

# Internal Customer Satisfaction Questionnaire

*Prepared for:*

**Company ABC**

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Developed by: Dr. Kenneth Rabinowitz

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## The Internal Customer Satisfaction Questionnaire

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The Internal Customer Satisfaction Questionnaire (ICSQ) measures how satisfied internal customers are with a department or team. The ICSQ measures the perceptions of service in three important areas:

- ◆ **Communication:** the ability to communicate and listen effectively
- ◆ **Productivity:** the ability to maintain high levels of efficiency, reliability and quality
- ◆ **Responsiveness:** the ability to respond effectively to customer needs

The ICSQ's focus is on perception, which measures the customer's impressions. These impressions may or may not accurately reflect the actual level of performance. While an accurate measure of performance is important, the ICSQ captures what many experts in organizational performance believe is more important - how well an organization is "perceived" by its customers. The ICSQ also measures expectations - what the customer desires from the organization. Implied in each question is the customer's expectation, indicating how satisfied or dissatisfied they are with their impressions of the service.

The ICSQ summarizes how the department is perceived in three areas:

- ◆ **weaknesses**
- ◆ **strengths**
- ◆ **areas for improvement**

The ICSQ should provide your department with a fairly comprehensive picture of your customer's perceptions and expectations, as well as your strengths, weaknesses and areas for improvement.

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### The Scale

The ICSQ uses a 4-point:

<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>
very satisfied	dissatisfied	satisfied	very satisfied

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### The Report

Your report provides you with the:

- ◆ **mean score**
- ◆ **range** (the highest and lowest scores)
- ◆ **standard deviation** (the level of deviation)
- ◆ **mode** (most frequently used response)
- ◆ **range** (the highest and lowest scores)
- ◆ **standard deviation** (the level of deviation)
- ◆ **number** of respondents

## Sales Department Data

Company ABC

### Sales Department

Jan-05

	Mean Score	Mode	Maximum Score	Minimum Score	Standard Deviation
1) Keep me appropriately informed	2.00	1	4	1	1.00
2) Handle my requests efficiently	2.25	1	4	1	1.20
3) Operate smoothly and efficiently	2.38	2	4	1	0.86
4) Listen effectively to my needs	2.50	3	4	1	0.87
5) Handle problems skillfully	2.00	1	4	1	1.22
6) Answer my questions efficiently	2.38	3	4	1	0.99
7) Make it easy to work with them	2.38	3	3	1	0.70
8) Communicate effectively	2.25	2	4	1	0.97
9) Respond to problems quickly	3.25	4	4	2	0.83
10) Be well organized	2.75	4	4	1	1.09
11) Respond promptly to my requests	2.88	4	4	1	1.05
12) Find out what I need	2.38	3	4	1	0.99
13) Treat me as a valued customer	2.75	3	4	1	0.97
14) Build cooperation	3.13	4	4	1	1.17
15) Show consideration and respect	2.13	2	4	1	0.78
16) Provide a valuable service	2.50	3	4	1	1.00
17) Follow through well on their commitments	2.50	2	4	1	0.87
18) Meet my expectations	2.00	2	4	1	1.00
19) Be courteous	2.13	2	4	1	0.93
20) Look for ways to improve their service	3.38	4	4	2	0.70
21) Handle details well	3.25	4	4	2	0.97
22) Maintain high standards	3.50	3	4	3	0.50

**Number of respondents included:** 8

0 = can't answer
1 = very dissatisfied
2 = dissatisfied
3 = satisfied
4 = very satisfied

## Finance Data

Company ABC

### Finance

Jan-05

	Mean Score	Mode	Maximum Score	Minimum Score	Standard Deviation
1) Keep me appropriately informed	3.11	3	4	2	0.57
2) Handle my requests efficiently	2.56	3	4	1	0.83
3) Operate smoothly and efficiently	3.00	4	4	1	1.05
4) Listen effectively to my needs	2.44	2	4	1	1.17
5) Handle problems skillfully	3.00	4	4	1	1.05
6) Answer my questions efficiently	3.00	4	4	1	1.05
7) Make it easy to work with them	2.78	4	4	1	1.23
8) Communicate effectively	3.11	4	4	2	0.87
9) Respond to problems quickly	2.78	4	4	1	1.23
10) Be well organized	2.67	4	4	1	1.25
11) Respond promptly to my requests	3.00	4	4	1	1.05
12) Find out what I need	3.00	4	4	1	1.05
13) Treat me as a valued customer	2.44	2	4	1	1.07
14) Build cooperation	2.33	1	4	1	1.15
15) Show consideration and respect	2.22	2	4	1	0.92
16) Provide a valuable service	2.78	3	4	1	0.92
17) Follow through well on their commitments	2.67	2	4	1	0.94
18) Meet my expectations	3.00	3	4	2	0.82
19) Be courteous	3.00	3	4	2	0.82
20) Look for ways to improve their service	2.89	4	4	1	1.10
21) Handle details well	3.78	4	4	3	0.42
22) Maintain high standards	3.78	4	4	3	0.42

**Number of respondents included:** 9

0 = can't answer
1 = very dissatisfied
2 = dissatisfied
3 = satisfied
4 = very satisfied

## Human Resources Data

Company ABC

### Human Resources

Jan-05

	Mean Score	Mode	Maximum Score	Minimum Score	Standard Deviation
1) Keep me appropriately informed	2.50	3	3	1	0.76
2) Handle my requests efficiently	2.33	2	4	1	0.94
3) Operate smoothly and efficiently	3.17	3	4	3	0.37
4) Listen effectively to my needs	2.67	3	4	1	0.94
5) Handle problems skillfully	3.17	4	4	2	0.90
6) Answer my questions efficiently	3.17	4	4	2	0.90
7) Make it easy to work with them	2.67	4	4	1	1.37
8) Communicate effectively	2.83	4	4	1	1.07
9) Respond to problems quickly	3.00	4	4	1	1.15
10) Be well organized	2.83	4	4	1	1.21
11) Respond promptly to my requests	2.67	2	4	1	1.11
12) Find out what I need	3.00	3	4	2	0.82
13) Treat me as a valued customer	2.50	2	4	1	1.12
14) Build cooperation	2.00	1	4	1	1.41
15) Show consideration and respect	2.67	2	4	2	0.94
16) Provide a valuable service	3.50	3	4	3	0.50
17) Follow through well on their commitments	3.83	4	4	3	0.37
18) Meet my expectations	3.50	4	4	2	0.76
19) Be courteous	2.83	3	4	2	0.69
20) Look for ways to improve their service	3.50	4	4	3	0.50
21) Handle details well	2.83	2	4	2	0.90
22) Maintain high standards	3.67	4	4	2	0.75

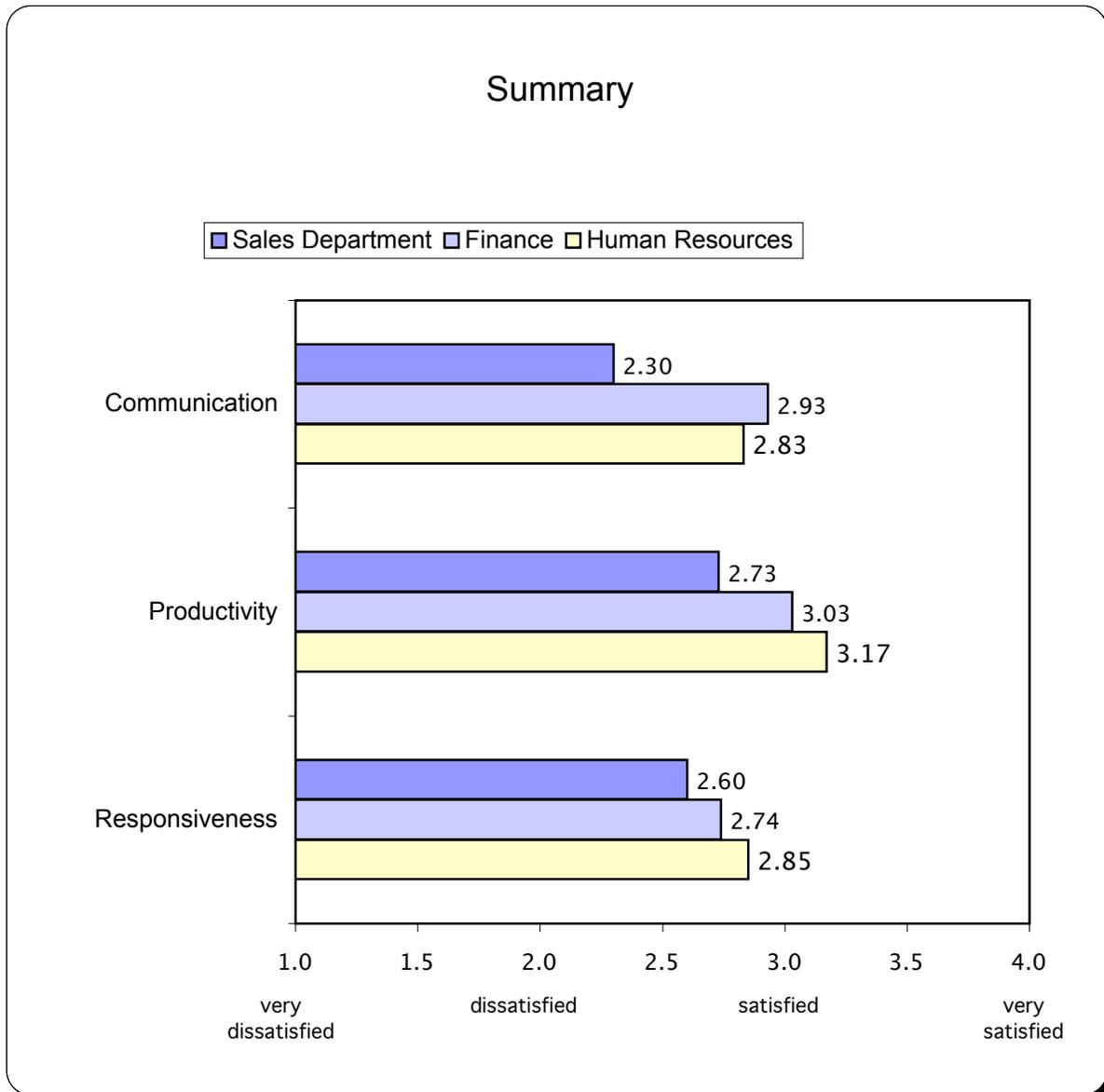
**Number of respondents included:** 6

0 = can't answer
1 = very dissatisfied
2 = dissatisfied
3 = satisfied
4 = very satisfied

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## ICSQ -Summary Graph

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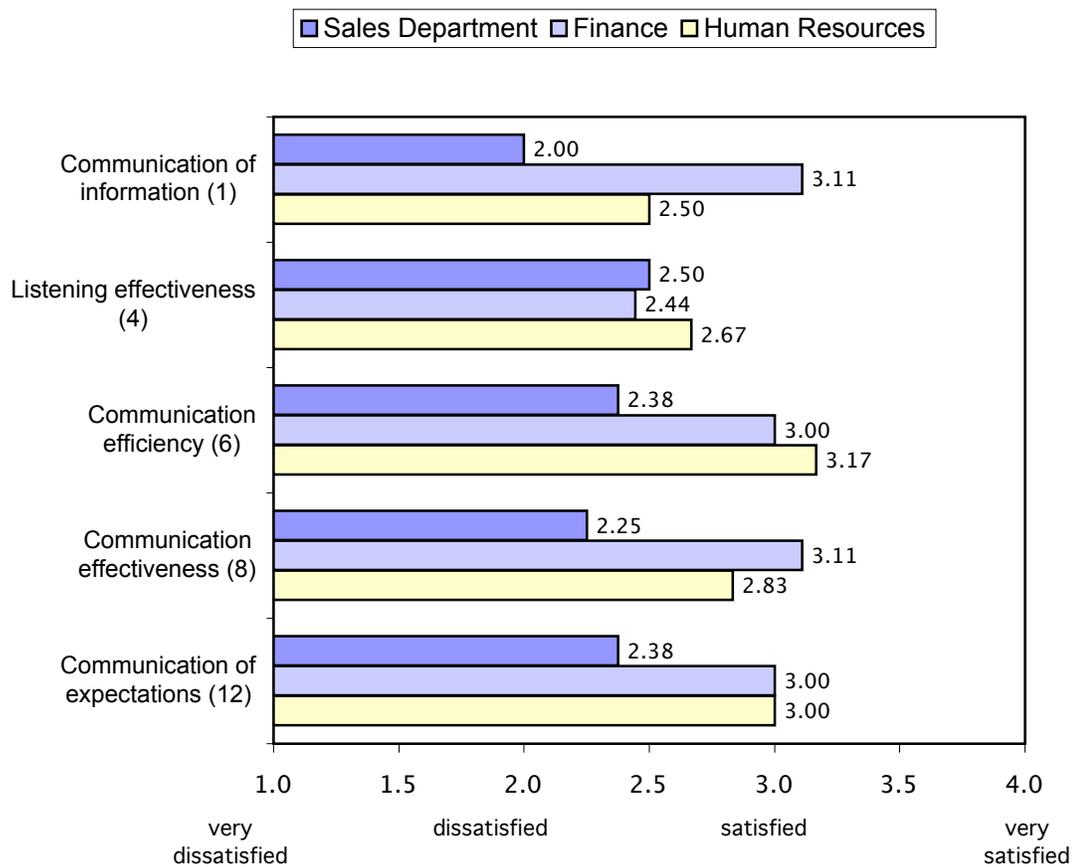


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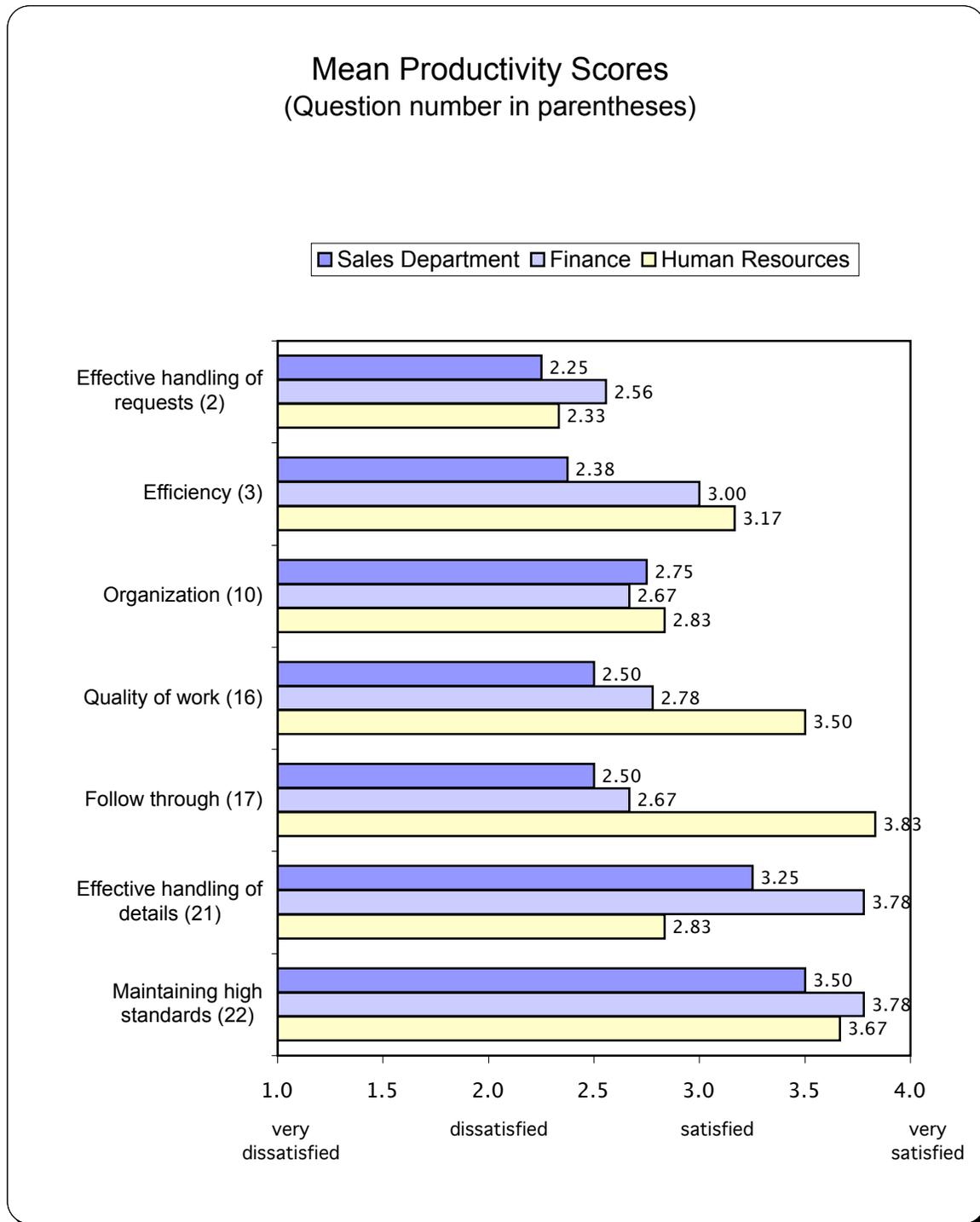
**ICSQ - Communication**

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Mean Communication Scores  
(Question number in parentheses)



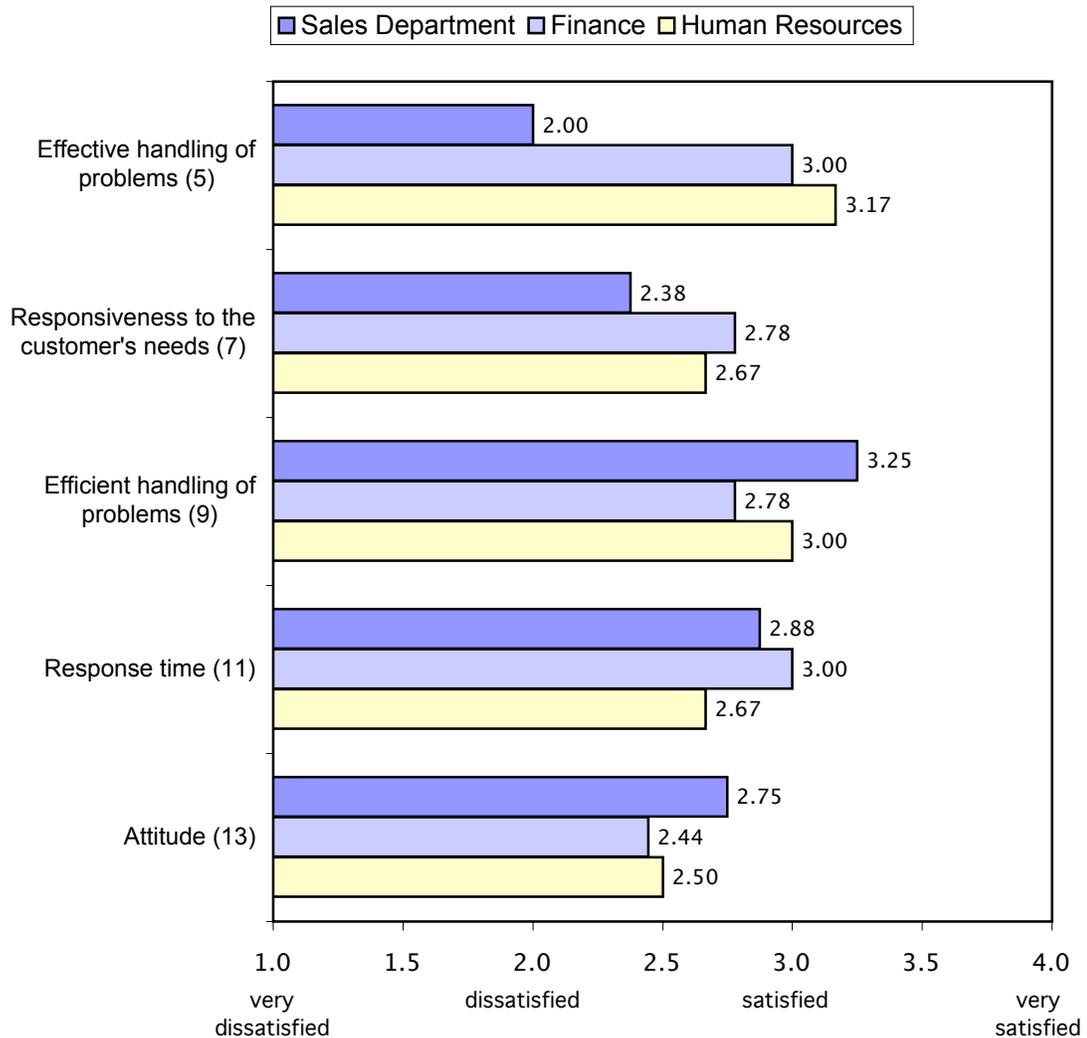
## ICSQ - Productivity



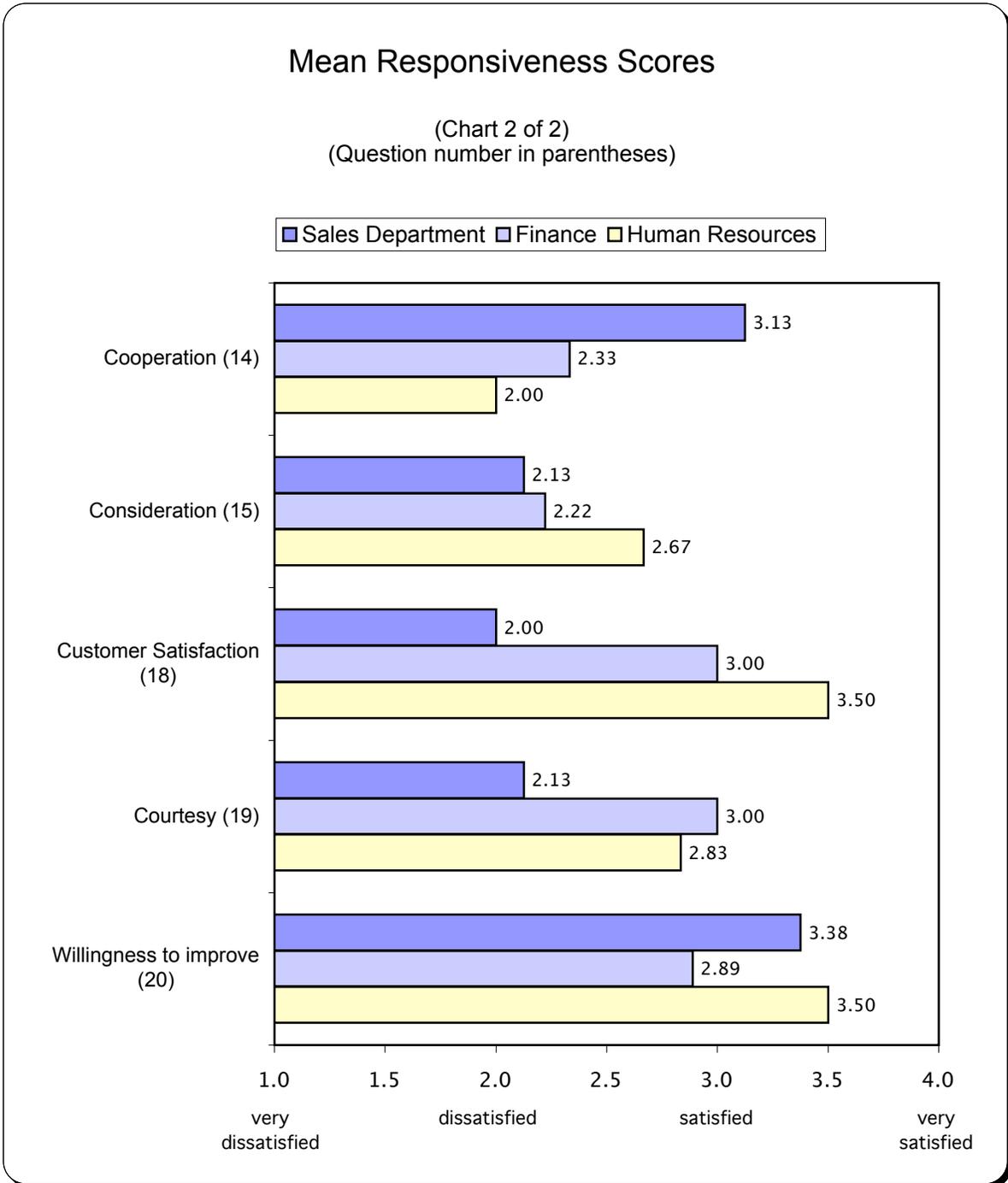
## ICSQ - Responsiveness

### Mean Responsiveness Scores

(Chart 1 of 2)  
(Question number in parentheses)



**ICSQ - Responsiveness**



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## Comments - Sales Department

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What would you like us to do more of?

- ◆
- ◆
- ◆
- ◆
- ◆

What would you like us to do less of?

- ◆
- ◆
- ◆
- ◆
- ◆

What would you like us to do better?

- ◆
- ◆
- ◆
- ◆
- ◆

What do you like most about us?

- ◆
- ◆
- ◆
- ◆
- ◆

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## Comments - Finance

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What would you like us to do more of?

- ◆
- ◆
- ◆
- ◆
- ◆

What would you like us to do less of?

- ◆
- ◆
- ◆
- ◆
- ◆

What would you like us to do better?

- ◆
- ◆
- ◆
- ◆
- ◆

What do you like most about us?

- ◆
- ◆
- ◆
- ◆
- ◆

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## Comments - Human Resources

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What would you like us to do more of?

- ◆
- ◆
- ◆
- ◆
- ◆

What would you like us to do less of?

- ◆
- ◆
- ◆
- ◆
- ◆

What would you like us to do better?

- ◆
- ◆
- ◆
- ◆
- ◆

What do you like most about us?

- ◆
- ◆
- ◆
- ◆
- ◆