-up satisfaction surveys (3.2), relationship surveys, targeted web-based programs and email educational bulletins.

# Relationship Building Methods

Acquire	Retain	Engage
<b>Students</b>		
College Connection	MyMAP	Interactive Learning
Dual Credit	Alamo Institutes	Intrusive Interaction
ECHS	Course placement	Campus Events
Campus Tours, Brochures, Banners	e-mail and calls with registration reminders	Post cards and calls to impending graduates
Off-Campus Sites and Coordinators	Calls to those who fail to return	FTIC e-mail and phone contacts
Website and Social Media tools	Contact those who withdraw/fail	Campus programs and activities
Upward Bound	Experiential Learning	First week experience
Senior Summer	FTIC e-mail and phone contacts	Campus tours
GED/ESL Recruitment	Financial Aid Bashes	Campaigning
CTE Initiatives	4DX Standards	4DX Standards

# Relationship Building Methods

Acquire	Retain	Engage
<b>Feeder Schools</b>		
Recruitment Initiatives	MOUs	HS Recruiting Visits
Parent/College Nights	School Visits	Meetings with HS Counselors
<b>DC/ ECH Schools</b>		
ECHS Consortium	Campus Visits	Prof Development
Parent Night Mtgs	Advising	Collaboration
<b>Transfer Schools</b>		
University Outreach	Joint Admission Agreements	Faculty to Faculty Visits
	Transfer Guides	Advisor Visits
<b>Employers</b>		
Business & Industry Fairs	Advisory Boards	Advisory Boards
Business & Industry Recruitment	Customized Training	
<b>Community</b>		
Community Outreach	Community Outreach	Community Outreach
Campus events	Campus events	Campus events
Website and Social Media	Website and Social Media	Website and Social Media tools

# Four ways to improve alumni engagement

1. Use social media
2. Develop an ambassador program
3. Give back
4. Listen to alumni

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# Use social media

Social media helps keep in regular contact with alumni network for starting conversations, sharing inspiring content and showcasing alumni's achievements to the wider world. For example

- Share photos of notable alumni on Instagram to inspire potential and current students
- Post messages on Twitter that encourage a response from former students. For instance, encourage alumni to send their graduation memories and images and retweet the best
- Post careers resources and relevant jobs to social media platforms. The resources should be genuinely useful for alumni who have recently graduated or are changing careers work.
- Create alumni groups on LinkedIn by department or individual program ; graduation year; location of alumni residence; university societies or other extracurricular interests.

# Develop an ambassador program

- Former students can act as an alumni contact during the recruitment process and speaking to prospective applicants.
- Other activities include providing testimonials for the university's website and attending recruitment events and fairs to promote your institution based on their first-hand experience.

# Give back

- Alumni events provide a great way for former students to reconnect.
- Some universities provide continued learning programs where alumni take one to two courses with their university for continued exposure and training.
- Other institutions offer hotel discounts in regions where a large group of alumni are located.

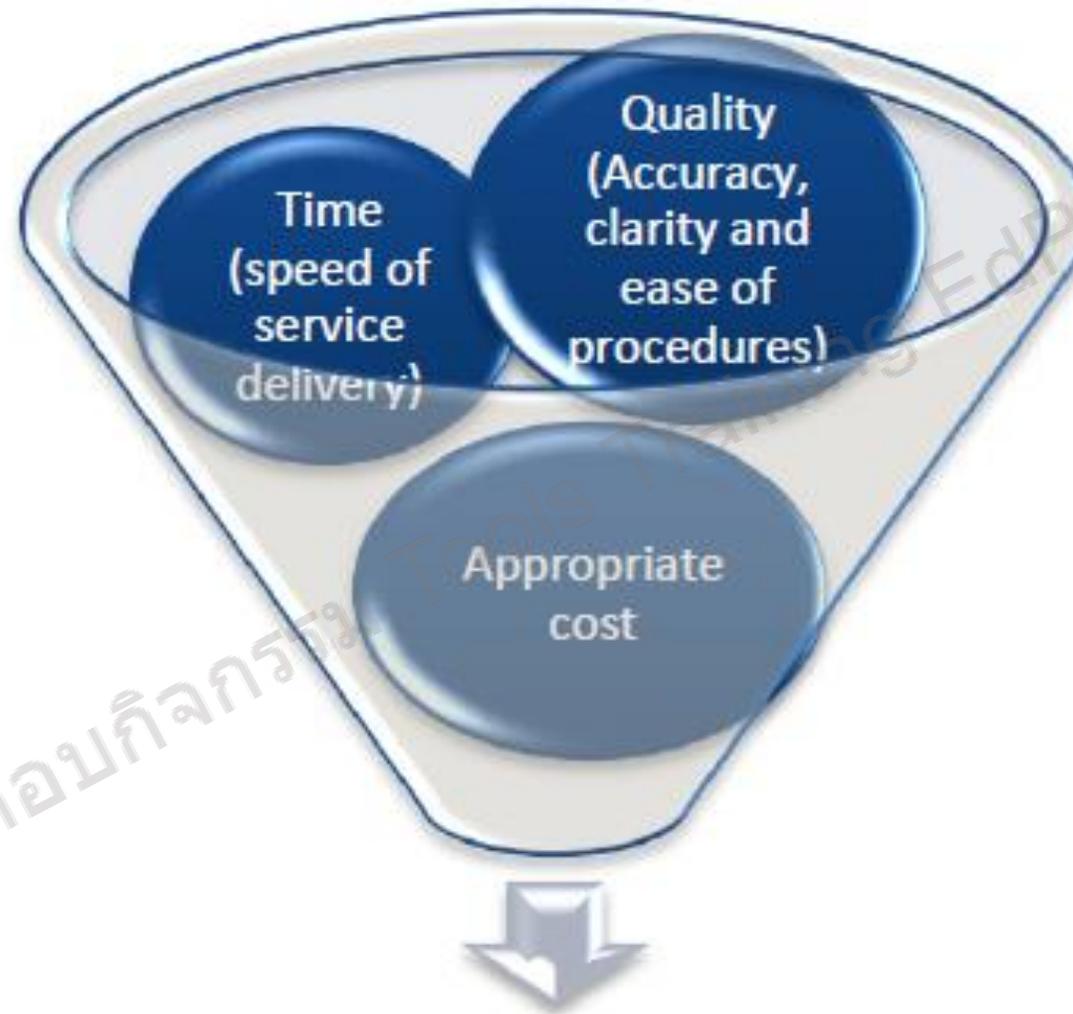
# Listen to the alumni

- Design surveys to gauge alumni's opinions about aspects of the student experience to be improved. They have first-hand experience of using the university's services, and while their perspective may be different to that of current students, their opinions are no less valuable.

## 3.2ข (1) ความพึงพอใจ ความไม่พึงพอใจและ ความผูกพัน

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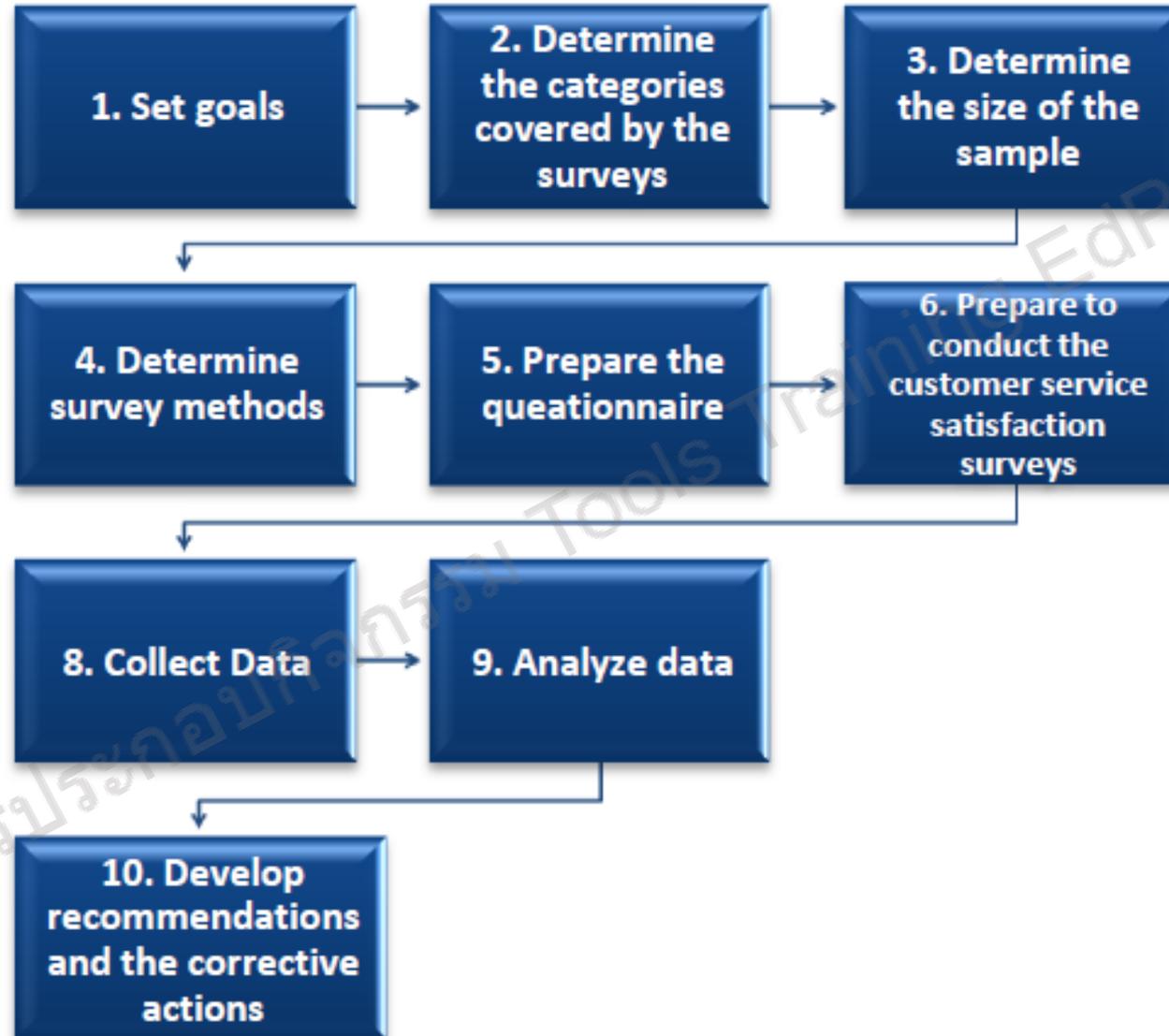
# Factors Affecting Customer Satisfaction



Increasing customers' satisfaction

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# Implementing Customer Satisfaction Survey



# Set Goals

- 1) Surveys that aim to assess the opinion of customers of a particular service (usually conducted after providing a new service).
- 2) Surveys that assess the opinion of Customers, regarding the services provided to them, in general.

# Determine the categories covered by the surveys



# Sample Size Determination

Population	Margin of Error			Confidence Level		
	10%	5%	1%	90%	95%	99%
100	50	80	99	74	80	88
500	81	218	476	176	218	286
1,000	88	278	906	215	278	400
10,000	96	370	4900	264	370	623
100,000	96	383	8763	270	383	660
1,000,000+	97	384	9513	271	384	664

sample size guideline โดย [Survey Monkey](#)

# Determine Survey Methods

- Mail or e-mail
- Organization's website
- Personal interview
- Phone interview

# Prepare the Questionnaire

Section	contents
Overall level of satisfaction	Overall degree of satisfaction
Quality indicators of the services provided	<ul style="list-style-type: none"><li>• Time</li><li>• Timing</li><li>• Staff courtesy</li><li>• Justice</li><li>• Easy access to the service</li><li>• Accuracy</li><li>• Responsiveness</li></ul>
Customers data	Social and demographic information, such as gender and education

# Prepare the Questionnaire

- Determine the goals and main themes of the questionnaire.
- Determine the type of questions to be used: open-ended, closed ended, open-closed and picture completion.
- Brainstorms to identify the organization's services and customers.
- Identify all indicators to be used to determine the level of service quality and the organization's performance.
- identify the most important indicators, eliminate the repeated ones and classify them.
- Determine the initial questions.
- Conduct the initial survey by testing on a sample customers. Based on the results, the final questions are drafted.

# Points to consider for the initial questions

The questionnaire should begin with a short introduction about the nature of the study

Organizing and grouping questions according to a logical order

Instructions on how to fill out the questionnaire

The questions should be appropriate for the targeted groups

The questions should be precise

The questions should leave no room for ambiguity

# Objectives of the Initial Survey

Identify repeated questions unnoticed by the survey developer

Assess the extent to which respondents understand the questionnaire

Identify the questions that respondents may refuse to answer

Ensure that the questionnaire outputs serve its purpose

Detect any problems in the questionnaire design

Determine the time needed to fill out the questionnaire

Removing ambiguity of some questions

# Survey Preparation

- A cover letter explaining the purpose of the survey.
- Written instructions for administrators conducting the interviews.
- Train the administrators who will conduct the survey.
- Technical equipment and materials needed to collect data such as websites and e-mail.

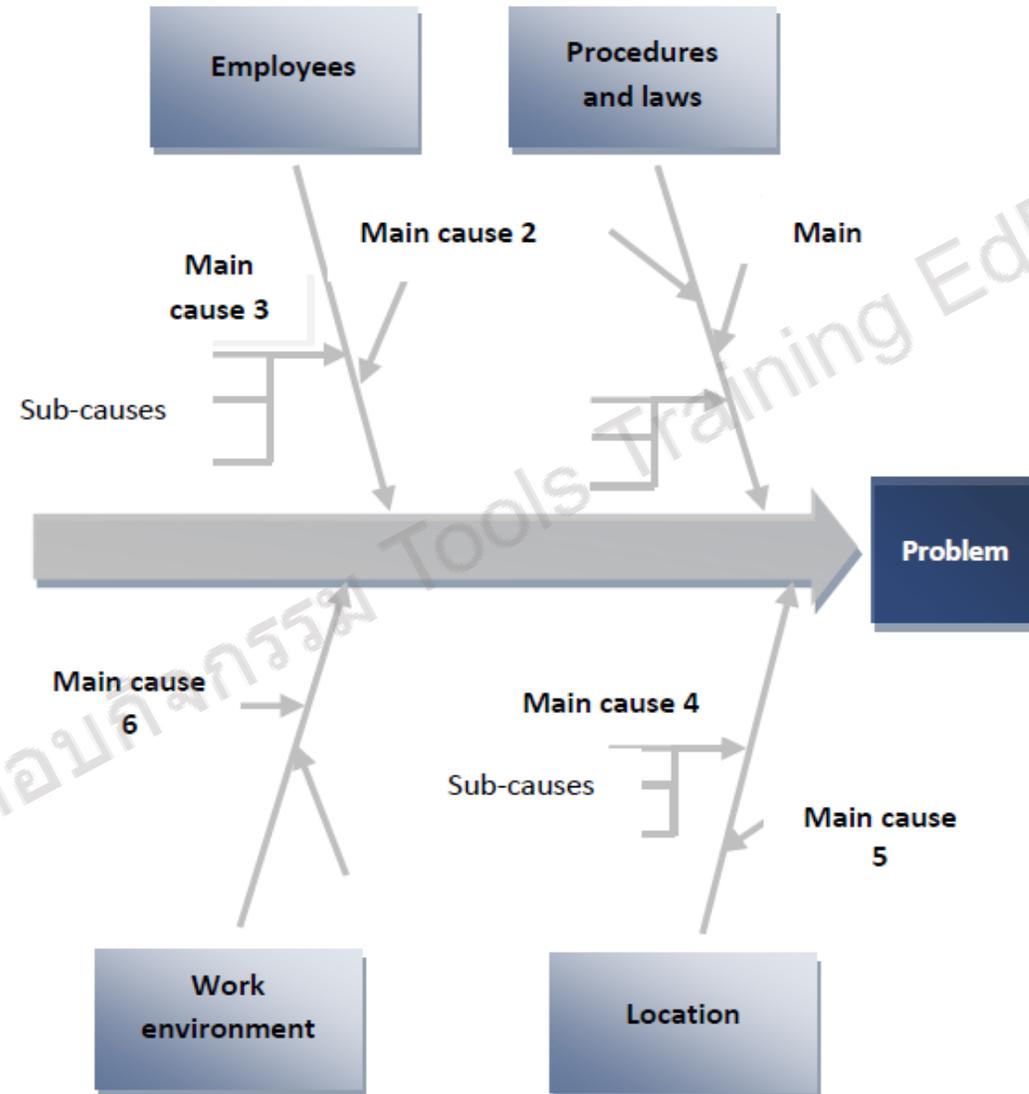
# Collect Data

- Collect data according to the sample size and the times determined.
- Monitor progress of work in order to ensure that the project is proceeding as planned.

# Analyse Data

1. Analyze the distribution of the sample (by region, type of service etc).
2. Convert answers into numbers to be dealt with statistically.
3. Calculate the arithmetic mean for all the questions to find the overall satisfaction level.
4. Calculate the mean and standard deviation for each theme.
5. Identify the themes that achieved low evaluation scores.
6. Analyze theme questions that showed low satisfaction levels, in order to identify weaknesses (arithmetic mean, frequency and percentages).

# Cause and Effect Diagram

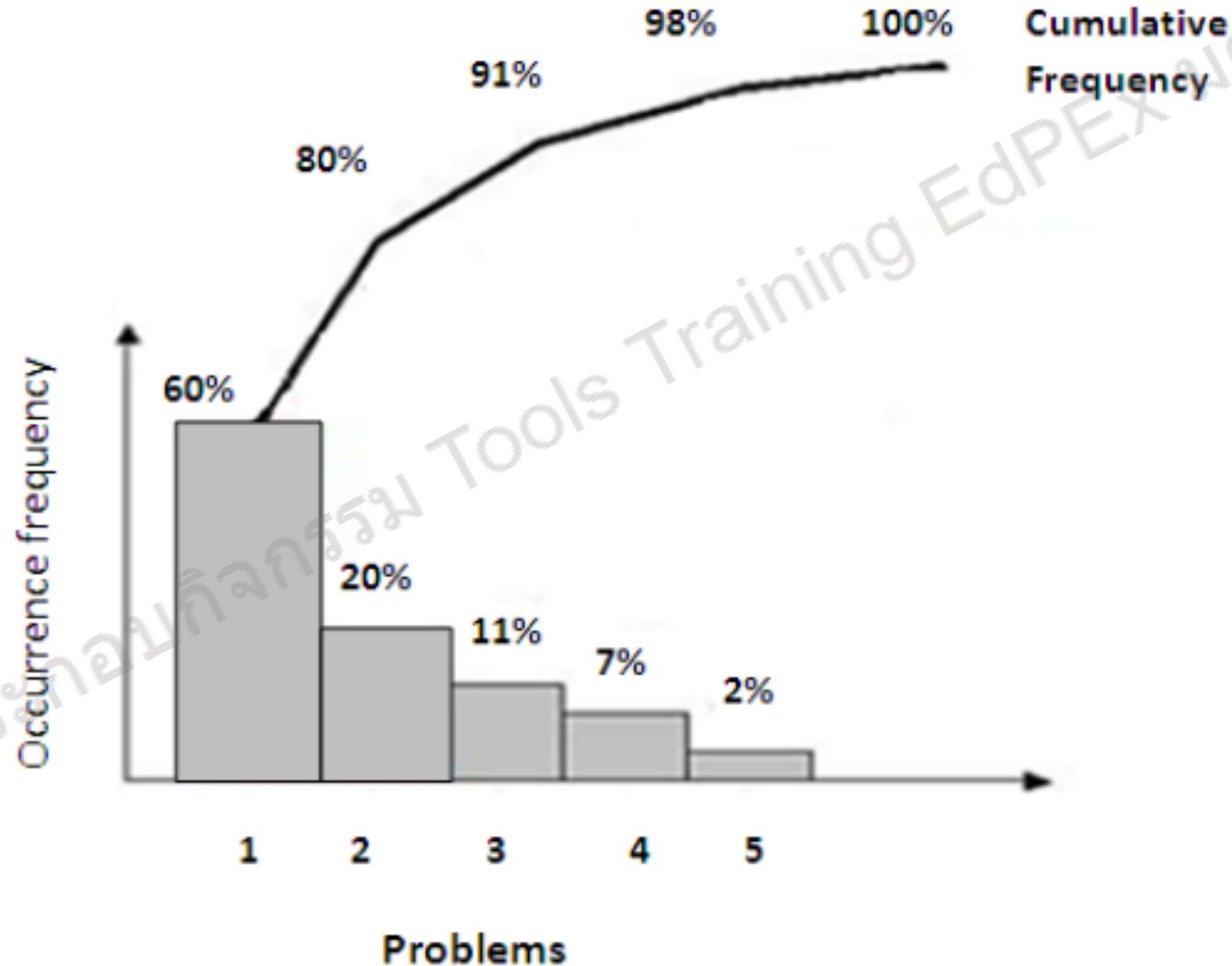


# Analyse Data

7. Read all suggestions and observations provided by customers.
8. Identify the reasons for low satisfaction levels by using cause & effect diagram
9. Use Pareto Analysis in order to determine the most influential causes, finding workable radical solutions within the limits of the available resources in order to improve the level of services provided.

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# Pareto Analysis Chart



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# Corrective Actions Development

- Develop a corrective action plan according to the priority.
- Identify those responsible for implementing the corrective actions.
- Identify facilities and resources required for implementing the actions.
- Conduct another customer satisfaction survey after an appropriate period of time in order to verify the appropriateness and feasibility of corrective actions.