

# CTPM Customer Survey Outcome

## Responding to the Invaluable Feedback from our Members & Clients



As we all know, there has been a lot of changes occurring in the industry marketplace since the GFC in 2008, and with this change comes different needs and wants.

Customer Satisfaction (other than safety) is our number one focus here at CTPM. To be successful, we believe as an organisation we must continually look into the needs and wants of our customers.

The importance of customers has been highlighted by many researchers. Zairi (2000) said;

*"Customers are the purpose of what we do and rather than them depending on us, we very much depend on them".*

At CTPM, we want our members & clients to be *passionate about our services* and be happy to *share their experiences* with other people. We realise that many customers do not always criticise and complain when a problem or issue arises, they simply just cease to buy or use the service. So, in order to give our members and clients the opportunity to tell us what they think, we set up a customer survey with the

aim to *improve the quality and range of our offerings*.

The CTPM team put their heads together, researched the options and came up with 4 key questions they felt were important for gaining valuable feedback:

1. Is there any way we can better meet your needs?
2. Is there any way we can provide our services better?
3. Compared to other offerings in the marketplace, do we provide sufficient value for our services? and
4. What do we need to keep doing?

Our objective was to distribute, collect and analyse these questions along with any other feedback to ensure that we are meeting and hopefully exceeding the expectations of our members and clients.

From the very insightful feedback obtained through the surveys, we have created an immediate action plan to be implemented as rapidly as possible. The four key areas of improvement identified are:

### **CTPM Tool Kit (lots of good tools but hard to find and fully understand)**

Over the years CTPM has developed and collected a vast number of tools to use during the TPM<sup>3</sup> (TPM & Lean) Journey. In response to the feedback a 'CTPM Tool Kit' is in development. This tool kit will contain all of the tools we have to offer in a logical order and instructions on why, when and how to use each of them.

**E-Techs (haven't seen any for a while!)**

E-Techs (papers or articles) prepared by us at CTPM as a service to our members to assist them in broadening their understanding and knowledge of the TPM<sup>3</sup> Journey have returned from a long awaited pause and are now being distributed fortnightly.

**Learning Group Network Meetings (very good, would like more)**

Due to popularity, our NSW Learning Group Network Meetings will now be divided into Site and Technical sessions and will go from being held every second month to being held every month free of charge for our members and their guests.

Learning Group Site Network Meetings showcase the great successes people are achieving. Companies progressing through their TPM & Lean journey welcome CTPM Members and their guests into their Improvement Areas for learning and networking.

Learning Group Technical Network Meetings showcase new developments in TPM<sup>3</sup> methodologies. CTPM Members and their guests are invited to hear industry experts on 'need to know' topics that can enhance your in-house continuous improvement capabilities.

**Increase Support (where is the local support in NZ?)**

CTPM has recently announced (Press Release dated 26/10/2011) a joint venture with 'The Asset Partnership'. They have a Business Development Manager and several experienced consultants based in Auckland, which will significantly increase CTPM capability in New Zealand.

On behalf of all staff at CTPM, we would like to thank all of those who took the time to give us their honest feedback. We understand that we cannot put a price on customer satisfaction; it is something we continue to strive for and aim to continuously improve.

We realise the information we gained (good and bad) is invaluable and we intend to make this an annual activity to ensure we are always in a position to respond pro-actively to the needs of our members & clients.

If you missed your chance to give us your feedback, please call CTPM Head Office on +61 2 4226 6184 or send your response to [ctpm@ctpm.org.au](mailto:ctpm@ctpm.org.au).