



UNIVERSITA' DEGLI STUDI DI MILANO

DIPARTIMENTO DI SCIENZE ECONOMICHE, AZIENDALI E STATISTICHE

SPECIAL WORKSHOP

Modern Analysis of Customer Satisfaction Surveys

Department of Economics, Business and Statistics

Via Conservatorio, 7

University of Milan

14 June 2011

SALA LAUREE

This workshop has been designed to present *modern methods for the analysis of customer satisfaction surveys*. The morning session is devoted to presentations of contributors to a forthcoming book (with the name of the workshop) to be published by Wiley in December 2011 and edited by Ron Kenett and Silvia Salini. In the afternoon session, case studies and topics related to customer satisfaction surveys will be discussed.

The target audience combines *researchers and practitioners* interested in state of the art modelling and analysis techniques for customer satisfaction surveys data analysis.

Preliminary Program

10.00 – Coffee Break Welcome

Franco Donzelli, Head of the Department Economics, Business and Statistics

Morning Session

Chairman: **Prof. Pier Alda Ferrari**

10.30 R.S. Kenett (KPA Ltd. Raanana Israel and NYU-Poly New York)

“The ABC Survey Data Analysis: A Comparison of Methods”

11.00 L. Grilli and C. Rampichini (University of Florence)

“Multilevel models for ordinal variables”

11.30 F. De Battisti (University of Milan)

“Customer Satisfaction and Rasch Model”

12.00 D. Piccolo: (University of Federico II of Naples)

“Customer Satisfaction and CUB”

12.30 G. Boari, A. Bonanomi and G. Cantaluppi (Catholic University of Milan)

“Measurement scales and Latent variables”

Lunch



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Preliminary Program

Afternoon Session

Chairman: **Prof. Giovanna Nicolini**

- 14.00 Antonio Chiesi (Department of Social and Political Studies, University of Milan)
"Customers and employees satisfaction. Different approaches to similar questions?"
- 14.20 Fabrizio Borrelli and Luca Camporese (BNL Group BNP Paribas and i4C)
"Customer Experience and Loyalty"
- 14.40 IBM Software Group - Business Analytics
"Customer Satisfaction: data and software technologies"
- 15.00 E. Lozza, G. Graffigna, A.C. Bosio (GfK Eurisko and Faculty of Psychology, Catholic University of the Milan)
"Interlacing qualitative and quantitative: a mixed methods approach in a customer experience survey"

15.30 Panel Discussion: The Future of Customer Satisfaction Surveys

17:00 Coffee Break Closure

Please confirm your presence by sending an e-mail to: silvia.salini@unimi.it.

The workshop is free but registration is required due to limited seating.