

We look to the problem of designing and writing an effective survey. The methods we have seen in 821 only give a qualitative sense of what the customers are saying or thinking. While this is useful, business decisions usually require quantitative estimates, and segmentation, which can only be provided by a survey. The qualitative voice of the customer often provides the content of the survey, however.

Read the case: Strategic Planning Institute (A and B). Evaluate the survey developed by Mr. Chussil. Did it adequately address the hypothesis that motivated the study?

What additional analysis should be conducted by Mr. Chussil? In thinking about this, you can go back to Chapters 8 and 9 in Churchill and Iacobucci for help.

Written assignment

Bring to class an annotated copy of the actual SPI survey page, that details any problems in style, wording, format, etc. You can also add a cover page explaining any changes in overall structure that you would recommend.

Evaluate also the attached customer satisfaction questionnaires by Marriott and American Airlines. Be prepared to discuss them in class.