

# ***Measuring and Enhancing Guest Satisfaction***

Presented by Beverly McIntosh, President & Managing Partner, McIntosh & Associates, Lewisville, Texas

## **SESSION DESCRIPTION**

Ms. McIntosh's presentation will focus on understanding the drivers of customer satisfaction and developing measurement programs that assess the firm's ability to deliver on those requirements. Ms. McIntosh will outline a proven approach for identifying customer interaction requirements, based on Kano studies and validation of Kano results through customer contact monitoring and event-specific customer surveys. She will then discuss how to translate those customer requirements into a formal quality monitoring process and a survey process (email, phone, and post-call IVR) for ongoing satisfaction measurement. Ms. McIntosh will then cover the importance of correlating ongoing quality monitoring results with the ongoing survey results to ensure that the firm's internal measurement of customer satisfaction remains aligned with the customer's perception of service.

## **LEARNING OBJECTIVES**

*Upon completion of this session, participants will be able to:*

1. Understand a proven approach for identifying customer interaction requirements
2. Understand how to translate customer interaction requirements into measurement systems
3. Understand the importance of correlating internal measurement systems with external customer feedback

**Beverly McIntosh, *President***, McIntosh & Associates, LLC

Ms. McIntosh, a 29-year veteran of the call center industry, is the founding partner and President of McIntosh & Associates, LLC, a global call center and customer care consulting firm.

She began her career with American Airlines in reservations and went on to write the business plan and launch AMR's telemarketing subsidiary, TeleService Resources (TSR).

Throughout her career, she has worked with customer contact operations and has been at the leading edge of technological and process innovations. Her clients include Malcolm Baldrige National Quality Award winners as well as Fortune 50 firms. She has chaired customer user committees for AT&T Communications, has been a frequent speaker at Sprint Communications customer forums, has spoken at numerous call center and telephony-focused conferences and has authored articles on customer care operations and technologies.

Ms. McIntosh's understanding of best practices extends beyond the call center realm and includes all customer facing operations such as Internet-based communications media, retail organizations, and direct mail operations. Her areas of expertise include the development and implementation of an enterprise's service strategy, the definition and deployment of operational solutions, analysis and selection of sourcing options, and the measurement and continuation of stakeholder satisfaction.