

Training Workshop on the Assessment of Socio-economic Benefits of Meteorological and Hydrological Services, Nanjing, China (21 to 28 September 2009)

# Customer satisfaction

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# Customer satisfaction

To establish the level of external customer satisfaction, establishing the market perception and attitude towards KMD and its services.

To establish the level of internal customer satisfaction.

To define the existing market segments and nature of services required.

- To assess how well KMD services are packaged to meet the customer needs, assessing the delivery of service processes and recommending new strategy option methods both internally and externally.
- To determine customer expectations and satisfaction level with Met Services, highlighting areas of service quality gaps and assessing any existing need gaps.

# RESEARCH METHODOLOGY

## The Target

- The population of the study consisted of all current customers, and staff of Meteorological department. The survey focused on Media Houses, Agricultural sector, Telecommunication, Tourism sector, Non Governmental organizations, Shipping companies/ importers, construction companies, Airlines and other users as defined by the department. The study also targeted the general public who are the final consumers of information passed through the media.
- The study had a national coverage, which included all provinces to reflect diverse users of weather information across the country.

## **3.2 Data Collection Method**

Given the objectives of the proposed survey, we used primary data. This data was gathered through qualitative and quantitative methods. Staff from Business support division carried out this survey after undergoing an in-house training.

# 3.4 Data Analysis

- Qualitative data was processed through interpretive analysis. Data gathered through questionnaires was analyzed through percentages, mean scores, perception indices and factor analysis. It was presented in tables and charts. The findings were interpreted and strategy implications highlighted.
- Findings were related to pertinent information through interpretative analysis. The interpretative process led to deductive and inductive logic. Once data was analyzed, the various bits of new information was related and combined. These data was then be reassembled and synthesized into a form that enabled objectives of the study to be accomplished.

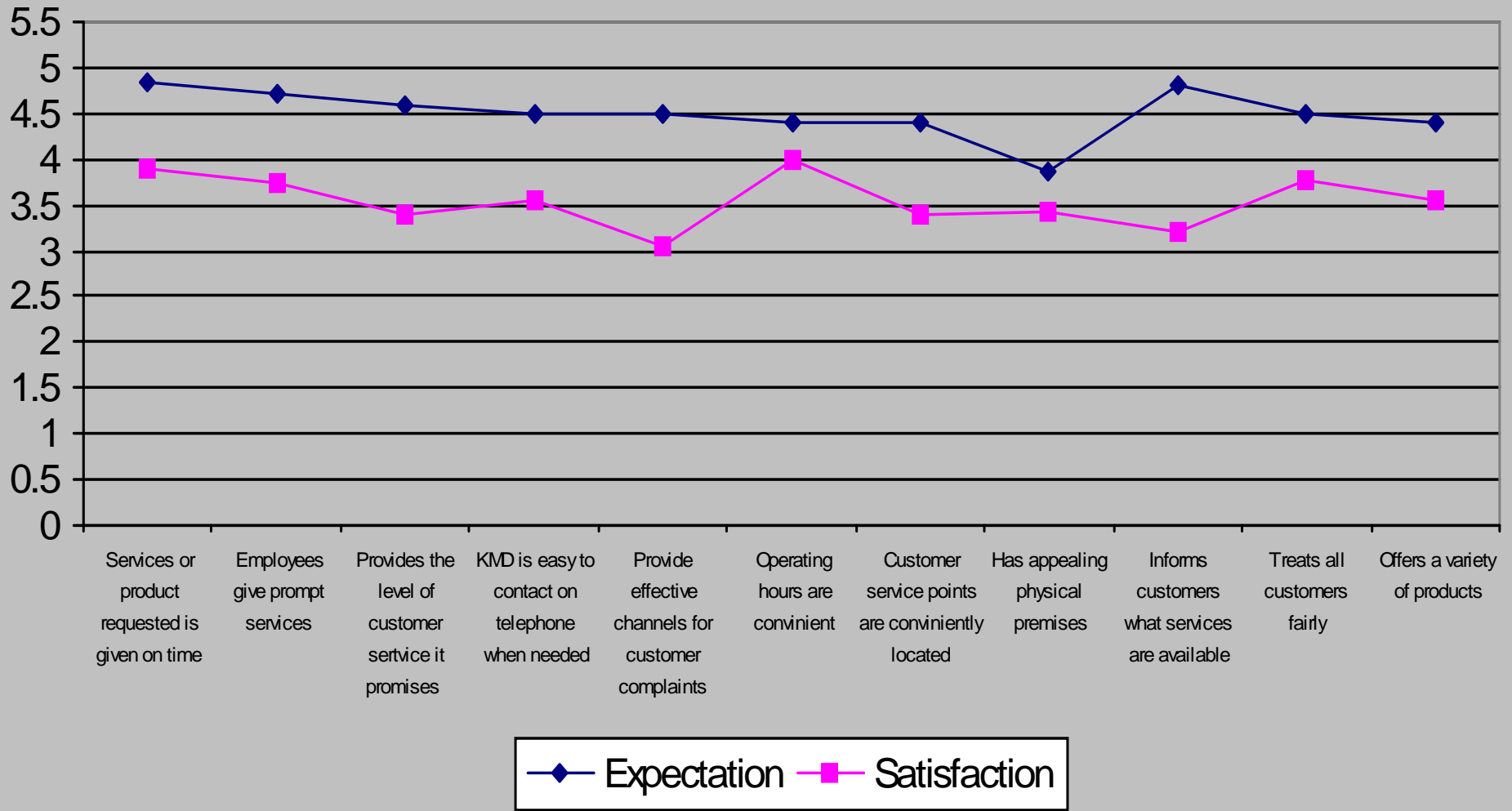
# RESULTS!!!

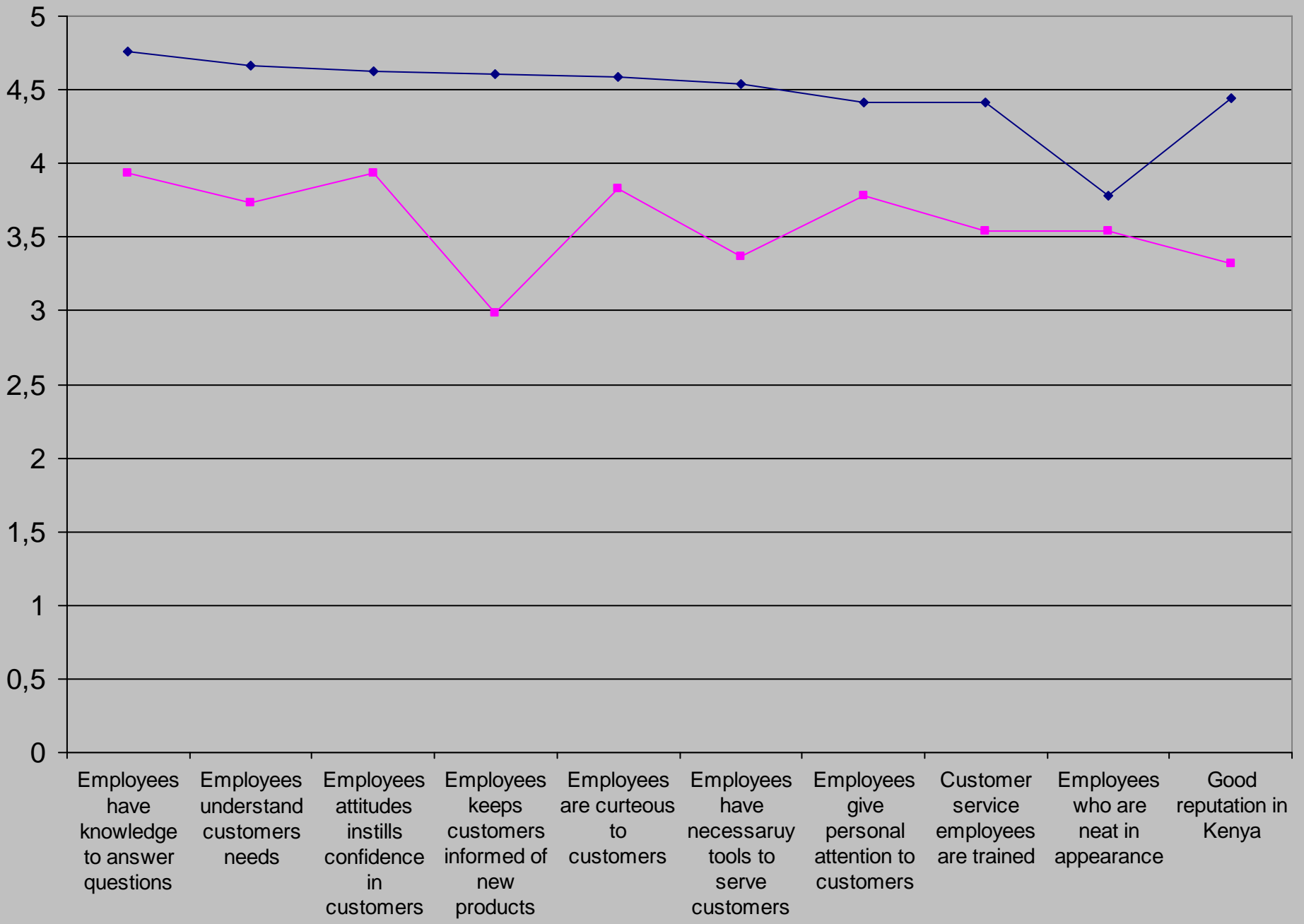
- Job perception
- Communication
- employee relations
- internal customer service quality
- Perception of staff on external customers
- Suggested areas of improvements

# External customers

- What services they use
- Value of services bought from KMD
- What perception on current products compared to one year ago
- What appeals/dislikes
- Complaint handling system
- KMD service quality







- Thank you