

KVP Business Solutions Customer Satisfaction Survey Results

KVP Business Solutions, in association with the Indian Institute of Management Bangalore (IIMB), conducted a customer satisfaction survey across its customer base to understand customer perception, obtain voice of customer towards KVP's strengths, process orientation, quality of work done and areas of improvements. These would then provide necessary inputs to strengthen internal processes and quality of customer service at KVP.

Survey Methodology

KVP partnered with IIMB to conduct the customer survey program as a project for the students of its Executive MBA program. Mr. Shailendra from IIMB, then worked on this project by designing the questionnaire and carrying out the online survey, conducting telephonic interviews and completing the data analysis along with the faculty at IIMB and KVP management.

The questionnaire was designed such that it addresses the following broad areas - customer orientation, quality of customer expectation mapping, documentation and deliverables, customer relationship management, process orientation, overall services offered, and general feedback on KVP.

71% of KVP's customers took the online survey. 40% of the customers were interviewed telephonically by IIMB post the online survey.

Survey Results

- **84% of the respondents would recommend KVP to others and 73% would want to work with KVP again** in the future.
- **73% of the respondents felt that the quality of deliverables was good / excellent and 66% have stated that the solutions have helped reorient current processes.**

Some of the other key results are

