

**Measurement Information Specification**  
 Customer Feedback  
 Organization 24  
 Version 1.0

<b>Information Need Description</b>	
<b>Information Need</b>	<ul style="list-style-type: none"> <li>• How do our customers perceive the performance on this project?</li> <li>• Is the project meeting user expectations?</li> </ul>
<b>Information Category</b>	Customer Satisfaction

<b>Measurable Concept</b>	
<b>Measurable Concept</b>	Customer Feedback

<b>Entities and Attributes</b>	
<b>Relevant Entities</b>	Feedback reports received from the customer
<b>Attributes</b>	Customer feedback ratings

<b>Base Measure Specification</b>	
<b>Base Measures</b>	<ol style="list-style-type: none"> <li>1. Customer scores</li> <li>2. Number of customer responses for each product release.</li> </ol>
<b>Measurement Methods</b>	<ol style="list-style-type: none"> <li>1. Record the scores from the Customer Rating Spreadsheet.</li> <li>2. Count the number of comments from customer reports.</li> </ol>
<b>Type of Method</b>	Objective
<b>Scale</b>	Rating levels
<b>Type of Scale</b>	Nominal
<b>Unit of Measurement</b>	<ol style="list-style-type: none"> <li>1. Number from 1-4</li> <li>2. Number of customer comments</li> </ol>

<b>Derived Measure Specification</b>	
<b>Derived Measure</b>	Average rating
<b>Measurement Function</b>	Add customer ratings for all customer responses in a quarter and divide by the total number of customer responses in that quarter.

<b>Indicator Specification</b>	
<b>Indicator Description and Sample</b>	<p style="text-align: center;"><b>Average Customer Rating</b></p> <p style="text-align: center;">Average Rating by Quarter</p> <p style="text-align: center;">See end of file for full-size version.</p>
<b>Analysis Model</b>	<p>The customer rates the project team's performance on a scale of 1-4. The purpose of the Customer Rating measure is to improve the project team's performance.</p> <p>The chart plots the average quarterly ratings of the groups being evaluated.</p>
<b>Decision Criteria</b>	Greater than or equal to a rating of 3.5
<b>Indicator Interpretation</b>	Customer satisfaction ratings are provided quarterly and are summarized by organizational unit, rather than by individual projects.

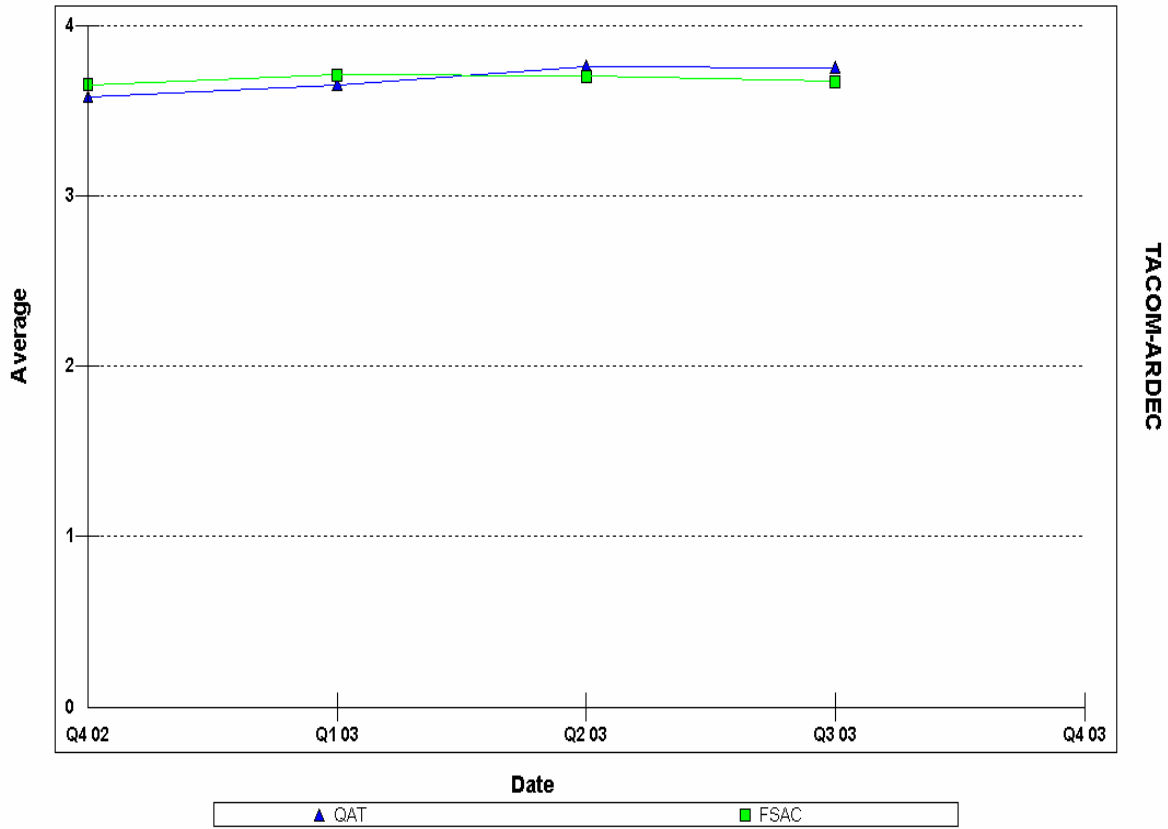
<b>Data Collection Procedure (For Each Base Measure)</b>	
<b>Frequency of Data Collection</b>	Quarterly
<b>Responsible Individual</b>	Customers
<b>Phase or Activity in which Collected</b>	All
<b>Tools Used in Data Collection</b>	Customer Rating Spreadsheet
<b>Verification and Validation</b>	Ensure the score is entered.
<b>Repository for Collected Data</b>	<ul style="list-style-type: none"> <li>• Customer Rating Spreadsheet</li> <li>• PSM Insight</li> </ul>

<b>Data Analysis Procedure (For Each Indicator)</b>	
<b>Frequency of Data Reporting</b>	Quarterly
<b>Responsible Individual</b>	Org. Measurement analyst
<b>Phase or Activity in which Analyzed</b>	All
<b>Source of Data for Analysis</b>	PSM Insight
<b>Tools Used in Analysis</b>	PSM Insight

<b>Review, Report, or User</b>	BAMs Senior Management
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<b>Additional Information</b>	
<b>Additional Analysis Guidance</b>	<ul style="list-style-type: none"> <li>• Customer Rating measures should be made available to all members of the project team to identify areas needing improvement.</li> <li>• Comments provided with the customer-rating fee can sometimes be mapped to project or organization processes. The project or organization can use this information to identify which processes are working well and to determine what improvements are needed.</li> </ul>
<b>Implementation Considerations</b>	

### Average Rating by Quarter



TACOM-ARDEC