

LISTEN TO THE VOICE OF CUSTOMERS AT THE UNIVERSITY

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ABSTRACT

Customer Voice is the first item in Category 3 of Thailand's Educational Development Criteria for Excellence in Higher Education Institutions. To meet this criterion, we must first comprehend our target customers and what they want, need, and expect. Then we convert information and devise a strategy to satisfy students while improving organizational management excellence.

Key words: Listen to the Voice of Customers, 4 Cs, House of Quality, Quality Function Deployment

INTRODUCTION

1. Introduction

Based on Education Criteria for Performance Excellence (EdPEX) category 3: customers, this category asks how the university listens to students and other customers, exceeds their expectations, builds relationships, and improves the customer experience for long-term market success. This inquiry is about student and customer listening and segmentation. It also inquires how the university selects and tailors' programs and services for students, customers, and markets by collecting meaningful data to satisfy students and customers (Office of the Ministry of Higher Education, Science, Research and Innovation, 2563-2566)

The goal of this article is to propose a method for researching customer expectations by listening to students as customers. Obtaining information for use in quality management in order to achieve excellence.

DEFINITION AND BENEFIT

2. Definition and Benefit for Innovative Management

The customer's needs, want, expectations and preferences are the voice of the customer (VoC). It is the process by which an organization gathers customer feedback on their interactions with products and services and then turns that feedback into actionable insights. Furthermore,

VoC refers to collecting, analyzing, and disseminating customer-sourced data throughout the organization. The above allows the company to understand better its customers' experiences, needs, and desires, which it can then use to inform marketing and business strategies (<https://marketing-dictionary.org/>)

VoC is essential for customer-centricity and competitiveness. In competitive digital product markets, teams use the voice of the customer to understand customer needs and build trust, loyalty, and advocacy. VoC can yield beneficial results. 1) Improves client relations by offering customers an easy and effective way to voice their opinions for builds trust and care; 2) Improves customer experience by tracking user actions and collecting complex data to understand product usage; 3) Organizations can learn from mistakes and fixes them; 4) Customer service improves by determining whether they meet customer needs. In addition, it shows how to improve customer service continuously; and 5) It builds clientele by serving these customers better and retaining them VoC can yield beneficial results (<https://www.reveall.co/guides>)

2.1 Voice of Customer concept

Businesspeople call the process of gathering customer needs the "Voice of the Customer" (VOC). The VOC product-development method organizes customer wants and needs into a hierarchical structure and prioritizes them based on importance and satisfaction with current options (Gaskin et al., 2003, 1991, uploaded by Griffin,2014,1) An inside-out, firm-centric view and an outside-in, customer-centric view of firm innovativeness are found in the academic literature (Ghanbarpour & Gustafsson, 2022). Both views see firm innovativeness reflecting innovation-related activity frequency and extent, but their analytic foci differ significantly. Customers matter when improving systems and public entities with many interacting organizations (Osborne, 2020).

However, when organizations focus on VoC, there are still gaps in identifying customers. For business organizations, customers purchase products and services from companies. Each organization, on the other hand, still has internal customers which are service recipients from the previous process (Sriviboon, C. 2022).

Gyllenhammar, Eriksson, and Eriksson (2023) conducted a literature review of 666 articles that investigated customer-related improvements from VoC. The study discovered that practitioners and academics must focus more on the system level to understand how to improve. Involving customers in the improvement process increases success rates. According to the article, practitioners should focus on customer-related improvements rather than strategy and processes to maximize potential benefits. In comparison to research papers on educational organizations, many research papers focused on students in classrooms as customers. Conner, Posner, and Nsowaa (2022) used a survey technique to investigate student engagement in 67 high schools. According to the findings, schools with higher levels of affective, behavioral, and cognitive engagement in students have significantly higher average reports of teacher care and student's voice than schools with lower levels of engagement. Path analyses support self-determination theory and qualitative research that shows that student voice can increase student engagement. This study identifies critical ways student's voice influences student engagement by emphasizing the roles of teacher care and feelings of competence and belonging.

In recent years, students' voice has become a popular school reform strategy, with good trust, respect, belonging, and student empowerment. Miltra (2018) examined secondary school reform student voice. It then examines youth change efforts. Student input improves classroom

practice. Pazez and DeMatthews (2019) used a qualitative case study to examine how accountability reform efforts affected 10 disabled high school students. Three needs were identified: a positive school identity, stability, and recognition and hearing. Mayes and Black (2020) studied the voices of students in school. They reflected that when schools adopt student voice practices, teacher "fear," "resistance," or "uncertainty" about power relations may be attributed to students' voices. The student's voices pathologies teachers' responses. Reluctant teachers are compared to "silenced" student voices. The researchers argued that the profoundly emotional experience of teaching and learning, teachers' ambivalences about students' voices, and contemporary reconstitutions of teacher subjectivities must be considered to analyze student voices more nuancedly. The three studies' main objectives were to improve school instruction.

However, in 2022, the South African Voice of the Student survey examines education's digital adoption in operations and student experience. Highlights for students and parents include: Most students believe education cultivated them for work, but the high unemployment rate and a lack of practical experience are causes for concern. Students are concerned about the cost of attending college. Students now prefer online and hybrid learning. 83% of parents say they choose their child's university based on degrees, facilities, cost, and reputation. If they could, 40% of students would prefer to attend international universities. The previous paper concentrated on how to use VoC in innovative management educational organizations, which are equivalent to business organizations.

2.2 How to conduct VoC

The authors will combine the use of outcome measures, customer listening process, and QFD tool (Maital and Sheshadri, 2012; Bounds, et al. 1994; Veerapot Rueprasithiskul, 2000) The following are the main steps.

Step 1: Review the organizational direction and key result indicators.

The customer must be aware of the organization's mission, vision, strategy, and key result indicators with target values.

Step 2: Identify the primary customer.

The process starts with categorizing customers into various groups. The organization must identify both current and prospective customer groups. Age and economic status or place of residence may be used to determine the target customer group.

Step 3: Customer satisfaction survey.

The next step is to conduct a customer satisfaction survey. Face-to-face interviews, questionnaires, telephone interviews, email or online surveys are all popular method tools. Another important question to consider is: If you did not choose to purchase our products, which organization would you support? The most powerful organizations are competitors.

Step 4: Weighing customer voice.

At this point, the data were organized into four Cs; customer values, cost, convenience, and communications. Order the items by frequency, weight them, and choose a few high-weighted items, perhaps half of the total number of items. Following that, the selected items is calculated once more. Each item's importance is assigned a percentage. When all of the weights are added together, they must equal 100%.

Step 5: Rating customer voice.

Finally, take advantage of the ability to meet customer demand estimates. Use an estimation scale of 5 and multiply the weight box by the estimation. Combine all of the results. The result is the organization's ability to respond to its customers' voices. Repeat the process with the competitors.

Step 6: Locate the gap and figure out how to fill it.

Examine each statement and the customer's estimate once more. Next, define the organization's target regarding customer satisfaction and subtract the current customer estimate from the target value. The distinction represents the gap in which the organization must improve. To ensure that customers are delighted.

Example

							our university		Local university		Target	Gap	need improvement
Customers'voice		Weight	Key Result Indicator				Rate	W*R	Rate	W*R			
Customer value	1.want to graduate from the top rank university	0.1	○	△	△	●	4	0.4	3	0.3	5	1	3
	2. have a higher chance to get job.	0.3	△	△	●	○	2.5	0.75	2.5	0.75	5	2.5	1
	3.proud of the reputation of the university	0.11	●	●	△	●	4	0.44	3	0.33	4	0	0
Cost	4.affordable fee	0.05	△	△	△	△	3.5	0.175	4.5	0.225	4	0.5	0.5
	5. can study and stay in Bangkok for a while.	0.14	○	△	△	△	4	0.56	1	0.14	4	0	0
Convenience	6. Flexible learning method	0.1	○	○	△	○	3.7	0.37	3.5	0.35	5	1.3	2
Communication service	7. contact mentor easily and personally	0.12	○	○	△	△	4	0.48	4	0.48	4.5	0.5	0.5
	8. high quality for students'	0.08	○	○	△	○	3.4	0.272	2.9	0.232	4.5	1.1	3
Total weight		1						3.447		2.507			
Baseline			5 : 1	70	80	1							
2023			7 : 1	80	90	1							
2024			10 : 1	90	95	1							

Example Figure 1: Listen to the VoC with House of Quality (HoQ)

Figure 1 depicts listening to the voice of one of the university's faculties. From the Quality Function Deployment Matrix, the name House of Quality was derived based on the house-like shape.

Using survey results from the previous year, determine target customers. The data showed that the customers were high school graduates who did not live in Bangkok. The family status ranges from moderate to low, and they have friends or relatives who graduated from this faculty. The client later applied for admission and was interviewed. The author conducted unstructured customer interviews and compiled the results using the abovementioned process. Following that, when customers arrived to study in the first semester, the authors created a customer questionnaire, by contrast with competitors, and analyzed data to create the HoQ.

The authors began with the right wall of the house, which is the customers' voice. The voices are made up of four Cs. There are a total of eight items. The weight of each item is shown in the following column; the greater the weight, the greater the customers' need. The university's performance in responding to customer needs and comparing to competitors is the right wall of the house. The results show that the university can respond to customer needs at a high level and more effectively than the competitor. Furthermore, when the university sets the target for improvement, the big gap is still a better chance of getting a job, which the university must create a strategy to fill. On the house's roof, they are key faculty result indicators; on the contrary, at the house's base, they are baselined data of each indicator and the indicator targets for the coming year. However, between the two walls of the house, there is a matrix that is considered the house

structure. Each cell represents the relationship between customer voice and Key result indicators. The following symbols represent the association: Overlapping circles have the most, single circles have more, and triangles have the least with that indicator on the house's roof. If there is no sign or if it leaves a cell empty, there is no relationship between them.

The findings revealed that, first and foremost, this faculty can better satisfy customers than competitors. However, items that do not satisfy customers have a better chance of being hired. Customers also want more about flexible learning methods and the quality of student services. Finally, the customer's need for the "proud in reputation of the university" has a high relationship with all Key result indicators.

CONCLUSION

3. Conclusion

Some in education agree that the student is not the customer, so they must adhere to university criteria. Some, however, believe we can satisfy the customer. The university must be adaptable in order to meet the needs of its students. It implies that the university must provide a high-quality education that prepares students as much as possible to function in society.

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