

American Society for Quality (ASQ) — Washington, DC & Maryland Metro Section (509) & Northern Virginia Section (511)
Software Special Interest Group (SW SIG)
IEEE Computer Society — Washington, DC & Northern Virginia Chapters

Using Non-Traditional Voice of the Customer Techniques to Measure and Manage the Customer Experience

Presented by Mr. John Goodman, Vice Chairman of Customer
Care Measurement and Consulting (CCMC)

Tuesday August 23, 2016

6:30 – 7:00 PM – Networking & Pizza

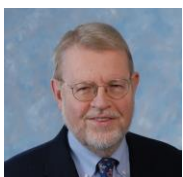
7:00 – 8:00 PM – Program

There is no cost to attend at Fairfax or Silver Spring

The world is tired of the annual “Do you love us?” survey as well as the transaction survey. At the same time, CCMC’s 2015 National Rage Study showed that more than 20 percent of consumers failed to complain, even once, about their most serious problem over the last year. For less serious product and service issues only 3-30 percent of customers complain anywhere (depending on the issue and product). Surprisingly, this failure to complain is often more pronounced in Business to Business (B2B) or governmental market environments than in consumer markets. No news is NOT good news!

- What are some innovative ways of getting actionable customer feedback?
- How do you use the feedback to get the Finance and Operations executives to allocate funds to quality improvement?

This presentation by John Goodman, who has worked with 45 of the Fortune 100 and over a dozen State and Federal government agencies, will discuss three of the most interesting non-traditional approaches that instigate action.



Mr. John Goodman is Vice Chairman of Customer Care Measurement and Consulting (CCMC). CCMC’s customer satisfaction and loyalty surveys and analytics have been used by over 40 of the Fortune 100 companies to produce a better ROI from their investments in customer experience. John has managed more than 1,000 separate customer service and customer experience studies, including:

- White House sponsored evaluation of complaint handling practices and
- Studies of word of mouth and consumer education sponsored by Coca-Cola USA.

He originated the well-known lessons, “it costs five times as much to win a new customer as to keep an existing one” and “twice as many people hear about a bad experience as a good one”.

The American Management Association published his second book, Customer Experience 3.0, in August, 2014. He has published eight articles in Quality Progress and has spoken on quantity and customer experience in 14 countries around the world.

Locations and Registration

The presenters will be at George Mason University's [Mason Enterprise Center](#) location with the presentation [video/teleconferenced](#) to the following locations:

<p>George Mason University Mason Enterprise Center-Fairfax 4031 University Drive, Suite 100, Fairfax, VA 22030</p> <p>Host: Hung Ngo, Phone: 571-765-3333</p>	<p>US Food and Drug Administration (White Oak) Building 66, Room G512 10903 New Hampshire Ave Silver Spring, MD 20993 host: James Simpson, Cell: 301-996-4976</p>
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If you can host another location via VTC, please contact Hung Ngo (below)

Join online meeting: https://asq509.webex.com/asq509/j.php?MTID=mbe1b51c2d4c0cc7126819b7acedf6218	
Meeting number: 805 274 863 Meeting password: g3c27D2b	
Join by Phone: 1-650-479-3208 Call-in toll number (US/Canada)	Access Code: 805 274 863

Registration Webpage: <http://www.asq509.org/ht/d/DoSurvey/i/116742>

You must register by noon on Monday, August 22nd. If you cannot attend at any location, select telephone dial-in when you register. FDA (Silver Spring) cannot host non-citizen visitors. If not a US citizen, please provide your title, employer, and address. Allow 2 business days for registration before the meeting.

For registration problems or further information contact Hung Ngo at: hung.n.ngo@live.com or 571-765-3333

Software SIG Chairpersons: Hung Ngo (ASQ 509), Kristine Hejna (ASQ 511), Rhonda Farrell (IEEE-CS).

Software SIG Committee:

Salwa M Abdul-Rauf, Farzad Aidun, Scott Ankrum, Aaron Dagen, Richard Eng, James L. de la Houssaye, Chris Jones, Lance Kelson, Alfred Kromholz, Mary E. Lewis, David Morse, Maryam Rahmani, James M. Simpson.

Sponsored Jointly By: The American Society for Quality (ASQ), Washington DC & Maryland Metro Section (509) & Northern Virginia Section (511) Software Special Interest Group (SW SIG); and IEEE Computer Society (IEEE-CS), Washington, DC & Northern Virginia Chapters. Members of the **ASQ SW SIG** include software quality professionals, software engineers, and others interested in applying quality principles to the field of software development. See our web page: <http://www.asq509.org/ht/d/sp/i/2499/pid/2499>. We meet every month in person, as well as with VTC to other locations.

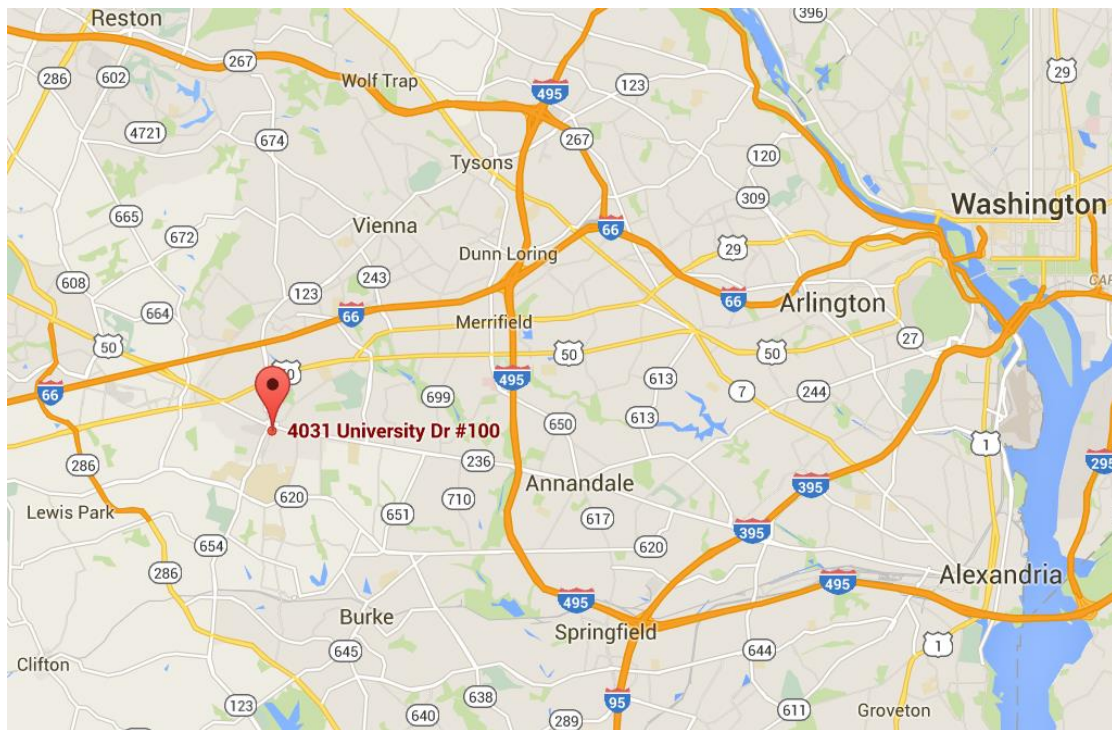
Our Next Meeting: Tuesday, September 27, 2016 – MITRE Corporation

Radical Risk Identification for the 21st Century

Presented by Ms. Laurie Wiggins, Founder, Sysenex President and CEO

George Mason University – MEC Fairfax Facility

From



Capital Beltway (Route 495) / Springfield / Alexandria/ D.C.:

From 495 South-Richmond or 495 North-Rockville, take exit 54A, Braddock Road West, Route 620. Follow Braddock Road West for approx. 6 miles, you will pass two entrances to George Mason University. Make a right onto Ox Road, Route 123. At the next light, make a right onto University Drive. Follow University Drive to the next light and turn left onto George Mason Boulevard; drive approximately a half a mile and past a Fire Station. Make a right onto South Street and then an immediate left into the parking lot. The entrance of the building faces South Street. The Mason Enterprise Center is located on the 1st Floor.

Via I-66 East from Front Royal or West from Washington DC and Arlington:

Exit at Route 123 South – Fairfax. At your fourth traffic light, (after approximately 1 mile), make a left onto Route 236 east, Main Street. At the next light, take a right onto University Drive. After two blocks, make a left onto South Street and then an immediate left into the parking lot. The entrance of the building faces South Street. The Mason Enterprise Center is located on the 1st Floor.

Via Route 50 from Washington DC and Arlington:

Take Route 50 West approx. 15 miles past the Roosevelt Bridge into the City of Fairfax (a couple of miles past Fairfax Circle). Make a left onto University Drive (intersection landmarks are University Sunoco and Pontiac car dealership and Mastercraft Interiors). Follow University Drive through the City of Fairfax approx. 1 mile (2 blocks past Main Street, Route 236 East). Make a left onto South Street and then an immediate left into the parking lot. The entrance of the building faces South Street. The Mason Enterprise Center is located on the 1st Floor.

Via Route 50 from Centreville/Chantilly/Manassas:

Take Route 50 East into the City of Fairfax, until the point at which Route 50 turns left, joining Route 29. Go straight, following Route 236 East for approx. 1 mile. At the first light past Route 123, take a right onto University Drive. At the end of the second block, take a left onto South Street and then an immediate left into the parking lot. The entrance of the building faces South Street. The Mason Enterprise Center is located on the 1st Floor.

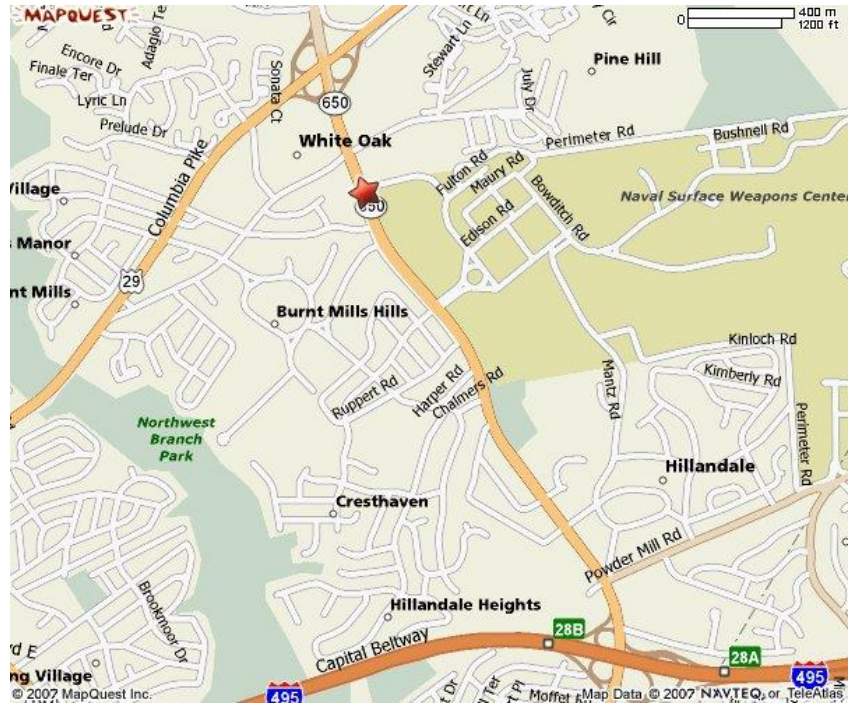
Via I-95 from Fredericksburg/Richmond:

Exit I-95 at Occoquan, Route 123, Exit 160. Follow Route 123 for approximately 14 miles to University Drive. At the entrance to the University, (one light past Braddock Road, Route 620), take a right onto University Drive. Follow University Drive to the first light and turn left onto George Mason Blvd. Follow for approx. 1/2 mile, through a stop sign and traffic signal (Fairfax City Hall on left at signal) and past the Fire Station. Take a right onto South Street and then an immediate left into the parking lot. The entrance of the building faces South Street. The Mason Enterprise Center is located on the 1st Floor.

FDA Facility

From the Capital Beltway, I-495, take New Hampshire Ave, Rt 650 north to Michelson Rd.

From Columbia Pike, Rt 29, take New Hampshire Ave, Rt 650 south to Michelson Rd



White Oak Building 66 (circled), room G512. This is a large conference room just beyond the Security desk on the right side of the grand atrium.

After 6 PM, visitors may use the surface parking closest to the building 66 entrance which are reserved for commuters with car pools. The north east parking garage is also an option.

