

Perspectives on Customer Satisfaction

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Power Shift

“We live at a moment when the entire structure of power that held the world together is now disintegrating.

A radically different structure of power is now taking form. And this is happening at every level of human society.”

- Alvin Toffler in *Powershift*

Fundamental Structural Change

- **Power is being transferred to all levels in the organization**
- **Employees on the “front lines” are empowered with new technologies and communication tools to get the job done faster and more reliably than in the past**
- **Having the right information enables employees to make decisions without having to go up the chain of command**
- **Today, good ideas can come from anywhere in the organization**
- **Organizations that can adapt to move faster and more intelligently will be successful**

Implications

- **These changes are fundamental and permanent; not cyclical**
- **Organizations can no longer operate as before—they must re-think the way they conduct business**
- **There is no room for conflicting objectives**
- **The entire organization must work together—seamlessly, efficiently, and effectively—with speed and flexibility to meet business needs**

How Does J.D. Power and Associates Define Quality and Customer Satisfaction?

The Quality and Customer Satisfaction Equation

	Customer Expectations
	+/-
	Perceived Value Received
	Equals
	Quality and Customer Satisfaction

Customer Satisfaction Success

- **Making customer satisfaction excellence “second nature” is hard work.**
- **Everyone talks about customer satisfaction; few excel.**
- **There is no customer satisfaction discipline without committed leaders, proper infrastructure, and process embedding.**