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INDUSTRY STANDARD OF THE PEOPLE'S REPUBLIC OF CHINA

MZ/T 133-2019

Measurement of customer satisfaction for senior care organization

养老机构顾客满意度测评

(English Translation)

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Foreword

This standard was drafted in accordance with the rules given in GB/T 1.1-2009.

This standard was proposed by the Ministry of Civil Affairs of the People's Republic of China.

This standard is under the jurisdiction of the National Technical Committee for Social Welfare Service Standardization (SAC/TC315).

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This standard was drafted. Xiamen Social Welfare Center, Social Welfare Center of the Ministry of Civil Affairs, Wuhan Social Welfare Center, Jintai, Fujian Province Recreation Pension Service Co., Ltd., Ningde Social Welfare Center, Suzhou Social Welfare General Hospital, Xiamen Kaimu Management Consulting Co., Ltd.

1 Scope

This standard specifies the basic requirements, indicator system and weights, evaluation methods, data processing, and analysis of customer satisfaction evaluation in nursing homes.

And improvement requests.

This standard is applicable to the evaluation of customer satisfaction carried out by elderly institutions. The evaluation of customer satisfaction carried out by third parties can be implemented by reference.

2 Normative references

The following documents are essential for the application of this document. For dated references, only the dated version applies to this article Pieces. For undated references, the latest version (including all amendments) applies to this document.

SB/T 10409-2007 Customer Satisfaction Evaluation Standards for Business Services

3 Terms and definitions

The terms and definitions defined in SB/T 10409-2007 and the following apply to this document.

Customer

An organization or individual receiving services from an aged care facility.

Customer satisfaction the state of pleasure or disappointment that a customer develops while consuming a product or receiving a service (and for a period of time thereafter). Gu the quantification of customer satisfaction level is customer satisfaction.

[SB/T 10409-2007, definition 3.2]

4 Basic requirements

4.1

The aged care institution shall determine the scope of the evaluation and plan the process according to the purpose of the evaluation.

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4.2
The aged care institution shall be equipped with sufficient resources (including human resources) for customer satisfaction assessment and effective management.

4.3
The aged care institution shall carry out no less than one customer satisfaction assessment each year.

4.4
The aged care institution shall establish a continuous evaluation system to facilitate the continuous improvement of customer satisfaction.

5 Indicator system and weight

The customer satisfaction evaluation index system and weight are shown in Table 1.

Table 1 Customer satisfaction evaluation index system and weight

Level 1 indicator Level 2 indicator weight Level 3 indicator weight Customer satisfaction 20% of resources Service staff 10% Facilities 10% 70% service awareness Hospital admission services 5.8% Living care services 14% Meal service 8.2% Cleaning and sanitation services 4.7% Laundry service 2.9% Medical care services 7% Rehabilitation services 5.8% Cultural and entertainment services 5.8% Psychological/mental support services 4.1% Anning Service 3.5% Security care services 4.7% Other services 3.5% Value perception 5% Evaluation of price under established services 5% 2% of customer complaints 2% of complaints against agencies Customer loyalty 3% Institutional support 3%

6.1 Questionnaire

The elderly care institution designs a customer satisfaction questionnaire according to the evaluation index system, see Appendix A.

6.2 Evaluation index score

A ten-level scale is adopted, that is, customers use 1 to 10 points to show their level of satisfaction.

6.3 Survey methods

According to the actual situation, the old-age care institution can adopt but not limited to the following survey methods.

-Interviews;

-Telephone survey;

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-Mail/fax survey;

-Internet surveys, etc.

6.4 Sampling method

The sampling method is as follows.

-When the number of customers is within.200 (inclusive), each customer should be investigated;

-When the number of customers is greater than.200, a sampling survey can be conducted, and the number of samples sampled is not less than.200 5% N, where N is the number of customers.

Note: When the number of samples taken is larger than the total, a survey is conducted for each customer.

7.1 Data preparation

Check the obtained data, remove unavailable data, and classify the data as needed.

7.2 Statistics

The formula for calculating the satisfaction of various indicators is shown in formula (1).

m10

iCSI x 100% (1)

In the formula.

iCSI-satisfaction with item i in the questionnaire;

m-the total number of valid questionnaires recovered is m;

jiq,-The j-th questionnaire, the score of the i-th index, ranging from 1 to 10.

The customer satisfaction calculation formula is shown in formula (2).

ii WCSICSI

In the formula.

CSI-customer satisfaction assessment score;

n-the total number of indicators in the questionnaire;

iCSI-satisfaction with item i in the questionnaire;

iW-weight of the i-th indicator in the questionnaire.

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