

Join NYAAPOR for an afternoon workshop with one of the
leaders in customer satisfaction surveys.
Jeff Taylor of J.D. Power & Associates

Customer Satisfaction Surveys **The J.D. Power & Associates** **Multi-Mode Approach**

Monday, April 23 | 2-5 PM
Fordham University @ Lincoln Center, 12th Floor | 60th & 9th Ave

***This is a can't miss opportunity
to hear from one of the best in the business!***

Space is limited, so
reserve early!

NYAAPOR and MRA
members \$60,
Non-members \$75,
Student members and
HLMs \$40.

\$15 additional at the
door.

No refunds — but you
can send someone in
your place.

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Or forward check
(payable to NYAAPOR)
to Rosemarie Sharpe,
152 Madison Avenue,
Suite 801, NY, NY
10016.

Jeff Taylor, Senior Director of Banking Practice at J.D. Power & Associates, presents on the measurement and analytics of customer satisfaction, with an emphasis on methods of combining data collected from multiple survey modes.

Taking us inside one of the most highly regarded approaches to measuring customer satisfaction, Jeff will review the key issues for anyone about to undertake a satisfaction survey, incorporating practical examples throughout. From identifying factors to create an index model of satisfaction to evaluating the characteristics of good diagnostic variables to the calculation of the index itself, this workshop will provide a foundation to successfully measure customer satisfaction.

Jeff will also present on multi-mode research – its advantages and pitfalls, from the perspective of both design and analysis, offering recommendations and examples to help participants better understand this innovative approach.

