

Session Summary

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The Journey to Improve ADTRAN's Customer Satisfaction Survey Program

Prior to 2009, the ADTRAN customer satisfaction survey program failed to achieve corporate goals for survey response rates, correlation of survey results, and timeliness for implementing corrective actions. There was not a robust method for tracking a team's progress during the RCA/CA process. In 2009, ADTRAN set about to improve its satisfaction survey process to improve response rates, validity of the survey results, and tracking progress of continuous improvement initiatives resulting from the survey.