



Your Partner in Facility Management.....

Customer satisfaction - Why it is so difficult for FM ?

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Nowadays, everyone seems to be talking about customer satisfaction. A lot has been said and done. However, poor service is still a major concern of most facility organizations. FM practitioners may wonder why their customers are not happy when equipments are functioning as per designed or at optimal level? Why are most FM practitioners feel stressed out when involved with customers despite doing all that they can with the facilities.

In this month newsletter, we would like to share with FM practitioners some insight on customer satisfaction.

Firstly, few FM practitioners have been trained to pay attention to the other half of today's job – **the people part** (which take up about 70% of their workload). They have invested their time and energies in the technical aspects (which only take up about 30%). They often overlook the fact that the final goal should be the facility functioning at a level that satisfy the customer and not at a technically optimal level. The facility is as good as how the consumer deemed it to be and not by statistic or technical figures.

For example, if your customers complain that the air conditioning is too hot, it is useless to prove to them that it is the right temperature and tell them to take off their jackets. By doing so, you may win technically but you have also created an "enemy". This customer will eventually try to make matter more difficult for you in the future.

Secondly, FM practitioners often do not realize that working hard is not the same as satisfying customers. As a result, they often work hard and get frustrated because customers still remain unsatisfied.

Thirdly, FM practitioners have not been conditioned or encouraged to treat people inside of their own department as customers too. No one works alone. Without the support and cooperation of co-workers it is difficult to satisfy those we commonly see as our "real" customers (those to whom we deliver our products and services). Satisfying internal customers (co-workers) provides a vital link in the chain that leads to satisfying customers outside the department.

Upcoming FM Workshop in Singapore

- **Planning & Project Mgt**
8 – 9 Feb 2010
- **The Business of FM**
11-16 Mar 2010
- **Customer Service Strategies for FM**
25 - 26 Mar 2010
- **Operations & Maintenance**
20 - 21 Apr 2010

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Showcase for FM Books:



Measuring Customer Satisfaction in Facility Management

This book is designed to guide facility practitioners to effectively plan and manage their own customer satisfaction survey projects. It is not an encyclopedia on the subject of surveying customers or a textbook on survey theory. Rather, its 300+ pages aim to provide the tools the facility management organization needs to collect real and useful information about customers.

The Customer Satisfaction Guidebook introduces theories and concepts, but always with a focus on practical application. It plots a path for the facility management organization from planning the project, designing the questionnaire, administering the survey, to reporting the results.

The book pays particular attention to options for questionnaire design and potential pitfalls. Throughout the book, many figures and charts have been added, as well as sample questionnaires relating to areas such as overall building services, space standards, maintenance, security, help desk, work order processing, custodial, moves, conference facilities, design and construction, and staff courtesy.

If you are ready to learn what your customers expectations are and how well you are meeting them, this Guidebook will help you write the surveys you need.

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