

Laura Toivettula

MEASURING CUSTOMER SATISFACTION CASE COMPANY X

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Author	Laura Toivettula
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ABSTRACT

Positioning as a customer-centric innovator has become a key strategic advantage in the quickly evolving health technology industry. As the significance of customer perceptions has increased, companies have been pushed to research their customers satisfaction.

The objective of this thesis was to assess the current customer satisfaction level of the commissioner's Trainer product line during an onboarding process and produce recommendations to enhance customer satisfaction. The research on customer satisfaction served as a valuable tool for assessing performance of the product line and product training services.

A mixed-method approach was used to integrate both quantitative and qualitative data to comprehensively assess customer satisfaction. An online survey was implemented to employ a standardized rating scale and collect consistent responses. Additionally, secondary data consisting of customer feedback from various channels was incorporated to enhance the overall understanding of customers' needs.

The study indicated overall satisfaction among participants undergoing onboarding for the commissioner's product line. Furthermore, the study yielded actionable insights, suggesting a strategic reallocation of resources to increase the quantity of training materials. The findings underscored the importance of refining training resources and optimizing the product onboarding process to better cater to users' needs.

Keywords: customer satisfaction, product onboarding, resource allocation

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1 INTRODUCTION

In today's era of technological advancements, start-ups and innovative companies have become a key part of the Finnish healthcare ecosystem as the healthcare sector seeks to enhance its services and mitigate costs through digitalisation. Consequently, positioning as a customer-centric innovator has become a key strategic advantage in the quickly evolving health technology industry. As the significance of customer perceptions has increased, companies have been pushed to research further their customers' perceptions. Moreover, companies are anticipated to identify areas of improvement and recurring issues, as well as assess their product performance, quality, and support strategies. The implementation of soft measures, such as customer satisfaction surveys, has become a popular and efficient way to measure and gain knowledge of customers' perspectives and attitudes concerning a product. The acquired knowledge from these soft measures significantly augments a company's capacity to make informed business decisions, ultimately enabling them to better align with the quality prerequisites set forth by customers. (Hayes 2008, 1-17.)

The commissioner of this thesis is Company X, a developer of technology-based solutions for physical rehabilitation and wellbeing. The commissioner's customers include Finland's wellbeing services counties, professionals and patients directly involved in physical rehabilitation. This study is limited to only measuring customer satisfaction of professional use of the products during product onboarding. The main objective of this thesis is to assess the current customer satisfaction level regarding the commissioner's Trainer product line during the onboarding process and produce recommendations that will aid in the commissioner's efforts to improve customer satisfaction. The research on customer satisfaction serves as a valuable tool for assessing how well the commissioner's products and product training services are performing in practice. By understanding what aspects of the products are resonating with the customers and where improvements are required, the commissioner can refine and optimize their offerings to enhance customer satisfaction. To achieve the objective of this thesis, the following research questions need to be answered:

- How can customer satisfaction be improved among the target audience of Remote Trainer?
- How can customer satisfaction be improved among the target audience of TV Trainer?
- How can customer satisfaction be improved among the target audience of Mobile Trainer?

The research will be rooted in a theoretical framework related to the procedural evaluation of customer satisfaction. This includes a study of the related indicators and tools that are used to measure customer satisfaction. The second theme of the theoretical framework evaluates the elements of product, the concepts of quality and the changes brought about by the evolving health technology industry.

A mixed methods approach is utilized in this research. Quantitative research is used to collect data with a structured online survey to assess the current customer satisfaction level. The survey is used to find out how satisfied the professional customers are with the product onboarding, as it allows to ask identical questions and utilize a standardized rating scale. Concurrently, secondary data is used to enhance the overall understanding of the customers' perceptions and needs. This secondary data includes internal data sources that consists of customer feedback from different channels. These include support emails, discussions, and any other relevant interactions with customers that have been documented.

2 CUSTOMER SATISFACTION

In this theory chapter on customer satisfaction, a foundational understanding is provided regarding the key concepts and elements related to customer satisfaction. This is followed by a discussion of customer satisfaction surveys, and finally, the metrics related to measuring customer satisfaction are addressed. This theoretical framework serves as the basis for effectively managing and measuring customer satisfaction.

2.1 Customer satisfaction key concepts

Kotler and Keller (2006, 44) present one of the most comprehensive definitions of customer satisfaction, characterizing it as an individual's emotional response of

contentment or disappointment, which arises from comparing a product's perceived performance or results against their initial expectations. Gerson (1993, 5–13, 23–32) defines customer satisfaction as customer is satisfied whenever his or her needs, real or perceived, are met, or exceeded. Moreover, to know when customer is satisfied, one must ask and measure quality and customer satisfaction (Gerson 1993, 5–13, 23–32). The terms “customer satisfaction” and “quality” are labels that are used to describe observable actions that are associated with a particular product or service (Hayes 2008, 33).

The significance of customer satisfaction is unparalleled, and it is recognized that the customer is the single most important factor in determining the success of a venture. Thus, achieving and maintaining customer satisfaction should be an objective of any business. (Bazan 1998, 23–29.) Furthermore, it is widely understood that customer satisfaction, directly and indirectly, shapes the brand image of a company and the perceptions of potential customers. The importance of customer satisfaction extends beyond mere individual transactions; highly satisfied customers are inclined to engage in word-of-mouth promotion and actively endorse the brand. (Cooil 2005.) On the contrary, unmet customer expectations lead to disappointed and disengaged customers (Ahvenainen et al. 2017, 35). Therefore, the customers who possess a positive emotional attachment to a brand tend to exhibit lower price sensitivity in comparison to those who are less loyal to the brand. It can be concluded that customer satisfaction has become the foundation of business. (Cooil 2005.)

To comprehend the concept of customer satisfaction, it is valuable to explore the determinants of satisfaction. Figure 1 illustrates Oliver's (1980, 460–469) Expectancy Disconfirmation Theory, which has contributed to the current understanding of the determinants of satisfaction.

As Oliver (1980, 460–469) discusses, the expectation confirmation theory comprises of four key components:

- Expectations: The anticipated characteristics and features that consumers expects from a product or service.
- Perceived Performance: The consumer's perception of the performance of a product or service in reality.

- Disconfirmation of Beliefs: Comparing actual performance with the consumer's initial expectations.
- Post-Purchase or Post-Adoption Satisfaction: How pleased the consumer is after direct experience and comparison.

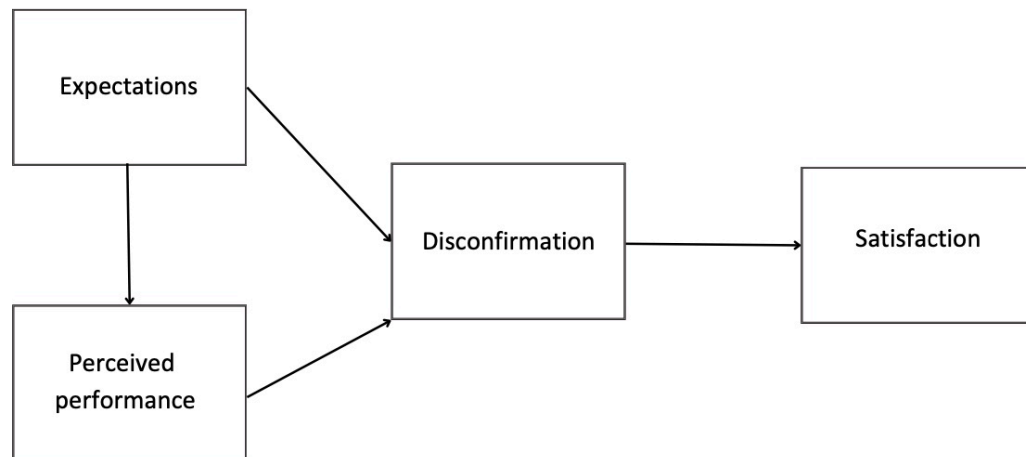


Figure 1. A model of Expectation Confirmation Theory according to Oliver (1980)

Expectation confirmation theory explains that when a product or service surpasses expectations, meaning the product or service is better than expected, positive disconfirmation occurs, which leads to satisfaction and happy customers. While falling short of expectations, meaning product or service is not as good as expected, negative disconfirmation occurs, which results in dissatisfaction. And lastly, when product or service is as expected it results in simple disconfirmation, which leads to satisfied customers. Ultimately, it was proposed that customer expectations of product performance can be understood as the level that the customer desires, and that these expectations provide the context for making comparisons. (Oliver 1980, 460-469.)

2.2 Elements of customer satisfaction

The elements of customer satisfaction are the building blocks that contribute to the creation of fulfilling and satisfying customer experiences (Inghilleri and Solomon 2010, 7–10). A positive customer experience can be one that strengthens the customer's self-image and identity, creates experiences that rise strong positive emotions, is memorable and leaves a lasting positive impression or one that makes the customer want more (Löytänä and Korteso 2011, 37–42). Customer

experience encompasses digital and physical encounters, as well as unconscious encounters through the brand. Elevating one block or element can enhance the overall experience, while a deficiency in one negatively affects the others. Even with stellar digital and physical encounters, a negative brand reputation can hinder purchase decisions. (Ahvenainen et al. 2017, 35.)

The creation of fulfilling customer experiences is discussed in the framework the Four Elements of Delivering Customer Satisfaction. The framework outlines how customers are satisfied when they consistently receive a perfect product that is delivered by a caring, friendly person and in a timely fashion. Additionally, customers need to consistently receive support from an effective resolution process. (Inghilleri and Solomon 2010, 7–10.) Figure 2 illustrates the four pivotal elements of delivering customer satisfaction.



Figure 2. The elements of Customer Satisfaction (Inghilleri and Solomon 2010, 7–10)

The first element, perfect product, implies a product that aligns with the customers' predefined quality standards, expectations, and requirements. Therefore, attaining product excellence is a fundamental element in delivering customer satisfaction.

The second element focuses on the interpersonal interaction between the customer and the service provider. It is described that when customers encounter caring and friendly representatives, they derive satisfaction. In other words, this element emphasizes the significance of human interaction and recognizes the role of empathy, understanding, and positive interaction on customer satisfaction. The third element, the timely delivery of a product, highlights the importance of punctuality in meeting customer expectations. Persisting to agreed-upon timelines and prompt delivery of products or services positively impacts customer satisfaction, whereas delays can lead to a negative perception of the overall customer experience. Finally, the last element highlights the need an effective resolution process that can addresses customer concerns and issues. This element stands for a resolution process that is structured and ensures that customers receive timely and appropriate assistance that is able to mitigate any challenges that customers may encounter when any of the elements fall short. (Inghilleri and Solomon 2010, 7–10.)

2.3 Customer satisfaction survey

A customer satisfaction survey consists of a series of questions that investigate the customer perception regarding a company's service, product, or, for example, customer support. Customer satisfaction surveys are an important part of marketing management and provide valuable information on consumer preferences. The results obtained from these surveys are not only recommended but are also deemed essential to be utilized in the company's business development efforts. In addition, customer-focused development contributes to the sustainability of competitive advantage in the market. (Mäntyneva 1997.) Notably, researching customer satisfaction through surveys and identifying areas, where customer needs are not met, for development does not provide an absolute certainty of repeat purchases, however, it serves as a central factor in building customer loyalty. Thus, it is ideal for organizations to dedicate resources and efforts towards achieving a high level of customer satisfaction. (Singh 2006.) A general model of constructing a customer satisfaction questionnaire is a fundamental tool for measuring and improving the quality of products and services.

The initial phase focuses on customer needs and identifying customer requirements. This is a crucial step as it lays the foundation for the questionnaire. By identifying and prioritizing what is most important to customers, companies can ensure that the questionnaire effectively addresses key concerns and expectations. Additionally, it is important to analyze the quality dimensions of the products in question. This includes examining the features and characteristics that customers consider essential in a product. (Hayes 2008, 1-17.)

Once the customer's needs and quality dimensions have been comprehensively outlined, the next phase in the general model involves the actual construction of the questionnaire. This stage involves a careful selection of questions and a well-structured format to collect relevant information. Finally, the last step is the interpretation of data. The evaluation and analysis of the data furnishes companies with actionable insights that can be harnessed to refine and enhance products and services. By making informed decisions based on customer feedback, companies can improve and better align their offerings with customer expectations. In general, this model is a systematic and strategic approach that assists companies to research their customer satisfaction. (Hayes 2008, 1-17.)

To conduct an effective and credible assessment of customer satisfaction, organizations need a solid conceptual model of customer satisfaction. Figure 3 illustrates Nicolini and Dalla Valle's (2012) multi-level approach to measuring satisfaction more profoundly.

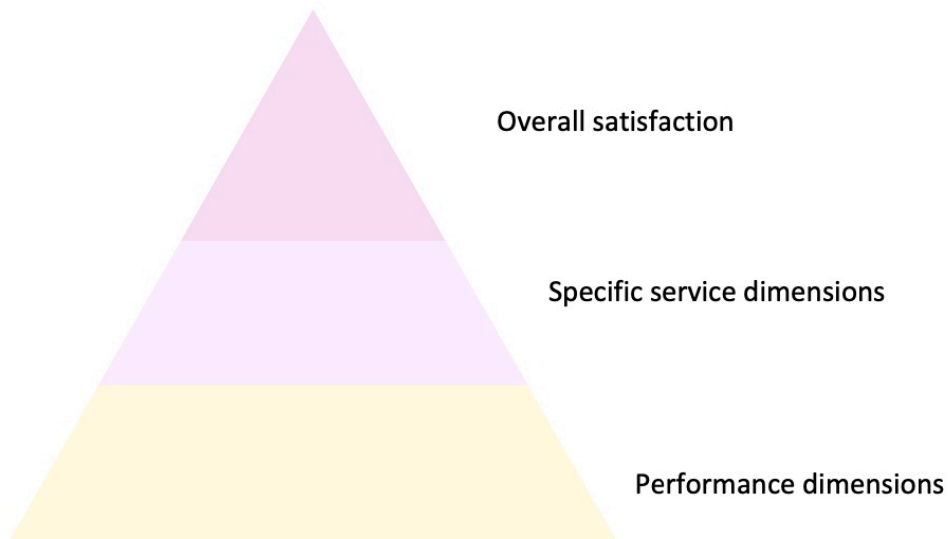


Figure 3. Multi-level approach of measuring customer satisfaction according to Nicolini and Dalla Valle (2012)

The first level of the multi-level approach, and the global aspect of customer satisfaction, focuses on evaluating the overall satisfaction with broad questions. The aim is to gain understanding of the overall satisfaction. The second level focuses on specific service dimensions and utilizes targeting questions. For example, one might ask “how satisfied were you with the company’s product onboarding” to understand customer’s satisfaction in specific point of the customer journey. Finally, the third level, performance dimensions, examines specific product or service feature satisfaction with detailed questions. This layered approach for measuring customer satisfaction offers a nuanced understanding of customer satisfaction. (Nicolini and Dalla Valle 2012, 37–38.)

2.4 Customer satisfaction survey metrics

Satisfied customers are the cornerstone of business success, thus various metrics have been developed to measure the influence of different customer interactions on overall satisfaction. To measure customer satisfaction effectively, two widely recognized indicators have been selected and are outlined below: Customer Satisfaction (CSAT) and Customer Effort Score (CES). (Bluel 2019.)

Customer SATisfaction Score (CSAT score)

The Customer Satisfaction Score (CSAT score) serves as a straightforward metric for measuring how satisfied customers are with a business, a specific product, or service (Qualtrics). The CSAT score metric looks for a solution that maximizes satisfaction with questions such as “On a scale from 1-5, how satisfied are you with the quality of the product?” The customer satisfaction score results indicate the best product or service. (Bluel 2019.) Respondents use the following scale of 1-5 to estimate their experiences (Qualtrics):

1. Very unsatisfied
2. Unsatisfied
3. Neutral
4. Satisfied
5. Very Satisfied

The CSAT average (equation 1) is calculated by summing all score values together and dividing the sum by the number of all scores. This gives an average that reflects the level of customer satisfaction out of 5 (Raileanu 2023):

$$CSAT (average) = \frac{\text{Sum of all score values}}{\text{Number of all scores}} \quad (1)$$

The CSAT percentage (equation 2) is calculated by summing all positive responses and subsequently dividing this sum by the total number of responses gathered, followed by multiplication by 100. This computation gives an overall percentage that reflects the level of customer satisfaction. CSAT percentages 0–50 need improvement, 50–70 is fair, 70–90 is good and 90–100 is excellent. (Raileanu 2023):

$$CSAT (percentage) = \frac{\text{Total number of satisfied customers (those ranking 4 and 5)}}{\text{Number of all scores}} \times 100 \quad (2)$$

Customer Effort Score (CES)

Dixon et al. (2010, 5–6.) introduced Customer effort score (CES) to indicate the smoothness of customer experience in different touchpoints of the customer’s journey. CES looks for a minimization solution with question such as “On a scale

of 1-5 how easy was it to use our software?” The customer effort score results indicate the convenience quality. (Bluel 2019.) Respondents use the following scale to estimate their efforts that reflects the smoothness of their journey (Raileanu 2023):

1. Very difficult
2. Difficult
3. Neutral
4. Easy
5. Very easy

CES score average (equation 3) is the sum of all CES score values divided by the number of all scores. The is computation gives an average that reflects the level of customer effort out of 5. (Raileanu 2023):

$$CES\ average = \frac{Sum\ of\ all\ score\ value}{Number\ of\ all\ scores} \quad (3)$$

CES score percentage (equation 4) is calculated by summing all positive responses, those ranking 4 and 5, and subsequently dividing this sum by the total number of responses gathered, followed by multiplication by 100. This computation gives an overall percentage that reflects the level of effort and operations' smoothness. In this scale 1-5, where 5 stands for least effort, companies should strive to have high CES score. (Raileanu 2023):

$$CES\ (percentage) = \frac{Total\ number\ of\ satisfied\ customers\ (those\ ranking\ 4\ and\ 5)}{Number\ of\ all\ scores} \times 100 \quad (4)$$

3 PRODUCT

In this theory chapter on product, a foundational understanding is provided regarding the elements of product and technology-based health products. Subsequent to this, the theoretical exploration delves into the intricacies of product quality. Finally, the process of product onboarding is discussed. This theoretical framework serves as the basis for understanding the interactions between product components and their influence on overall efficacy and customer satisfaction.

3.1 Elements of a product

Product can be defined as anything that is presented to the market with the intention of attracting attention, enabling a purchase and which may satisfy or fulfil a need (Kotler et al. 2005, 637). Moreover, products go beyond tangible goods, for example a product can be a raw material, service, or information. In recent years the concept of product has extended, and it exceeds the traditional notion of a mere tangible product or service. In these days, product is comprehensively understood to comprise not only the core item or provided service, but also the wider set of experiences and attributes associated with it. Figure 4 showcases the concept encapsulated in the term "extended product." (Hietikko 2021, 4–5.)

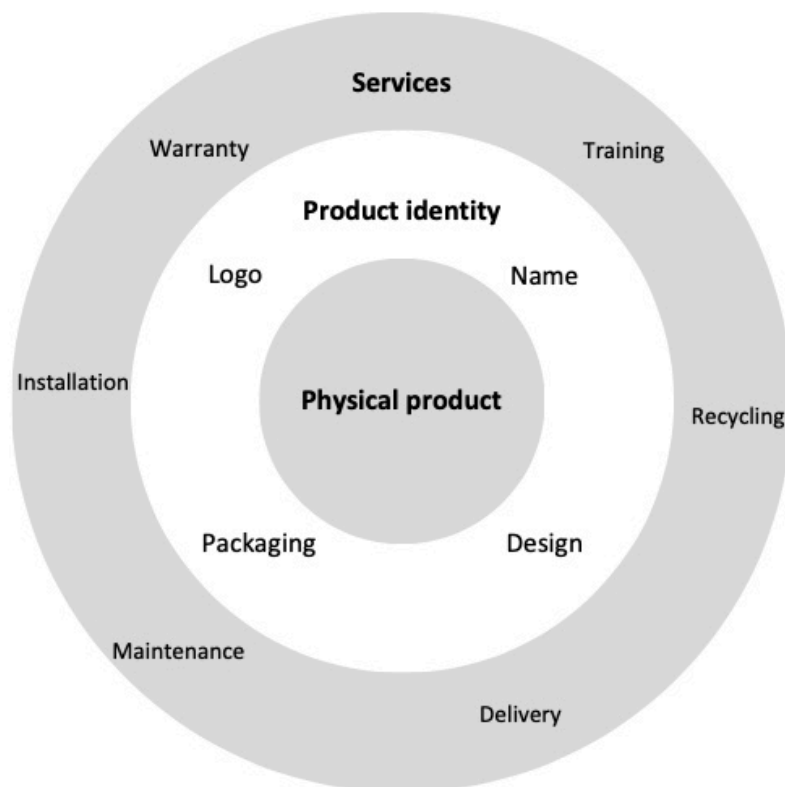


Figure 4. Extended product (Hietikko 2021, 4–5)

The extended product model comprises of three layers, namely the physical product, product identity, and services. Each of these layers has a pivotal role in defining the product's value proposition. The foundational element, the core,

encompasses the tangible physical product, around which the extended product revolves around. The second element, product identity, consists of the product's logo, name or for instance design. These attributes contribute to the product's recognizable character. The final layer of the extended product, services, enhances the customer experience with the product. These services may include for example, installation of product, product training or warranties. Together these layers represent the benefit or service for the customer. (Hietikko 2021, 4–5.)

3.2 Technology-based health products

Health technology products are technology-based items and services that are designed to improve diagnosing and treating physical or mental health. Health technology products include for example medical devices, diagnostics, and therapeutic tools. These products often utilize advanced technologies such as internet of things (IoT), artificial intelligence (AI) and robotics. (Teknologiategollisuus 2023.) The health-technology innovations are designed to improve care delivery and reduce burdens of both professionals and patients (Kujansivu et al. 2023, 40–48). The innovations in wellbeing technologies and health technologies are converging and shifting the focus from treatment to anticipation and prevention (Hassinen 2019).

The distinction between wellness and health technologies is determined by the manufacturer's intended use, and some products fall into both categories. Wellbeing technologies, such as software and mobile apps, are consumer-oriented solutions that do not have a CE mark, which means they do not meet healthcare regulatory requirements or serve as decision support tools. Health technologies with CE marking are compliant with regulatory standards and are intended for use in healthcare. These devices, tools and software are marketed to both private and public healthcare providers. (Hassinen 2019.)

Health technology is one of the few high-tech export sectors in Finland where product exports have grown by between 3% and 10% per year for the last twenty years (Hassinen 2019). Furthermore, Finland is an ambitious leader in

digitalisation, especially in public services and healthcare. The aim of adopting digital solutions is to improve services and reduce costs. (Koivuluoma et al. 2022, 284–298.) However, research has found that eHealth practices have not been fully adopted by general practitioners in Finland, despite the practitioners' overall positive attitudes towards the eHealth (Kujansivu et al. 2023, 40–48.) Moreover, the use of digital transactions has increased, but full digitalisation of systems remains a difficult task due to the current state of healthcare processes. As a resolution researchers propose a careful planning to ensure the successful integration of digital tools into healthcare. (Koivuluoma et al. 2022, 284–298.) To address the issues in adoption of health technology, there's a need for systematic eHealth training. Additionally, the eHealth solutions should be seamlessly integrated into primary care practices, rather than being treated as extras. (Kujansivu et al. 2023, 40–48.)

3.3 Product quality

Quality can be understood as flawlessness, but it is often defined in terms of customer satisfaction. Quality can be defined as a process in which quality begins by meeting customer needs, it continues with exceeding customer satisfaction, and ends with customer retention. Thus, quality is an essential component that plays a significant role in enhancing customer satisfaction. It impacts the product performance and furthermore the customer value and satisfaction. Quality ensures that the product or service not only meets but exceeds the customer's needs and desires. (Kotler et al. 2005, 545–546.)

Garvin's framework of Eight dimensions of quality outlines dimensions which comprehensively analyse product's characteristics that define quality. These dimensions cover product's performance, features, reliability, conformance, durability, serviceability, aesthetics, and perceived quality. Delving deeper into the eight components of quality, the first component, performance, revolves around the primary operating characteristics of a product, and it addresses whether the product functions as intended. The second dimension, features, refers to the additional characteristics of a product. These are attributes that enhance the

product's appeal to the consumer beyond its basic performance. The third dimension, reliability, relates to the probability of the product functioning without errors within a specific time of period or under certain conditions. The fourth dimension, conformance, indicates how well a product conforms to predetermined specifications. The fifth dimension, durability, is a long-term measure that indicates how long the product will remain functional. The sixth dimension, serviceability, reflects on the overall service for the product, including responsiveness and effectiveness of service personnel. The seventh dimension, aesthetics, involves the products visual appeal, sensory characteristics and how these aspects contribute to the products branding and identity. And finally, perceived quality represents the customer's perception of the product's quality based on indirect measures, such as reputation. (Garvin 1987.)

Understanding and incorporating quality dimensions in practice enables producers to create quality products that can satisfy their customers (Garvin 1987). Moreover, comprehending quality in terms of product dimensions can help establish what steps are needed to ensure a business's success in overall quality management programs and, eventually, guarantee the production of high-quality products (Sebastianelli and Tamimi 2002.) By analysing customer experiences and perceptions of product quality, companies can identify the true quality of a product. The in-depth analysis enables strategic resource allocation to enhance strengths and address weaknesses. These coordinated actions aim to improve the product quality as customer expectations evolve. (Das Guru and Paulssen 2020, 645-670.)

3.4 Product onboarding

Product onboarding is a sequence of carefully orchestrated interaction and instruction designed to assist and guide users on their first experience with a product. The systematic process aims to familiarize users with the product's features, functionalities, and user interface. (Brandão and Martins 2020, 49.) The product onboarding process includes educational content, support services, and for example documentation. These elements aim to explain the product's value proposition, core-functionality, and in-product features to the users. The

onboarding process begins from the initial introduction to a product and ends with the adoption of the product. (ProductPlan n.d.) Usability, utility, and simplicity play pivotal roles in product onboarding interactions and in ensuring that customers are satisfied (Himanshuprodesign 2023). Common product onboarding elements consist of the following elements: video tutorials, quick-start guides, frequently asked questions, customised email campaigns, interactive webinars to demonstrate the products, formal training courses and proactive customer success check-in emails or calls. Furthermore, customer support plays an important role in determination of what is important to include in the product onboarding process. Support requests, calls, or complaints, that highlight areas that are causing confusion for users, can be proactively addressed during the product onboarding. User-centric approach in product onboarding enhances the user satisfaction and leads to a smoother adoption of a product. (ProductPlan n.d.)

A successful product onboarding incorporates key psychological principles to optimize user experience (Research Bookmark 2023). In the onboarding process, prioritizing user motivation is essential, considering it is a fundamental driving force behind human action. Moreover, brain's self-regulation guides a person's interest in a particular subject. (Hänti 2021, 17.) Additionally, it should be considered that clear and concise information presentation minimizes cognitive burden, while breaking down content into manageable sections aids with information comprehension and retention. For example, gradual disclosure is a common principal in onboarding process that introduces advanced features gradually and aligns with users' learning curves. Additionally, feedback and encouragement play a crucial role, as they offer incentive to the users. Furthermore, emotional engagement considers how the onboarding process aligns with the brand, as users are more probable to recall experiences that connect with them. Holistic approach in onboarding design ensures a seamless, engaging, and memorable product onboarding. (Research Bookmark 2023.)

The true value of a product is often only revealed after extensive use, yet the user retention cannot be guaranteed. Notably, a successful onboarding process correlates with increased customer retention. Therefore, an effective onboarding

process is crucial for users to understand the value of the product. (Crumlish and Malone 2009, 70.) Effective product onboarding plays a pivotal role in mitigating user abandonment, as intense first impressions can lead to users deciding to discontinue using the product. Furthermore, a successful onboarding not only minimizes the risk of product abandonment but also increases user involvement through inspiring users to discover new features. Moreover, successful onboarding forms a bond of trust by exemplifying the company's dedication to support users to accomplish their aims. Finally, a successful product onboarding can improve user satisfaction, as the users who comprehend the functions of a product, are more inclined to have positive experiences. (Research Bookmark 2023.)

4 INTRODUCTION OF THE COMMISSIONER

The commissioner of this thesis, Company X, is a Finnish start-up company that specializes in developing technology-based solutions for physiotherapy and wellbeing. The company's core mission is to create products that move society forward and address pressing issues in the healthcare sector. The commissioner aims to tackle the issues of growing demand for remote healthcare services, limited resources, and the societal challenges presented by an aging population. The commissioner's customers include Finland's wellbeing services counties and those directly involved in physical rehabilitation who are looking to adopt digital solutions. The end users of the solutions consist of physiotherapists, nurses, and physical rehabilitation patients.

Within the products, Company X utilizes the principles of the video game industry and creates customer experiences that aim to boost customer engagement and professional success. The commissioner's Trainer products are designed for each stage of physical rehabilitation: for hospitals, assisted living units, patients' homes and for remote appointments. Currently the Trainer product line consists of three products called TV Trainer, Mobile Trainer, and Remote Trainer. Each of the products include a product onboarding training that offers an introduction and training that covers the product's key features and best practices. The idea is to ensure a seamless integration of the products into the practitioner's workflow.

Remote Trainer is a software for physiotherapists and is designed to promote telehealth in physical rehabilitation. It displays physiotherapy exercises during remote appointments on behalf of the therapist. Consequently, with Remote Trainer the practitioner can better focus on guiding the patient and the online appointments become more convenient in physical rehabilitation.

TV Trainer is designed to be an easy-to-use tv-channel for physical rehabilitation. It allows personalized exercises, that are designed by therapists, to be sent to clients' homes and to assisted living units. With TV Trainer physical rehabilitation exercises are displayed in video format on TVs. The device allows therapists to monitor their client's activity and completed exercises remotely.

Mobile Trainer is a mobile application that has been described as Netflix of physiotherapy exercises. Mobile Trainer brings tailored physical rehabilitation exercises, designed by therapists, to the patients' homes and assisted living units.

5 RESEARCH METHODS

In this chapter, the theory behind the research approach and methods conducted in this thesis are discussed, along with the implementation of the research. To gather reliable and complementary information, mixed methods, a combination of quantitative and qualitative research methods for data collection was used to conduct research. The quantitative method included an online survey while the qualitative approach involved the analysis of secondary qualitative data. Quantitative data was analyzed with descriptive data analysis while qualitative data was examined with thematic analysis.

5.1 Research approach and data collection methods

The study on the product onboarding customer satisfaction was conducted as a case study. A case study is a commonly used empirical research approach that examines current phenomena in its authentic context. In a case study data is collected from a variety of sources. The primary objective of a case study approach may be to provide a description, explain a phenomenon, test or generate a theory.

(Seppola 2023, 7.) An organisation can be the subject of the investigation and thus becoming the case. A case can also be a process, such as issue preparation for societal decisions or project driven change. The cases analysed in the studies can be very different in scale. (Vuori n.d.)

Case studies are insightful and provide an in-depth analysis as well as contribute to a deeper understanding of a particular case. They can also serve as a critical tool and shed light on previously obscure problems and reveal overlooked issues. Additionally, case studies can challenge prevailing assumptions. Moreover, case studies not only identify problems, but they can also present actionable solutions. They examine unique cases and can contribute to future research. (USC Libraries 2023).

Quantitative research method

Quantitative research is empirical research that seeks to address research questions by employing numerical data and statistical analysis (Felix and Smith 2019, 95.) Quantitative research is characterized by a systematic and reconstructed logic that follows a linear path. It is based on positivist principles that prioritize the measurement of variables, the testing of hypotheses and relies on hard, numerical data to justify its results. (O'Gorman and MacIntosh 2015, 155-156.) The quantitative research method seeks to explain, describe, map, compare and predict things, characteristics, experiences, or phenomena concerning people. Quantitative research is particularly used to measure the results of development projects and to assess quality. (Vilkkä 2021.)

Quantitative research is a useful method when the aim is to find answers to the question of how much or how often something occurs, but also when the aim is to find answers to the question of how things occur in described way. Quantitative research provides numerical information that cannot be obtained by interpretative methods. (Vilkkä 2021.) The advantages of using quantitative data include the broad comparability of responses, accelerated data collection processes and the inherent efficiency of numerical representation. At its core, quantitative research is characterized by a commitment to objective measurement and testing. Typically,

quantitative research confirms or refutes pre-established relationships or hypotheses. (O'Gorman and MacIntosh 2015, 155-156).

Survey

A survey is a data collection method in which each respondent is asked the same set of questions in a predetermined order (Seppola 2023, 4). Surveys are pre-structured data collection methods that utilize questionnaires to collect quantitative data from a selected target group by utilizing statistical methods (Vehkalahti 2019, 12-13). Survey method is best suited to studies that seek to describe, explain, or clarify issues by using standardized questions that ensure consistent interpretation. They are particularly well suited for research of opinions and attitudes. A survey can function as an initial research method which can then be extended by other methods to obtain more in-depth information, such as in-depth examinations of opinions. (Seppola 2023, 4.)

In survey research, the term measure refers to a collection of questions and statements designed to assess multidimensional phenomena such as attitudes or values. Measures can be either self-created or applications of previously used pre-developed measures. (Vehkalahti 2019, 12.) The survey measurements consist of a set of questions and statements. The measurement is carried out by means of a questionnaire consisting of different measures and individual questions. (Vehkalahti 2019, 17.)

This study utilized two research methods, with the first one being a survey method. The decision to conduct the survey method was driven by the need to investigate the satisfaction levels of professional consumers regarding the product onboarding. This approach enables the collection of consistent responses to identical questions and the utilization of a standardized rating scale. Additionally, the online survey format eliminates geographical barriers, making it easier for practitioners across Finland to participate. The benefits of an online survey also include the convenience of quicker data collection and analysis, which enhances the overall efficiency of the research process. The constructed survey emphasizes answers in numerical values that evaluate the customer satisfaction and

experiences efficiency regarding the product onboarding. Additionally, the survey includes open-ended question to collect open feedback.

Qualitative research method

Qualitative research is an interpretative research method (Vilkka 2021). Qualitative research seeks to understand the phenomenon under research from the point of view of the people being examined (Puusa and Juuti 2020, 1). A key feature of qualitative research is its foundation on the subjective experiences and perceptions of people (Puusa and Juuti 2020, 3). Qualitative methods are fundamentally valuable in revealing and understanding the details of phenomena about which little is known (O'Gorman and MacIntosh 2015, 66). In qualitative research, the research design is less straightforward, and the form of the data varies according to the method used (Pöyhönen et al. 2023, 242).

Qualitative methods can be used to explore the complex social reality of people's everyday lives when the aim is to describe a phenomenon through people's experiences or to understand the complex and subjective meanings produced by people. In addition, qualitative research is useful when the aim is to explore people's social reality from the inside, from the point of view of the people involved in the research or development. (Vilkka 2021.) Qualitative research is valuable as many of the subjects of research are invisible, abstract phenomena, created through human interaction, interpretable, bound by time and place (Puusa and Juuti 2020, 3).

Secondary data

Secondary data refers to data that already exists and can be easily analyzed by the researcher, thus eliminating the need for direct data collection. It serves a dual purpose in a study: it can act both as a supplementary resource to the primary data and also as the sole source of information for the study. When used as a supplement to primary data, the analysis of secondary data can provide new insights into the existing research. The main types of secondary data are publicly available studies, public data and reports, archival data, publicly available documents, and company reports. (O'Gorman and MacIntosh 2015, 79.)

The second research method, secondary data, was decided on to be used in this research to extend the overall understanding of the customers' perceptions and to obtain more in-depth information of customer's needs. Furthermore, the commissioner had collected a substantial amount of qualitative data from customer feedback, therefore complementing well the objectives of this study. Additionally, secondary data is utilized to detect frequently occurring themes in customer interactions and support emails. Furthermore, secondary data is utilized in this research to confirm the findings of the survey method.

5.2 Data Collection

To collect data on customer satisfaction and address the research questions of how customer satisfaction can be improved among the target audience of Remote Trainer, TV Trainer, and Mobile Trainer, in the context of product onboarding, it was decided on to collect data with online survey. Survey data consists mainly of numerical measurements and figures. Although the questions are presented verbally, the answers are often expressed in numerical values. Additionally, where necessary, verbal responses are provided to supplement the data or to answer questions where a numerical presentation would be impractical. (Vehkalahti 2019, 12-13.) The key to conducting a survey is to ask the right questions in a statistically meaningful way. A good questionnaire is a complete questionnaire that fulfils both the content and statistical aspects. (Vehkalahti 2019, 42-47.)

The choice of a questionnaire design software causes variation and affects the aesthetics and functionality of the questionnaire. These differences may relate, for example, to the way in which questions are presented, which may be simultaneous or sequential. In addition, the complexity of the survey design has an impact on the interpretation of the data, meaning clearly delimited answers will aid interpretation. For example, the Likert scale makes it easier for respondents to express their opinion on a defined scale, thus reducing the need for interpretation for researchers. To finally conduct an online survey, it is common practice to distribute the ready electronic survey by e-mail. It is particularly important to note that the

respondents need a suitable device to participate in the survey. (Valli and Perkkilä 2018, part 1.)

In the formulation of the survey questions, the aim was to measure the different stages of product onboarding and to assess customer satisfaction on a Likert scale. The survey was tested within the organisation, and based on feedback from the testers, it was refined to further measure customer satisfaction and the achievement of the objectives of the product onboarding process. The online survey was distributed electronically via email with a cover letter that contained link to a privacy notice (see Appendix 1 and 2). In total the survey was sent to a group of 20 practitioners. The respondents were selected based on their attendance in product onboarding sessions of Remote Trainer, TV Trainer or Mobile Trainer. The survey opened on 1st of November 2023 and was closed on 25th of November 2023, a few days after the last response had been received. The survey was designed using Google forms (see Appendix 3), and it was administered in the native language of the respondents, which was Finnish. The survey design of the questions drew from the conducted theoretical framework related to the concepts of customer satisfaction and product.

The survey was designed to be simple and effortless to answer. Thus, the survey questions mostly included a rating scale but also optional open-ended question. Participants were explicitly informed about the anonymity of the survey and were under no obligation to answer every question. If they chose to, respondents could provide background information about their role and their well-being services county. Additionally, background information included which product or products they were providing feedback on. The survey focused on aspects of the product onboarding and implementation experience, and covered topics of acquisition of essential product information, training experience, individuals' perceptions, accommodation of needs, customer effort and smoothness of adopting a product. Additional questions focused on performance of customer support and open feedback.

Secondary data

When using secondary data, it is important to be aware that it has the same limitations as any research. Therefore, data sources and their credibility should be assessed when the data is collected. Additionally, it is also important to clarify the purpose of the data selected and its relevance to the research questions. To make use of secondary data, it must be compiled in a usable form through combining and comparing. Finally, the data needs to be analyzed in the light of the research questions. (Smith 2008.)

The collected secondary data consisted of internal sources of secondary data. The secondary data was collected from the organization's own data archives and included internal sources and customer feedback from different channels, such as support requests and documented discussions. The support requests included open questions to a support email address. The interactions consisted of customers asking for further information and technical support. The period chosen for analysis was the months of September, October, and November of 2023. This analysis of secondary data was conducted in the end of November 2023.

5.3 Data analysis

In data analysis, the chosen method is always the one that provides information on the subject under study (Vilkka 2007, 119-127). In this research, the data was analyzed using quantitative and qualitative analysis, including a descriptive analysis of the survey results and a thematic analysis of secondary data and open feedback from the survey. The chosen analytical methods aimed to provide a comprehensive understanding of the collected data.

Quantitative data analysis

In quantitative data analysis indicators are used to provide numerical information on, for example, the satisfaction of customers of an organization. When the aim is to obtain information on the breakdown of a single variable, location statistics are used. The location numbers are mode, median, arithmetic mean, and fraction. They describe the order of magnitude or level of measurement at which most of

the observations of a variable are located. Location numbers refer to indicators describing the location of observed values. For example, when examining the mean of a variable, it is recommended to calculate both the median and the mean of the variable. (Vilkkä 2007, 119-127.) Furthermore, quantitative research aims to ensure that results are not just numbers, therefore the results need to be interpreted and conclusions drawn (Vilkkä 2007, 147).

The quantitative data from the survey responses was transferred to Google Sheets, where the answers were checked for validity and errors. Furthermore, the original Finnish data was translated into English for the purposes of this thesis. Descriptive data analysis was conducted to summarize the results. The responses were analyzed in sections, one question at a time. The section “background information” was first analyzed to sort the survey answers by product. In the section “onboarding experience” responses were analyzed for location numbers to understand the current customer satisfaction level regarding each product. Additionally, the “customer support” section’s quantitative data was analyzed to find location numbers of customer satisfaction level and customer effort score regarding customer support during the product onboarding. Figures and tables were created in Google Sheets as a part of analyzing the quantitative data.

Qualitative data analysis

In qualitative data analysis the aim is to describe, interpret and understand the phenomenon under study. In the qualitative analysis data can be segmented, summarized, and classified. (Puusa and Juuti 2020, 4.) Open-ended questions in surveys require thematization, in-depth reading and meaning analysis of the verbal data to be analyzed (Pöyhönen et al. 2023, 179). The thematization method focuses on examining recurring features that are common in the feedback. Furthermore, the similar sub-categories or themes are combined to create a higher-level of categorization. The categories formed through this process are to be analyzed. (Puusa and Juuti 2020, 4.)

The qualitative data, that is, open-ended feedback from the survey and secondary data, were analyzed together using thematic analysis. Furthermore, the original

data was translated from Finnish to English for the purposes of this thesis. The qualitative data was first sorted by product and afterwards the feedback was sorted into sections of “onboarding experience” and “customer support” under each product category. The data was then analyzed to identify commonalities and patterns, that were subsequently combined with similar sub-categories to construct a higher-level categorization, themes. The resulting categories were then subjected to an analysis within the context of each product section. As shown in Table 1 the main themes for Remote Trainer were successful onboarding and insufficient instructional resources, for TV Trainer Positive experience and insufficient instructional resources and finally for Mobile Trainer insufficient instructional resources.

Table 1. Themes regarding product onboarding

Product	Perceptions of Onboarding	Significant statement examples	No. of people
Remote Trainer	Successful Onboarding	"The training through Teams worked very well."	2
	Insufficient Instructional Resources	"One remote training is not enough, staff has needed help on how to use the applications."	1
TV Trainer	Positive Experience	"The atmosphere was relaxed, and there was time to implement and practice, which is important. The trainer was knowledgeable and clear."	4
	Insufficient Instructional Resources	"I would have liked more time for guidance on how to install the equipment for the customer and, for example an instructional video"	2
Mobile Trainer	Insufficient Instructional Resources	"One remote training does not seem to be enough"	1

Table 2 presents the main themes regarding customer support during product onboarding. The main themes for Remote Trainer customer support were positive experience feedback and technical support. For TV Trainer the main themes were

positive experience feedback and requests for further instructions. Finally for Mobile Trainer, the main theme was technical support.

Table 2. Themes regarding customer support during product onboarding

Product	Perceptions of Customer Support	Significant statement examples	No. of people
Remote Trainer	Positive Experience	"I felt that our needs were well taken into account and improvements were made quickly and flexibly. It left a good taste. Thank you!"	1
	Technical support	x	1
TV Trainer	Positive Experience	"With X's guidance everything was resolved!"	2
	Further Instructions	"I used the written instructions I received from you, however, a few essential points remained unclear."	2
Mobile Trainer	Technical support	x	1

Notably, the themes positive experience and insufficient instructional resources were recurring in the product onboarding section as well as in the customer support.

6 RESULTS

Out of 20 people the survey received 11 responses. Some respondents gave feedback on two products at once. The first set of questions aimed to obtain background information on the organization of the product user and their role in the organization. This information was used to verify the answers. In addition, a question was asked about the product for which the respondent provided feedback on to categorize the responses. Due to the small number of responses, the role of respondents in relation to customer satisfaction is not analyzed in detail. The results focus on customer satisfaction for each product.

In the survey respondents were asked to rate each statement regarding product onboarding experience on a Likert scale from 1 to 5 to express their opinion. A

score of 1 indicated disagreement or dissatisfaction with each statement and a 5 indicated agreement or satisfaction. Each statement aimed to measure a different touchpoint of the product onboarding experience to gain a holistic understanding of customer satisfaction. Furthermore, the main findings qualitative data are presented in the end of each product section of the results.

Responses from users of Remote Trainer

This section discusses results regarding Remote Trainer’s customer satisfaction during product onboarding. These results give insights on customer satisfaction in different touchpoints of the customers’ onboarding journey.

The first statement regarding Remote Trainer “I received sufficient information from onboarding to successfully use the product” aimed to measure the adequacy of information in the product onboarding. As shown in Figure 5 the question received 8 responses.

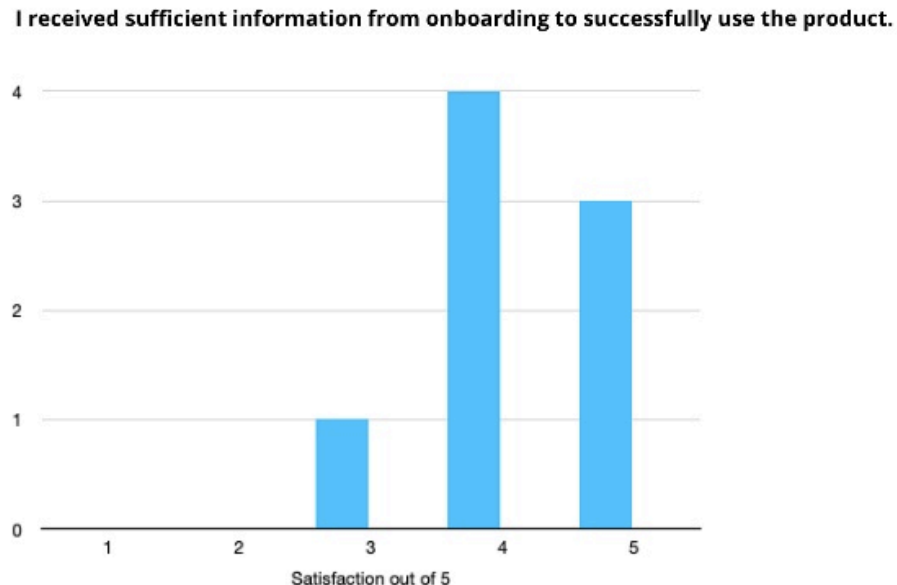


Figure 5. Adequacy of information in Remote Trainer onboarding training

The customer satisfaction regarding adequacy of information in the product onboarding received the mean of 4.25 (SD = 0.66) and median of 4. A high number of respondents had received sufficient information during the training to successfully use Remote Trainer.

The second statement “Following the instructions was clear and easy” aimed to measure the clarity of instructions and received 8 responses as can be seen in Figure 6.

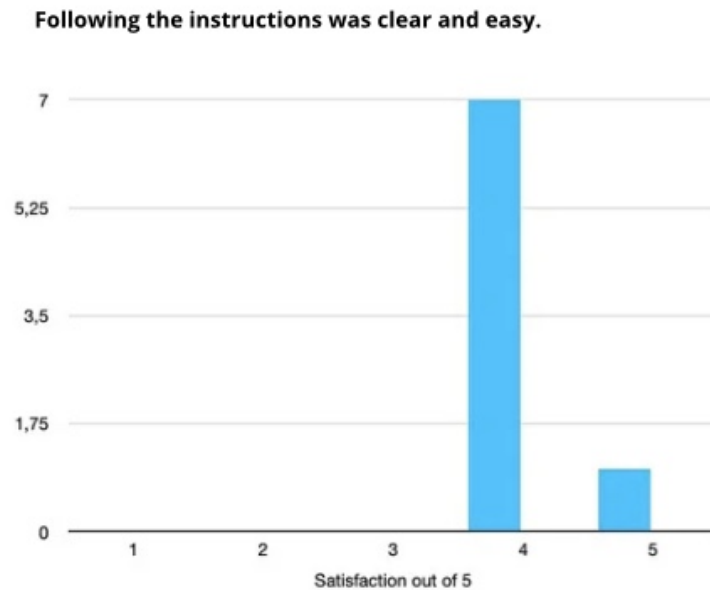


Figure 6. Clarity of instructions in Remote Trainer onboarding training

The clarity of instructions received mean of 4.13 (SD = 0.33) and the median came to be 4. Respondents agreed and found that following instructions during the onboarding training was clear and easy.

The statement “My needs were taken into account during the implementation process” aimed to measure the consideration of individual needs. The question received 8 responses that can be seen in Figure 7.

My needs were taken into account during the implementation process.

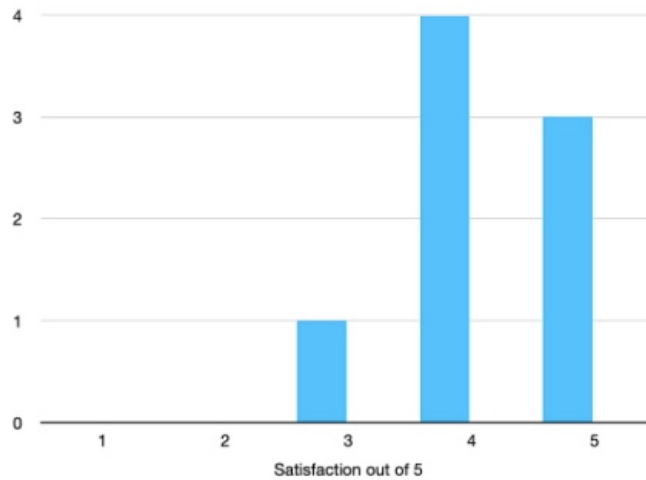


Figure 7. Consideration of individual needs in Remote Trainer onboarding training

The consideration of individual needs during the onboarding yielded positive responses and received mean of 4.25 (SD = 0.66) and a median of 4. The results suggest a generally positive perception among respondents. Moreover, the results indicate that most respondents felt that their needs were taken into account during the product onboarding of Remote Trainer.

The last statement regarding Remote Trainer “Implementation was successful” aimed to measure the respondents’ overall product onboarding experience regarding achieving the implementation objectives and respondents’ satisfaction. The question received 8 responses as shown in Figure 8.

The implementation was successful.

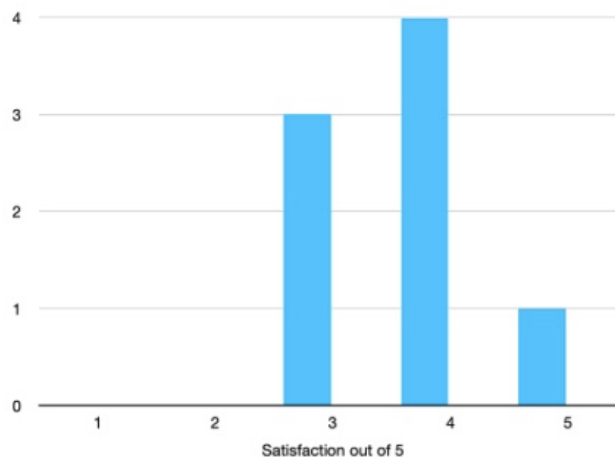


Figure 8. Experienced success rate of Remote Trainer onboarding training

The success of the product onboarding was generally rated as good, with a mean of 3.75 (SD = 0.66) and a median of 4. Figure 8 shows that respondents reported positive results in terms of achieving the implementation objectives and overall user satisfaction. Additionally, a customer satisfaction percentage score (CSAT score) was calculated based on the results in Figure 8, which measured the overall satisfaction and success of the Remote Trainer product onboarding. The onboarding experience received CSAT percentage of 63% which indicates a fair level of customer satisfaction among the respondents.

The results regarding Remote Trainer suggest that the overall product onboarding was perceived positively, and that the majority of respondents were satisfied. However, the mean score is slightly below the maximum 5 as well as the customer satisfaction score is below excellent. Furthermore, in the secondary data as well as in the open feedback concerns were expressed about needing further training to use Remote Trainer. One respondent commented that one remote training does not seem to be enough, and that staff has needed help on how to use the applications.

TV Trainer

This section discusses results regarding TV Trainer's customer satisfaction during the product onboarding. These results give insights on customer satisfaction in different touchpoints of the customers' onboarding journey with TV Trainer.

The first statement regarding TV Trainer "I received sufficient information from onboarding to successfully use the product" aimed to measure the adequacy of information in the product onboarding. The question received 7 responses as illustrated in Figure 9.

I received sufficient information from onboarding to successfully use the product.

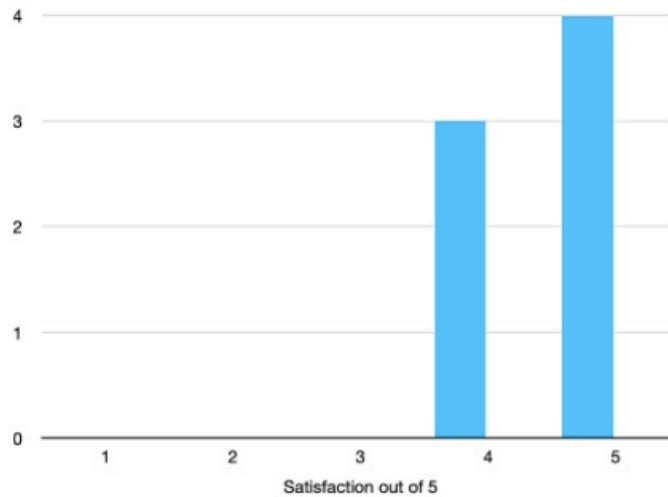


Figure 9. Adequacy of information in TV Trainer onboarding training

The customer satisfaction regarding adequacy of information in TV Trainers' product onboarding received the mean of 4.57 (SD = 0.49) and median of 5. The result indicate that high number of respondents had received sufficient information during the training to successfully use TV Trainer.

The second statement "Following the instructions was clear and easy" aimed to measure the clarity of instructions. The question received 7 responses that can be seen in Figure 10.

Following the instructions was clear and easy.

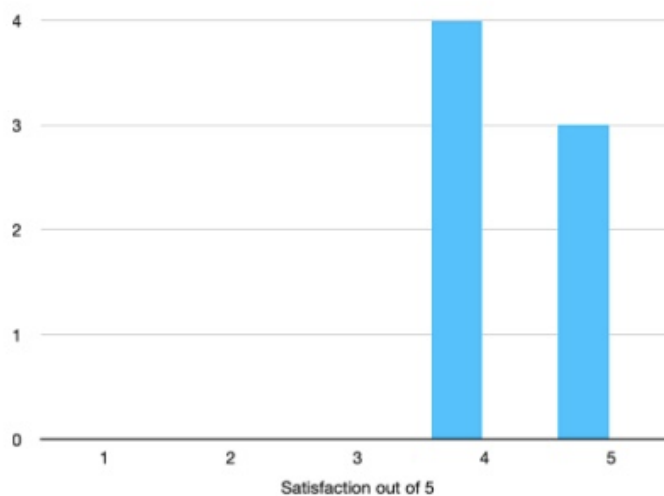


Figure 10. Clarity of instructions in TV Trainer onboarding training

The clarity of instructions received mean of 4.43 (SD = 0.49) and the median came to be 4. The results indicate that following instructions during the onboarding training of TV Training was clear and easy.

The statement “My needs were taken into account during the implementation process” aimed to measure the consideration of individual needs during the product onboarding. The question received 7 responses that can be seen in Figure 11.

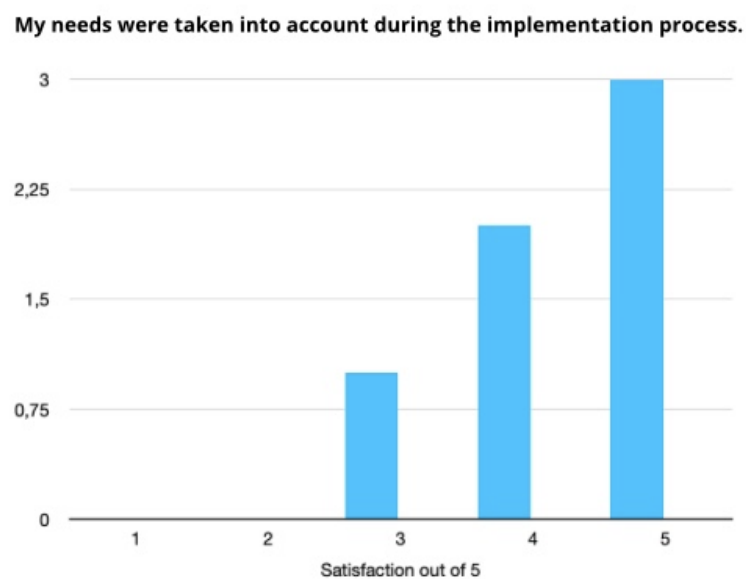


Figure 11. Consideration of individual needs in TV Trainer onboarding training

The consideration of individual needs during the TV Trainer’s onboarding received a mean of 4.43 (SD = 0.73) and a median of 5. The presented results suggest that respondents felt that their needs were taken into account and that perceptions were generally positive.

The last statement regarding TV Trainer “Implementation was successful” aimed to measure the respondents’ overall product onboarding experience regarding achieving the implementation objectives and the respondents’ satisfaction. The statement received 7 responses as shown in Figure 12.

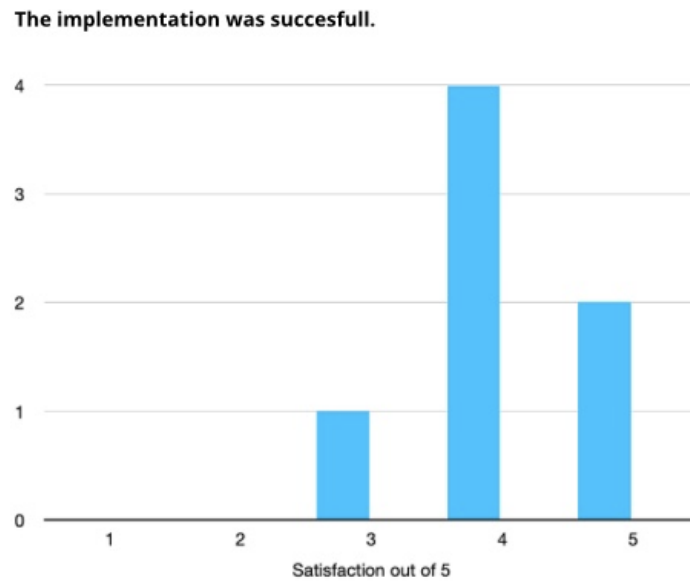


Figure 12. Experienced success rate of TV Trainer onboarding training

The success of the TV Trainer’s onboarding was generally rated as good, with a mean of 4.14 (SD = 0.64) and a median of 4. The respondents reported positive results in terms of achieving the implementation objectives and overall user satisfaction. The customer satisfaction percentage score (CSAT score) for TV Trainer was calculated based on the results presented in Figure 12 that measured the overall satisfaction and success of the TV Trainer’s product onboarding. The onboarding experience received CSAT percentage of 85% which indicates a good level of customer satisfaction among the respondents.

The results suggest that the TV Trainer’s product onboarding was perceived positively, and that most respondents were satisfied with the implementation. However, the qualitative data indicated that some respondents hoped for further instructions on the installation process. One respondent commented that they would have liked more time for guidance on how to install the equipment and, for example, an instructional video on how to install the equipment for their customer.

Mobile Trainer

This section discusses the results regarding Mobile Trainer’s customer satisfaction during the different touchpoints of the product onboarding.

The first statement regarding Mobile Trainer “I received sufficient information from onboarding to successfully use the product” aimed to measure the adequacy of information in the product onboarding. As shown in Figure 13 the question received 4 responses.

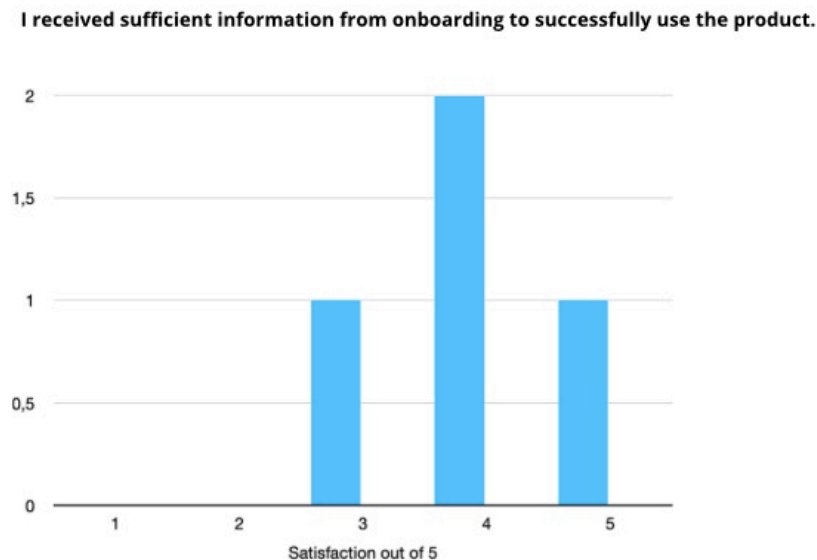


Figure 13. Adequacy of information in Mobile Trainer onboarding training

The customer satisfaction regarding adequacy of information in the product onboarding received the mean of 4 (SD = 0.71) and median of 4. Most respondents felt that they had received a sufficient information during the training to successfully use Mobile Trainer. Notably, some hoped for further information.

The second statement “Following the instructions was clear and easy” aimed to measure the clarity of instructions of Mobile Trainer. The question received 4 responses that can be seen in Figure 14.

Following the instructions was clear and easy.

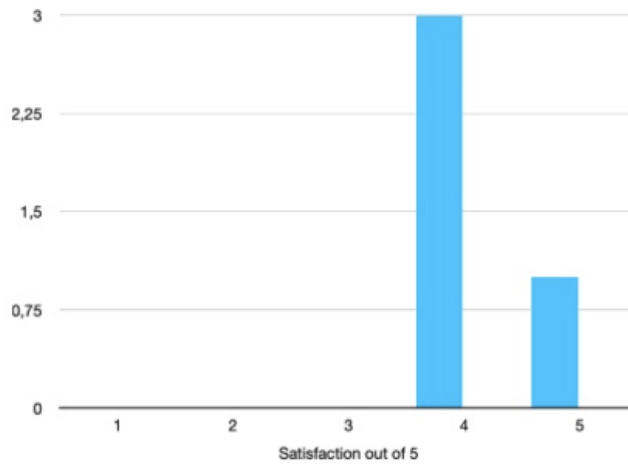


Figure 14. Clarity of instructions in Mobile Trainer onboarding training

Clarity of instructions received a mean of 4.25 (SD = 0.43) and the median came to be 4. The positive results indicate that following instructions during the onboarding training was clear and easy as can be seen in Figure 14.

The statement “My needs were taken into account during the implementation process” aimed to measure the consideration of individual needs during the product onboarding. The question received 4 responses that can be seen in Figure 15.

My needs were taken into account during the implementation process.

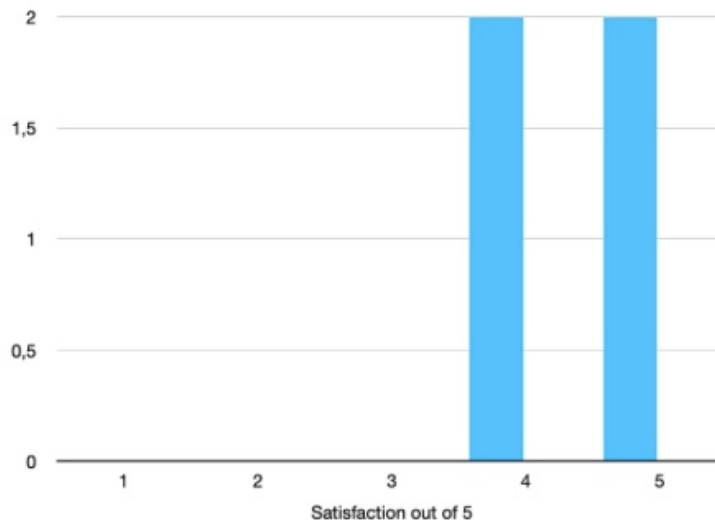


Figure 15. Consideration of individual needs in Mobile Trainer onboarding training

The consideration of individual needs during the Mobile Trainer’s onboarding received a mean of 4.5 (SD = 0.5) and a median of 4,5. The results suggest a highly positive perception among respondents. Furthermore, respondents felt that their needs were considered during the product onboarding.

The last statement regarding Mobile Trainer “Implementation was successful” aimed to measure the respondents’ overall product onboarding experience regarding achieving the implementation objectives and the respondents’ satisfaction. The statement received 4 responses as shown in Figure 16.

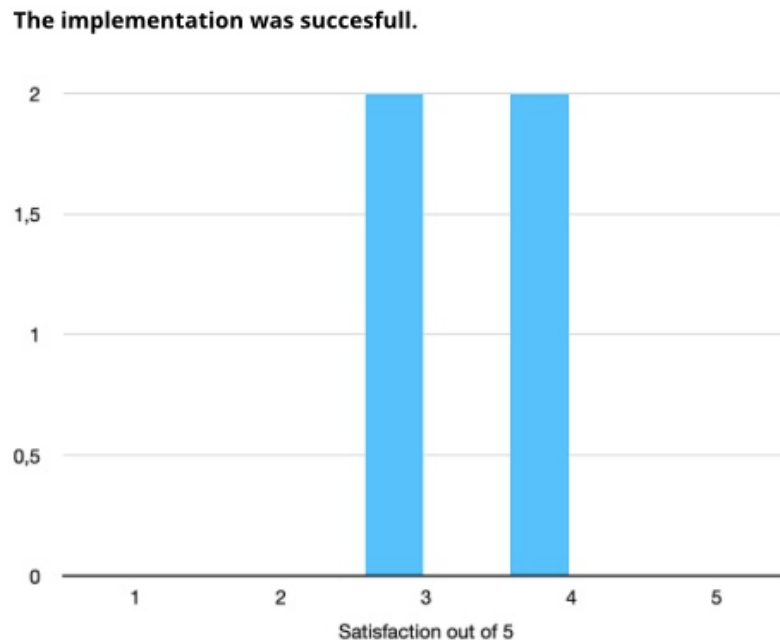


Figure 16. Experienced success rate of Mobile Trainer onboarding training

The success of the product onboarding was generally rated as fair, with a mean of 3.5 (SD = 0.5) and a median of 3.5. Respondents reported similar responses in terms of achieving the implementation objectives and overall user satisfaction. The customer satisfaction percentage score (CSAT score) for Mobile Trainer was calculated based on the Figure 16 results that measured the overall satisfaction and success of the Mobile Trainer product onboarding. The onboarding experience received CSAT percentage of 50% which indicates a fair level of customer satisfaction among the respondents.

The results suggest that the onboarding experience was perceived fairly, and that most respondents were satisfied with the implementation. However, the qualitative data suggests that respondents hope for further training on how to use the product. Furthermore, one respondent commented that one remote training does not seem to be enough.

Customer support

The set of questions regarding customer support aimed to evaluate the ease and simplicity of contacting customer support as well as the customer support’s performance in solving customer’s issues.

The first question regarding customer support “Assesses how easy it was to get in touch with customer support” aimed to measure the ease and simplicity of contacting customer support. 3 out of 11 respondents expressed that they had contacted customer support during product onboarding and the question received 3 responses as showcased in Figure 17.

The ease and simplicity of contacting customer support

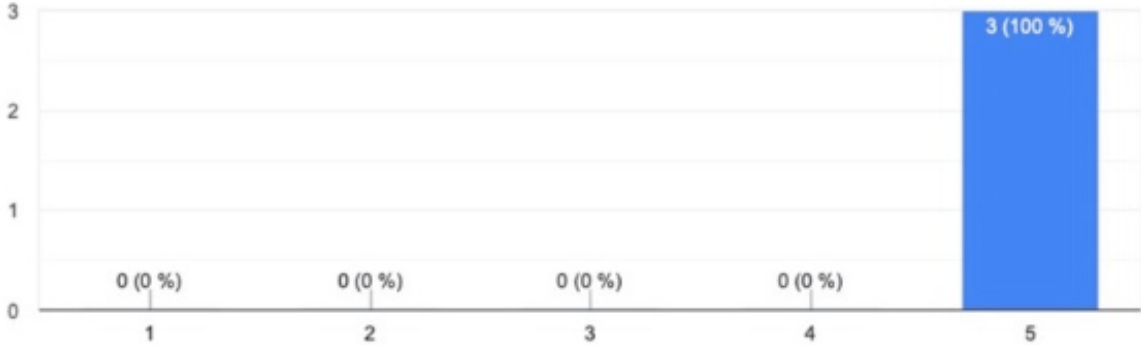


Figure 17. The ease and simplicity of contacting customer support

The ease and simplicity of contacting customer support received highly positive feedback, as reflected in both the mean and median scores, both of which were a maximum of 5. These results reflect that customers receive consistent and quality contact with customer support that is easy and straightforward to contact. Additionally, the customer effort score percentage (CES score) was calculated

regarding customer support, and it received score of 100% which indicates a smooth customer experience.

The second question regarding customer support “Assess how well our support team managed to solve any problems and answer your questions” aimed to measure the effectiveness of the customer support. The question received 3 responses as can be seen in Figure 18.

How well support team managed to solve any problems and answer questions.

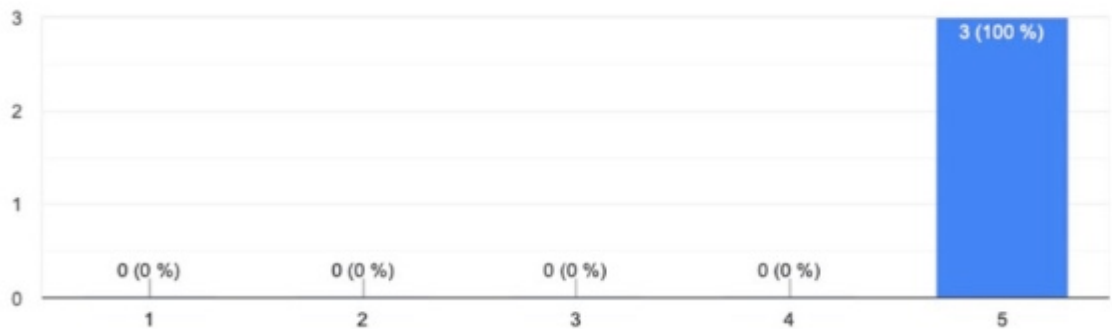


Figure 18. Customer support's ability to solve issues

The satisfaction regarding the effectiveness of the support team in solving problems and answering questions received high scores, with both the mean and median scores reaching the maximum of 5. These results reflect a high level of satisfaction among respondents and indicate an excellent performance of the support team in addressing problems. Furthermore, customer satisfaction score percentage (CSAT score) was calculated regarding customer support, and it received a score of 100% which stands for excellent customer satisfaction.

Several respondents commented that their needs were well taken into account and improvements were made quickly and flexibly. To conclude, the results presented above suggest that the current customer support in place is excellent.

7 CONCLUSIONS AND DEVELOPMENT PROPOSALS

The answers to the research questions and conclusions are discussed in this chapter, along with an examination of the reliability of the study.

7.1 Answers to research questions

The first research question in this study sought to determine how can customer satisfaction be improved among the target audience of Remote Trainer. Prior studies have noted a strong relationship between successful onboarding and positive product experience (Research Bookmark 2023). With respect to the first research question, it was evident from the results that the overall product onboarding of Remote Trainer was perceived positively, and respondents were generally satisfied as the CSAT percentage indicated a fair level of customer satisfaction (Raileanu 2023). However, some respondents expressed a desire for additional resources and training. In conclusion, this suggests that there is room for improvement in Remote Trainer's product onboarding to improve the users' skills to use the product more efficiently. As discussed in the literature, customer complaints, that highlight areas that are causing confusion for users, can proactively be used to address in the product onboarding (ProductPlan n.d.). The concern of insufficient resources could be addressed by reallocating resources to enhance the quantity of training materials and hands-on training, potentially improving the customer satisfaction in future product onboarding training of Remote Trainer.

The second research question was how can customer satisfaction be improved among the target audience of TV Trainer. In reviewing the literature, it was discussed that customers real or perceived needs need to be met or even exceeded (Gerson 1993, 5–13). Furthermore, unmet customer expectations lead to disappointed and disengaged customers (Ahvenainen et al. 2017, 35). As evident from the results, respondents were mostly satisfied with TV Trainer's product onboarding as the CSAT score indicated a good level of customer satisfaction (Raileanu 2023). However, some respondents mentioned a need for further instructions on the installation process of the product. In conclusion, this

suggests that especially the installation process of TV Trainer needs more resources to further to meet customers' needs. This issue could be addressed by refining the training resources, distributing an instructional video with step-by-step instructions on how to install the equipment, to better cater to user needs. This could potentially lead to improved customer satisfaction in future product onboarding training of TV Trainer.

The third research question was how can customer satisfaction be improved among the target audience of Mobile Trainer. Previous literature evaluating customer satisfaction observed that elevating one element of customer experience can enhance the entire encounter as well as deficiency in one element has the potential to negatively affect the overall experience (Ahvenainen et al. 2017, 35). The results regarding Mobile Trainer's onboarding experience indicate a fair level of customer satisfaction (Raileanu 2023). Furthermore, respondents reported a need for further instructions. As mentioned in the literature review, a successful product onboarding can improve satisfaction as the users who comprehend the functions of a product, are more inclined to have positive experiences (Research Bookmark 2023). In conclusion, this indicates that there is an opportunity to enhance Mobile Trainer's product onboarding process, aiming to improve users' proficiency with the product. The problem of users needing additional resources and training could be addressed by optimizing the onboarding process by improving onboarding material of Mobile Trainer, creating video of its functionalities, conducting additional training sessions, and setting up a knowledge base, potentially improving the customer satisfaction in future product onboarding training of Mobile Trainer.

7.2 The reliability of the research

Reliability of quantitative research means ability to produce results that are not based on random chance. It evaluates the consistency of results and focuses on measurement-related concerns and accuracy in the conduct of a research. (Vilkkä 2007, 149.) Furthermore, the validity of a quantitative research means its ability to measure what it was designed to measure. Research validity is deemed high when

the researcher has not been misled and there are no systematic errors present. (Vilkka 2007, 150.) The conducted quantitative research utilized repeatable measures and received consistent results. However, the most important limitation lies in the sample size. The results are indicative, but the small sample size did not allow for generalization. The results should therefore be interpreted with caution.

Reliability of qualitative research refers to the assurance that the researcher has been able to choose the right approaches and methods for the research problem, based on credible arguments. Furthermore, in qualitative research, credibility refers to the extent to which the audience accepts the findings as true and has confidence that the data has been appropriately collected and meticulously analyzed. In qualitative research ethicality means that the researcher has followed ethical principles when conducting the research. In addition, the research must aim to achieve good things for the subjects of the research. (Juuti and Puusa 2020, 5.) The qualitative results supported the findings of the presented quantitative data, which refers to the reliability and credibility of the qualitative data. However, to generalize the findings the study would require further data.

8 FINAL WORDS

This study set out to measure and better understand customer satisfaction with the Trainer product line during a product onboarding. The study was able to provide new insights and practical recommendations to the commissioner. The results can be used as a reference point for developing targeted measures to enhance customer satisfaction. However, further research is needed on a larger scale to generalize these results. In addition, future research topics could include the development of customer satisfaction and the measurement of customer satisfaction among long-term users of the product line.

Overall, conducting the research was a rewarding experience and provided an opportunity to deepen my knowledge of improving customer satisfaction. The main challenges I encountered were related to data collection and analysis. Obtaining a sufficiently large sample of respondents was a challenge and the interpretation of

the responses required careful analysis. In conclusion, this study has opened doors to understanding the dynamics of customer satisfaction with the product onboarding of the Trainer product line.

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Cover letter

Tervetuloa vastaamaan kyselyyn Trainer-tuotteiden käyttöönotosta!

Olemme iloisia, että olette valinneet [REDACTED] Trainer -tuotteemme käyttöönne.

Teen parhaillani opinnäytetyötäni, joka käsittelee asiakastyytyvyyden mittaamista. Tämä kysely on osa tutkimustani, ja sen avulla pyrimme saamaan arvokasta tietoa tuotteidemme käytöstä ja teidän kokemuksistanne niiden parissa.

Vastauksenne käsitellään täysin anonymisti, eikä henkilökohtaisia tietoja liitetä mihinkään yksittäiseen vastaajaan. Kyselyyn vastaaminen on täysin vapaaehtoista, mutta arvostamme suuresti panostanne, sillä se auttaa meitä kehittämään palveluitamme entistä paremmiksi.

Voitte tutustua tietosuojailmoitukseen oheisen linkin kautta: [Tietosuojailmoitus](#).

Privacy notice



1

Tietosuojailmoitus sovellettavaksi opiskelijoiden opinnäytetöihin

(Tietosuojalaki 2018/1050, EU:n yleinen tietosuoja-asetus 2016/679)

Pyydämme sinua osallistumaan Kaakkois-Suomen ammattikorkeakoulun (Xamk) opintoihin sisältyvään opinnäytetyöhön liittyvään tutkimukseen/selvitykseen tms.

Opinnäytetyöhön osallistuminen on täysin vapaaehtoista ja voit keskeyttää osallistumisesi koska tahansa. Mikäli keskeytät tutkimuksen tai peruutat suostumuksen, keskeyttämiseen ja suostumuksen peruuttamiseen mennessä kerättyjä tietoja voidaan käyttää osana tutkimusaineistoa.

Tässä tietosuojaselosteessa kuvataan, miten henkilötietojasi käsitellään opinnäytetyössä, mitä oikeuksia sinulla on ja miten voit vaikuttaa tietojesi käsittelyyn.

1. Opinnäytetyön rekisterinpitäjä

Rekisterinpitäjä on ihminen (esim. opinnäytetyöntekijä) tai organisaatio, joka määrittelee henkilötietojen käsittelyn tarkoitukset ja keinot.

Tämän opinnäytetyön rekisterinpitäjä on

Laura Toivettula

Clato011@edu.xamk.fi

2. Opinnäytetyön suorittajat

Laura Toivettula

3. Mihin tarkoitukseen henkilötietojani kerätään ja käsitellään?

Tietojen avulla pyritään saamaan laajaymmärrys toimeksiantaja [REDACTED] asiakastytyväisyydestä.

4. Millä perusteella henkilötietojani käsitellään opinnäytetyössä?

Käytännössä opinnäytetyössä käsittelyperuste on lähes aina tutkittavan suostumus (harvemmin yleisen edun mukainen tieteellinen tai historiallinen tutkimus).

Henkilötietoja käsitellään seuraavalla yleisen tietosuoja-asetuksen (EU 679/2016 6.1 a) mukaisella perusteella:

- c) Oikeus tietojen oikaisemiseen (tietosuoja-asetuksen 16 artikla)
Jos käsiteltävissä henkilötiedoissasi on epätarkkuuksia tai virheitä, sinulla on oikeus pyytää niiden oikaisua tai täydennystä.
- d) Oikeus tietojen poistamiseen (tietosuoja-asetuksen 17 artikla)
Sinulla on oikeus vaatia henkilötietojesi poistamista tietyissä tapauksissa.
- e) Oikeus käsittelyn rajoittamiseen (tietosuoja-asetuksen 18 artikla)
Sinulla on oikeus henkilötietojesi käsittelyn rajoittamiseen tietyissä tilanteissa kuten, jos kiistät henkilötietojesi paikkansapitävyyden.
- f) Vastustamisoikeus (tietosuoja-asetuksen 21 artikla)

TIETOSUOJAILMOITUS



4

Sinulla on oikeus vastustaa henkilötietojesi käsittelyä, jos käsittely perustuu yleiseen etuun tai oikeutettuun etuun. Tällöin ammattikorkeakoulu ei voi käsitellä henkilötietojasi, paitsi jos se voi osoittaa, että käsittelyyn on olemassa huomattavan tärkeä ja perusteltu syy, joka syrjäyttää oikeutesi.

Oikeuksista poikkeaminen

Tässä kuvatuista oikeuksista saatetaan tietyissä yksittäistapauksissa poiketa tietosuoja-asetuksessa ja Suomen tietosuoja-laissa säädetyillä perusteilla siltä osin, kuin oikeudet estävät tieteellisen tai historiallisen tutkimustarkoituksen tai tilastollisen tarkoituksen saavuttamisen tai vaikeuttavat sitä suuresti. Tarvetta poiketa oikeuksista arvioidaan aina tapauskohtaisesti.

Valitusoikeus

Sinulla on oikeus tehdä valitus erityisesti vakinaisen asuin- tai työpaikkasi sijainnin mukaiselle valvontaviranomaiselle, mikäli katsot, että henkilötietojen käsittelyssä rikotaan EU:n yleistä tietosuoja-asetusta (EU) 2016/679. Suomessa valvontaviranomainen on tietosuojavaltuutettu.

13. Tietosuojavastaavan yhteystiedot

Xamkin tietosuojavastaava on Markus Häkkinen. Häneen saa yhteyden sähköpostiosoitteesta tietosuojavastaava@xamk.fi

9. Käsitelläänkö tietojani EU:n tai ETA:n ulkopuolella?

TIETOSUOJAILMOITUS



3

Ei käsitellä.

Xamkissa käytetään tallennustilana pilvipalveluita (Teams ja OneDrive). Microsoft saattaa siirtää näihin palveluihin tallennettua tietoa tai niiden varmuuskopioita EU:n tai ETA-alueen ulkopuolelle. Microsoftin tietosuojalauseke on luettavissa osoitteesta: <https://privacy.microsoft.com/fi-FI/privacystatement>

10. Kuinka kauan henkilötietojani säilytetään?

Henkilötietoja säilytetään opinnäytetyön julkaisemisesta yhden kuukauden verran eteenpäin. Tämän jälkeen henkilötiedot hävitetään.

11. Miten henkilötietoni säilytetään ja suojataan?

Tietoja säilytetään sähköisessä muodossa ja tunnistetiedot suojataan käyttäjätunnuksen/salasanan taakse.

12. Miten voin käyttää tietosuoja-asetuksen mukaisia oikeuksiani?

Yhteyshenkilö tutkittavan oikeuksiin liittyvissä asioissa, johon voi ottaa yhteyttä on: Laura Toivettula clato011@edu.xamk.fi

- a) Suostumuksen peruuttaminen (tietosuoja-asetuksen 7 artikla)
Sinulla on oikeus peruuttaa antamasi suostumus, mikäli henkilötietojen käsittely perustuu suostumukseen. Suostumuksen peruuttaminen ei vaikuta suostumuksen perusteella ennen sen peruuttamista suoritettua käsittelyä lainmukaisuuteen.
- b) Oikeus saada pääsy tietoihin (tietosuoja-asetuksen 15 artikla)
Sinulla on oikeus saada tieto siitä, käsitelläänkö henkilötietojasi ja mitä henkilötietojasi käsitellään. Voit myös halutessasi pyytää jäljennöksen käsiteltävistä henkilötiedoista.



- tutkittavan suostumus
- rekisterinpitäjän lakisääteisen veloitteen noudattaminen
- yleistä etua koskevan tehtävän suorittaminen (tieteellinen tai historiallinen tutkimus tai tilastointi tai aineiston arkistointi) rekisterinpitäjälle kuuluvan julkisen vallan käyttäminen
- rekisterinpitäjän tai kolmannen osapuolen oikeutettujen etujen toteuttaminen.

5. Opinnäytetyön aihe ja kesto

Opinnäytetyön aihe: Measuring customer satisfaction case [REDACTED]

Opinnäytetyön kesto: 30.9.2023-30.2.2024

6. Mitä tietoja minusta käsitellään?

A. Organisaatio, rooli

B. Kerätäänkö ja käsitelläänkö opinnäytetyössä arkaluonteisia tietoja?

Opinnäytetyössä ei kerätä ja käsitellä arkaluonteisia henkilötietoja.

TAI

Opinnäytetyössä käsitellään seuraavia arkaluonteisia henkilötietoja:

- Rotu tai etninen alkuperä
- Poliittiset mielipiteet
- Uskonnollinen tai filosofinen vakaumus
- Ammattiin jäsenyys
- Geneettiset tiedot
- Biometristen tietojen käsittely henkilön yksiselitteistä tunnistamista varten
- Terveys
- Luonnollisen henkilön seksuaalinen käyttäytyminen tai suuntautuminen

Mikä on arkaluonteisten henkilötietojen käsittelyperuste?

- Tutkittavan/osallistujan suostumus
- Tieteellinen tai historiallinen tutkimus, tilastointi tai aineiston arkistointi
- Tutkittava/osallistuja on saattanut käsiteltävät arkaluonteiset tiedot julkisiksi
- Muu peruste (mikä?):

7. Mistä lähteistä tietoni kerätään?

Vastaaajalta

8. Luovutetaanko henkilötietojani kolmansille osapuolille?

Rekisteristä ei luovuteta tietoja kolmansille osapuolille.

Survey form

Esitiedot

Yrityksesi tai organisaatiosi nimi

Oma vastauksesi _____

Roolisi

Hankinta ja sopimukset

Esihenkilö / hankevastaava

Käyttäjä (esimerkiksi fysioterapeutti tai hoitaja)

ICT-tuki

Muu:

Palautteeni koskee tuotetta *

Remote Trainer

Mobile Trainer

TV Trainer

Käyttöönottokokemus

Seuraavaksi haluaisimme tarkastella Trainer-tuotesarjan käyttöönottokokemusta. Arvioi tässä osiossa kokemustasi asteikolla 1–5.

Sain perehdytyksen aikana kaikki tarvittavat tiedot tuotteen käyttämiseksi.

	1	2	3	4	5	
Täysin eri mieltä	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Täysin samaa mieltä

Ohjeiden tai koulutuksen seuraaminen oli helppoa ja selkeää.

	1	2	3	4	5	
Täysin eri mieltä	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Täysin samaa mieltä

Koen että tarpeeni huomioitiin käyttöönoton aikana.

	1	2	3	4	5	
Täysin eri mieltä	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Täysin samaa mieltä

Käyttöönotto onnistui sujuvasti.

	1	2	3	4	5	
Täysin eri mieltä	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Täysin samaa mieltä

Asiakastuki

Seuraavaksi haluaisimme tarkastella kuinka asiakastukemme onnistui käyttöönoton aikana.

Oletko ollut yhteydessä asiakastukeen?

- Kyllä
- En

Asiakastuki

Seuraavaksi haluaisimme tarkastella kuinka asiakastukemme onnistui käyttöönoton aikana.

Millaisia haasteita kohtasit käyttöönottoprosessin aikana?

Oma vastauksesi

Arvioi kuinka helppoa oli ottaa yhteyttä asiakastukeen.

	1	2	3	4	5	
Vaikeaa	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Oikein helppoa

Arvioi kuinka hyvin tukitiimimme onnistui ratkaisemaan mahdolliset ongelmat ja vastaamaan kysymyksiinne.

	1	2	3	4	5	
Huonosti	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Erinomaisesti

Avoin palaute

Lopuksi toivomme avointa palautetta siitä, miten koitte Trainer tuotteiden käyttöönoton omasta näkökulmastanne. Voit kertoa kokemuksistasi esimerkiksi sopimusasioissa, asennuksessa, koulutuksessa ja muissa käyttöönottoon liittyvissä asioissa.

Arvostamme näkemyksiänne suuresti ja odotamme palautetta innolla!

Jätä meille avointa palautetta:

Oma vastauksesi