

BIO FOR JEFF ISRAEL

Jeff Israel is the founding Principal of SatisFaction Strategies, a consulting firm specializing in satisfaction measurement and customer-focused change. He has twenty years of experience in service quality research. Current and recent clients include: Renaissance Credit Services, Great Western Chemical; Maxcess Corporation; ALARIS Medical Systems; Portland General Electric; Work Systems, Inc.; Mitsubishi Silicon America; Intel; Providence EAP; and others. Israel also consults as an Associate of The Performance Center.

Prior to founding SatisFaction Strategies, Mr. Israel spent ten years as a market research supplier. In that time he was Vice President at Market Trends, a free-lance consultant, and Field Coordinator with Gilmore Research.

Mr. Israel is Vice Chair-Marketing for the Customer Supplier Division of the American Society for Quality. He has served as CSD Chairman, Chair-Elect, Treasurer and Secretary. He is Senior Member of ASQ and served as Facilitator for ASQ's General Technical Council. Israel was a significant contributor to the Quality Management Division's Certified Quality Manager Handbook. In addition, he is an Executive Member of the American Marketing Association.

Education Summary:

M.B.A.: *Washington State University, 1981. M.B.A. program emphasis in Marketing Research and Quantitative Methods. Course work in research design & methods, organization development, statistics, and modeling techniques.*

B.A.: *Washington State University, 1979. Business Administration, Marketing emphasis.*

Seminar: *TARP and ASQC, 1991. "Measuring and Quantifying the Market Impact of Customer Problems".*

Technical Papers / Conference Presentations (ASQ Customer Supplier Division):

- *"Enhance Your Quality System With Customer Satisfaction Measurement"*
- *"Building Trust In Key Customer – Supplier Relationships"*
- *"Barrier Surveys Facilitate Improvement Breakthrough and Customer Focus"*
- *"Steps To Create A Successful Customer Satisfaction Measurement System"*
- *"Satisfaction Measurements: Face-To-Face With Core Customers"*

Workshops & Customized Training:

- *"Customer-Driven Total Quality"*
- *"Who Is The Customer, Anyway?"*
- *"Customer Needs Identification"*
- *"Using Satisfaction Measurement For Customer Driven Improvements"*
- *"Using Customer Surveys to Improve Service and Satisfaction"*

Courses, Presentations & Speeches:

- *"The Pursuit of 100% Customer Satisfaction"*
- *"Using Feedback To Drive Improvement"*
- *"Do It Yourself Market Research"*
- *"Employee Satisfaction Equals Customer Satisfaction"*

BACKGROUND FOR SATISFACTION STRATEGIES

SatisFaction Strategies, founded in 1991, specializes in "*Customer-Focused Change Initiatives*" and "*Satisfaction Measurement*". Our successful methods draw on more than twenty years of experience in the satisfaction measurement field.

SatisFaction Strategies provides value far exceeding most research organizations. Our insights on customers, employees and processes mean we offer "leading edge" customer feedback consultation. As a result we provide far more than data. We provide blueprints for action.

SatisFaction Strategies is on its own "improvement journey". Our intent is to evolve in ways that enable us to create delighted and loyal clients. Some of our on-going improvement objectives include:

- Search for best practices in gathering and using customer feedback.
- Develop feedback processes that foster action and facilitate problem solving.
- Apply a "systems level" approach to quality practices, and integrate these with the survey research and customer service disciplines.
- Help clients create a culture for customer-focus by enabling front-line workers, and gaining front-line buy-in into the change process.

Each of these objectives are pursued in each and every project, as well as in our continuing commitment to professional development.

Our Fundamental Beliefs:

- Effective customer feedback helps to build satisfaction, loyalty, advocacy and profits, while minimizing loss of customer loyalty due to preventable problems.
- Effective customer feedback systems are supported at the top levels of management, but also embraced by front-line employees who provide service to customers.
- To secure frontline commitment, leaders and managers must enable workers, engaging them in a "Customer-Focused Culture". Managers need to work with workers to identify the barriers preventing customer satisfaction and provide support to implement needed change initiatives.
- Organizations should distinguish core customers from non-core customers. The needs and expectations for core and non-core customers are often different. Production & service delivery processes should be structured to meet and / or exceed the expectations of core customers.
- Surveys and other forms of customer feedback provide measures of performance, relative to customer requirements and expectations.

RECENT PROJECTS FOR SATISFACTION STRATEGIES:

<u>Industry:</u>	<u>Description of Services Provided</u>
Health Care / Employee Assistance Program	<i>Customer Survey Support:</i> Provided survey design, coding, data entry, analysis and reporting support for on-going client satisfaction with Employee Assistance Program (1995 to present).
Chemical Marketing & Distribution	<i>Customer Satisfaction Survey:</i> Designed survey methods and questionnaire for annual customer satisfaction mail survey. Provided coordination of mailing support, data entry, analysis and reporting (1997 to present).
Municipal Development Agency	<i>Customer Focus Workshops:</i> Facilitated work sessions for regional development commission. Used barrier surveys to identify obstacles preventing satisfaction with service delivery processes.
Energy Utilities	<p><i>New Services Customer Satisfaction Project:</i> Designed & coordinated major service improvement project. Identified barriers to satisfaction, designed qualitative survey, directed interviewing, data entry, analysis and reporting. (Implemented in 1995 and updated in 1997).</p> <p><i>Tree Trimming Customer Satisfaction Project:</i> Identified barriers to satisfaction; conducted qualitative interviews with two customer segments; and, conducted quantitative customer satisfaction survey for forestry department of large electric utility.</p>
High Technology / Silicon Wafer Manufacturing	<i>Customer Feedback Design & Analysis:</i> Designed face-to-face survey process with core customers. Provided technical support in interviewing and data entry. Conducted analysis and created reports presenting findings at three levels.
Non-Profit	<i>Customer Feedback Project:</i> Redesigned existing customer feedback survey, as well as analysis and reporting process. Provided training and support for survey software to analyze data and generate reports.
Catalog Sales	<i>Customer Survey Analysis & Reporting:</i> Mail order automotive parts / accessories company requested support for customer satisfaction survey, including; data entry, coding, analysis and reporting.
Training & Development	<i>Marketing & Sales Effectiveness Assessment:</i> Evaluated client satisfaction and prospect perceptions regarding providers of training and development services. Provided survey design, executive interviewing, analysis and reports.