



June 2010 EVENT

Event Theme

Measuring Customer Satisfaction

Presenters

Tony Timbol – VP, Sales and Marketing
David Consulting Group

Christy Pettit – Business Partner
Knowledge 4 You

Topic Summaries

Measuring customer satisfaction is more than just asking if your clients got what they wanted, when they wanted it and paid less than they wanted. Customer satisfaction is a messy mix of expectations, experiences, perceptions and maybe a hint of functionality. Measuring this mix means first understanding expectations (expressed and unexpressed) then determining how you actually performed and whether your performance mattered. It ain't easy but it is possible and it is important. We will talk about at least one method for going about measuring what really matters in customer satisfaction.

Innovations can take many forms and arise from many places. Customer Satisfaction is a program for soliciting ideas for improvement from your external clients as well as your internal clients or employees. Being innovative and adding value to an organization is never based on one-time success or a one-time project. It is based on a continuous improvement program and the capacity of the employees to successfully adapt to changes in the external and internal environment based on the needs of the market and the clients. It is based on a program that is managed properly with the right people and the right tools. This presentation will review:

- how to develop a Customer/Citizen Satisfaction Program (CSAT)
- how to use benchmarks to compare results and setup improvement targets
- what are the appropriate roles for surveys, focus groups, and personal interviews
- what you need to consider to outsource a survey
- what tools, metrics and reporting are most effective

Biographies

Mr. Timbol brings over 30 years experience in supporting corporate software development organizations and software product developers in both commercial and Government settings. With an extensive technical background and client-centric understanding of the applied technology marketplace, Mr. Timbol helps clients define their IT frustrations and challenges and explore how DCG expertise and experience may support value-driven client change initiatives. Mr. Timbol's experience encompasses IT services, Application Development, Application Maintenance, Software project/program management, IT management and operations and management consulting. Prior to DCG, he has held management, senior management and technical positions with Electronic Data Systems, Rockwell International, Computer Associates, Computer Management Sciences and Technology Point International. His technology business and client solution development responsibilities included requirements management, measurement and metrics, system design, construction, integration, testing and implementation in many different business and technology environments including enterprise & legacy applications, middleware, web/client-server applications, application logic and data management. His early career saw increasingly senior positions at Computer Management Services and Electronic Data Systems. He began his career as an Aerospace Engineer with Rockwell International in 1979 and was a member of the first Space Shuttle Launch team that culminated in the inaugural flight of STS-1, Columbia in April, 1981. Mr. Timbol earned his B.S. in Space Science and Physics at Florida Institute of Technology.

Over the past 20 years, Christy Pettit has provided strong, innovative leadership, expert advice and successful implementation in companies worldwide. Her career is highlighted by a consistent track record of creating and implementing strategies that make a lasting difference within organizations. An original thinker, Christy's career includes impressive deliverables such as authoring and implementing a custom assessment process for Walt Disney University, creating a Learning Impact Scorecard used by Siemens Canada and International Truck and Engine and the development of Performance Measurement programs. A sought after leader, organizer and speaker, Christy often delivers keynotes and conference sessions on Performance Measurement. She has a wide range of personal interests and serves on number of community organizations both in a leadership role and as a front line volunteer. Christy's Education includes a Bachelor of Arts in English and History from the University of Toronto, including an accredited year of study at the University of Sydney, Australia, and both a Graduate Diploma in Management and a Masters in Business Administration from Athabasca University's Centre for Innovative management.

Date / Time

Thursday, June 10th, 2010; 05:30 pm – 08:30 pm (Presentations start at 6:00 pm)
Note: Light supper will be included as part of this event

Location

Scotiabank
44 King Street West, 4th Floor, Schooner Room, Toronto, ON

Registration

\$20.00 at the door.
To register, visit <http://www.torontospin.com/torontospin/events.php>