DM935 – Management of Total Quality and Continuous Improvement

Group Case Study

Date of issue: **19th September 2022 (Week 1)**

Submission of the Case Study Report

Deadline: **7th November 2022 at 12 noon (Week 8)**

Contribution to overall module mark: *40%*

What is customer satisfaction?

Customer satisfaction is an ambiguous and abstract concept, and the actual manifestation of the state of satisfaction will vary from person to person and product/service/process to product/service/process. The state of satisfaction may depend on a number of variables including both psychological and physical factors. Some of them may be measurable while some are not. The level of satisfaction can also vary depending on the options customer may have and other products/services/processes against which the customer can compare the organisation's products/services/processes.

Instructions:

Your group (3-4 people) is asked to improve customer satisfaction of a product/service/process for an organisation. Inform the lecturer about your business case. Teams should NOT share the same case.

Some useful steps are suggested below. Other steps are also acceptable as long as it captures the essence of this module.

1. **Choose a particular product/service/process of the selected organisation with justifications**
2. **Define the quality of that particular product/service/process**
3. **Identify key customers and measure their satisfactions**
4. **Examine the relationship between quality of that product/service/process and customer satisfaction**
5. **Address other factors (if any) that may contribute to the customer satisfaction with justifications**
6. **Identify ways of improving the customer satisfaction**
7. **Propose the action plan (preferably with inputs from the selected organisation)**
8. **Discuss the findings and reflection**

Report requirements:

All assignments should be submitted in accordance with University regulations with *cover page* containing choice of organisation, group number, details of each team member (such as full name and registration no.), date of submission, and word counts. The *main content* (normally counting from the Introduction to the Conclusion) of the report should be within *4,500 - 5,000 words* in length (excluding the cover page, the abstract/executive summary, the reference list and appendix if any). All *figures* and *tables* should be named and numbered. Each report must contain *a minimum of 10 references* (e.g. journal articles, internet links, textbooks, magazines, etc). References must be in *Harvard Style* (see "Harvard Referencing" on MyPlace).

Submission:

Only *electronic* submission (via MyPlace) is needed. Similarity check via *Turnitin* will be required on your report and *no more than 10% of similarity index* is expected. Any violation to the above requirements would be penalised. Standard peer assessment policy is applied.

Late submission policy:

All assessments should be submitted no later than the dates given above. The penalty for late submission will be 10% off within the first 24 hours over and then 5% off per day to a total 25%.