

Gemplus Internal client satisfaction MIS

Gemplus is the leading provider of technologies, products and services based on smart cards in the field of communication and secure wireless transactions with a specialization in telecommunication and financial services.



Challenges

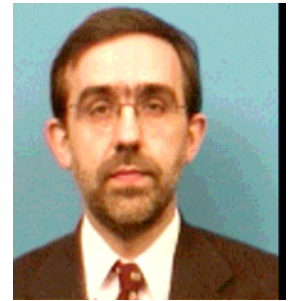
The MIS department of Gemplus (Management Information System) provides to more than 800 internal users a set of tools and services ranging from desktop applications (Email, calendar, database, CRM system,...) through the communicational infrastructure and support to its users.

In the attempt of constantly improving its services and as part of the quality control process, the MIS department wanted to measure the level of satisfaction and the nature of its users' expectations so that an action plan could be implemented.

SOLUTIONS

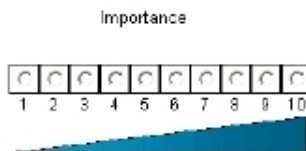
Mr. Luis Garcia-Santiago was able to implement a satisfaction survey with the assistance of the WysuForms software; the survey was distributed via E-mail to all users of the MIS.

For this particular survey, Mr. GARCIA-SANTIAGO identified 16 key indicators grouped into three subject matters (basic services, projects and support). Each individual indicator was then measured in terms of quality expectations and actual perceived quality.



M. Luis Garcia-Santiago
MIS - Gemplus

Q10. The reliability and performance of services and telephone accessories and tools (phone system, voice mail, etc.)



Do you have any comment, complaint or suggestion?

Extract from the questionnaire

Added value

The analysis of all collected responses to the survey has provided a clear picture of the level of satisfaction among users.

In addition to the global satisfaction level assessed from the results obtained, a detailed analysis between the expected and perceived quality for each above mentioned indicator has allowed to establish a classification system of these lasts and as well as a precise action plan.

The frequency of this survey through time will allow to measure the impact of the action plan for a permanent improvement of all MIS service. ■