

CUSTOMER SATISFACTION SURVEY AND A POSSIBILITY OF USING QFD METHOD FOR SATISFACTION IMPROVEMENT- THE ANALYSIS OF THE CASE

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Summary: in the thesis the information is presented regarding methods of measuring the customer satisfaction. The customer satisfaction questionnaire has been presented for the survey, as well as the results of a questionnaire survey regarding level of satisfaction of recipients of hydraulic components. The possibility of using QFD method in order to improve customer's satisfaction has been analyzed. The analysis has been carried out for the hydraulic coupler to identify key aspects of the product for the customer. There has been made an attempt to formulate examples of solutions that influence customer's satisfaction in a given organization.

Keywords: quality management, customer satisfaction survey, questionnaire survey, QFD method.