



OPERATING PROCEDURE  
**CUSTOMER SATISFACTION  
SURVEY**

**CODE: PO-01**


Edition: 3

Revision: 0

Page: 1 of 10

# **Customer Satisfaction Survey**

**CODE: P0-01**

	OPERATING PROCEDURE <b>CUSTOMER SATISFACTION                  SURVEY</b>	Edition: 3
		Revision: 0
		Page: 2 of 10
<b>CODE: PO-01</b>		

### INDICATOR OF EDITIONS AND REVISIONS

Edition: Revision: Implementation date:	No. of reviewed section / sub-section and page	Type of change:		
		Modified	Added	Suppressed
Ed.2 Rev.0/ 15.03.2010	Sec.2, pg. 5		<b>X</b>	
	Sec. 3, pg. 5	<b>X</b>		
	Sec. 4, pg. 5	<b>X</b>		
	Sec. 5.2.2, pg. 7		<b>X</b>	
	Sec.6, pg. 9		<b>X</b>	
	Sec.7, pg. 9		<b>X</b>	
Ed.3 Rev.0/	Sec.1-7, pg.4-10	<b>X</b>	<b>X</b>	<b>X</b>



OPERATING PROCEDURE  
**CUSTOMER SATISFACTION  
SURVEY**

Edition: 3


Revision: 0

**CODE: PO-01**

Page: 3 of 10

## TABLE OF CONTENTS

<b>Section</b>	<b>Name</b>
<b>0</b>	<b>Table of contents</b>
<b>1</b>	<b>Aim</b>
<b>2</b>	<b>Scope</b>
<b>3</b>	<b>Reference Documents</b>
<b>4</b>	<b>Definitions and Abbreviations</b>
<b>5</b>	<b>Procedure Description</b>
<b>6</b>	<b>Duties</b>
<b>7</b>	<b>Records and Appendices</b>

	<b>OPERATING PROCEDURE CUSTOMER SATISFACTION SURVEY</b>	Edition: 3
		Revision: 0
		Page: 4 of 10
<b>CODE: PO-01</b>		

## 1. AIM

- 1.1. The procedure describes how to plan and carry out the customer satisfaction survey regarding the quality of the services provided by ‘Grigore T. Popa’ University of Medicine and Pharmacy of Iasi.
- 1.2. Increasing customer (student) satisfaction and continuous improvement of its services are a strategic objective of ‘Grigore T. Popa’ University of Medicine and Pharmacy of Iasi.

## 2. SCOPE

The procedure is applied within the departments in charge of carrying out customer satisfaction surveys, as defined by ‘Grigore T. Popa’ University of Medicine and Pharmacy of Iasi:

- Faculties
- Vice-rector’s office in charge of graduate education and continuing vocational training
- Doctoral school
- University library
- Publishing house/printing house
- Student services and facilities

## 3. REFERENCE DOCUMENTS

**SR EN ISO 9000:2015** – Quality Management Systems. Basic Principles and Definitions.

**SR EN ISO 9001:2015** – Quality Management Systems. Requirements.

**SR EN ISO 9004:2018** – Quality Management. Quality of an Organization. Guidelines for a Long-Lasting Success.

**Order of the Secretary General of the Government no. 600/2018** approving the Internal Management Control Code for Public Entities, with later amendments


**National Education Law no. 1 / 10.01.2011**, with all later amendments

**Government’s Emergency Ordinance 75 of 2005** – on education quality assurance, with all later amendments

**Charter of ‘Grigore T. Popa’ University of Medicine and Pharmacy of Iasi**

**Quality Manual**

**PL-82 ‘Teaching Staff Assessment by Students’.**

	<b>OPERATING PROCEDURE CUSTOMER SATISFACTION SURVEY</b>	Edition: 3
		Revision: 0
		Page: 5 of 10
<b>CODE: PO-01</b>		

#### 4. DEFINITIONS AND ABBREVIATIONS

**Customer** – organization or individual receiving a product/service

**Customer satisfaction** – customer’s perception of the extent to which the **requirements** (declared, implied or mandatory) have been met

**Requirement** – need or expectation which is declared, generally implied or compulsory

**Stakeholder** – the person or group that has an interest in the performance or success of an organization

**Organization** – group of persons and facilities with a set of determined responsibilities, authorities and relationships

The customers of ‘Grigore T. Popa’ University of Medicine and Pharmacy of Iasi are the immediate beneficiaries of the university products/services: bachelor’s degree students, master’s degree students, Ph.D. candidates, residents, specialty registrars.

R – Rector

RMC – quality manager

RP – assessment process manager

PS – Vice-rector in charge of institutional strategy, academic assessment and relations with students’ organizations, unions, NGOs and local community

EMC – continuing medical education

CSUD – Council for Doctoral Education

SD – Doctoral School

SFS – Student Services and Facilities Department

SSMI – Medical Students Association of Iasi

C – Questionnaire


NA – file classification

#### 5. PROCEDURE DESCRIPTION

##### 5.1. General

5.1.1. The policy of ‘Grigore T. Popa’ University of Medicine and Pharmacy of Iasi in the field of quality assurance is to provide the highest quality educational services to its clients (bachelor’s degree students, master’s degree students, Ph.D. candidates, residents, specialty registrars), which fully meet their expectations and are the guarantee of the university’s prestige and profit.

5.1.2. By implementing the quality management system in ‘Grigore T. Popa’ University of Medicine and Pharmacy of Iasi, in accordance with the requirements of the ISO 9001:2015 standard described in the Quality Manual, the senior management of the university is committed to:

	<b>OPERATING PROCEDURE CUSTOMER SATISFACTION SURVEY</b>	Edition: 3
		Revision: 0
		Page: 6 of 10
<b>CODE: PO-01</b>		

- satisfying the requirements of the customers and other stakeholders;
- providing the infrastructure and a suitable working environment for the proper development of all the processes and resources necessary to achieve the defined objectives;
- ensuring compliance with the applicable laws in force;
- continuous improvement of the performance and efficiency of the quality management system.

5.1.3. In accordance with the quality policy, the main objective of our organization is to satisfy the requirements of our clients (students), the regulatory and legal requirements, as well as the fact that these requirements are known, understood, recognized and abided by all the university staff.

5.1.4. **Customer questionnaires** are part of the codes of good practice regarding **customer satisfaction** and, when properly and professionally applied, they may improve the organization’s ability:

- to meet the customer’s requirements in a consistent and systematic manner;
- to identify the trends and to prevent the causes of dissatisfaction;
- to improve the work carried out by the organization.

5.1.5. Customer questionnaires help the organization to approach its tasks in a customer-oriented manner, to encourage its staff to improve their customer service skills. The findings of the customer satisfaction survey provide the grounds for the continuous improvement of the processes in the organization, as the feedback from the customers constitutes an input element of the analysis performed by the management and is considered an important part of the senior management tasks.


5.1.6. In order to fulfil this role, the questionnaires must be simple and professional, the assessment criteria must fit the purpose, the questions must be relevant, clear and precise, avoiding misunderstanding or misinterpreting the questions.

The answers to the questions in the questionnaire must be quantifiable, measurable, so as to allow the application of statistical methods in assessing the results.

5.1.7. ‘Grigore T. Popa’ University of Medicine and Pharmacy of Iași monitors the perceptions of its students (the main customers) regarding the extent to which their needs and expectations have been met.

5.1.8. In accordance with this procedure, customer satisfaction surveys are conducted each year to assess the following processes:

- Continuing medical education training
- Graduate residency programmes
- Doctoral school
- Student services and facilities (student dormitories)
- University library
- „Gr.T.Popa” printing house

	OPERATING PROCEDURE <b>CUSTOMER SATISFACTION                  SURVEY</b>	Edition: 3
		Revision: 0
	<b>CODE: PO-01</b>	Page: 7 of 10

5.1.9. The students participate in the assessment of the lectures, seminars, practical courses, teaching staff and other educational and/or organizational aspects related to their programme of study, by completing a 'Questionnaire for teaching activity assessment by the students' after each semester of the academic year.

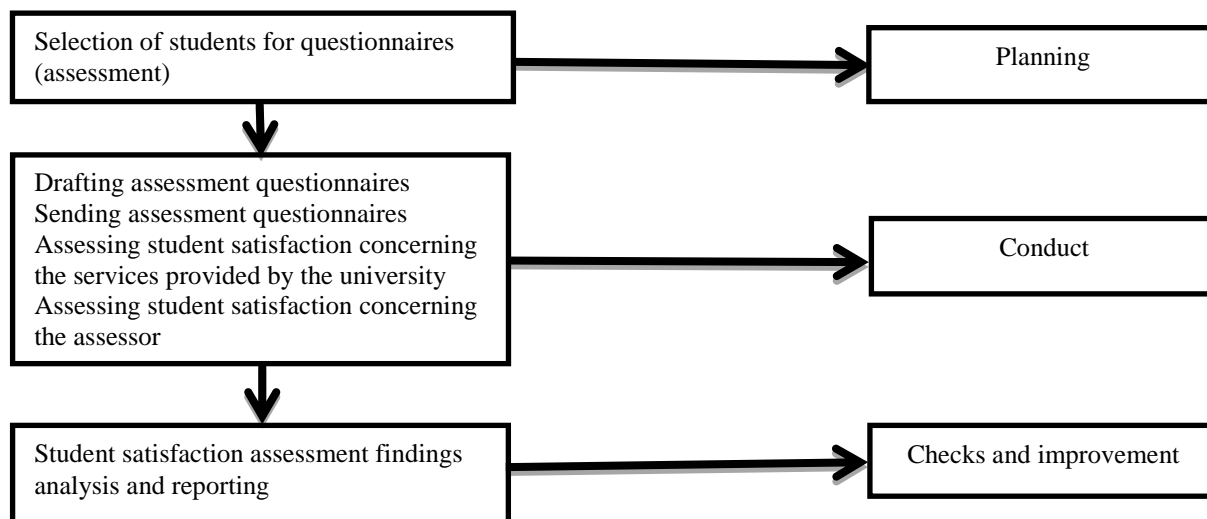
The purpose of this assessment is to contribute to the improvement of the education process, based on a partnership between students and teaching staff.

The methodology of assessment of the teaching staff by the students is documented in the PL-82 procedure 'Teaching Staff Assessment by Students'.

5.2.0. 'Grigore T. Popa' University of Medicine and Pharmacy of Iași also assesses the degree of satisfaction of its graduates, who fill out an 'employability questionnaire' at the end of their bachelor's degree education, just before they pick up their graduation diploma. The questionnaire includes a number of questions that refer to the level of professional satisfaction, as well as to the future career plans of the graduates.

The purpose of the questionnaire is the creation of databases and studies regarding the educational and career path of the graduates, their employability, and to keep in touch with the graduates within the wide 'Grigore T. Popa' University of Medicine and Pharmacy of Iasi Alumni community.


### 5.2. Description of the student satisfaction assessment process



### 5.3. Defining the assessment criteria

5.3.1. The following types of customers of 'Grigore T. Popa' University of Medicine and Pharmacy of Iasi have been identified:

- Bachelor's degree students, master's degree students, Ph.D. candidates, residents, specialty registrars
- Publishing/printing house customers
- Library customers

	OPERATING PROCEDURE <b>CUSTOMER SATISFACTION                  SURVEY</b>	Edition: 3
		Revision: 0
	<b>CODE: PO-01</b>	Page: 8 of 10

5.3.2. For each type of customer, the person in charge of the process which involves those customers develops a set of criteria, based on which he/she assesses the satisfaction of his/her customers.

5.3.3. Once set, the assessment criteria will be continuously monitored and improved.

5.3.4. Each set of criteria, for each type of customer, is subject to analysis and approval by the Rector of 'Grigore T. Popa' University of Medicine Pharmacy of Iasi.

5.3.5. Customer satisfaction assessment methods may consist of, without limitation:

- filling out a questionnaire by each customer; the questionnaire is sent to each customer; the number of customers is limited;
- filling out a questionnaire following an interview (survey); the questionnaire is filled out by an institution representative; the number of customers is high; representative target groups will be chosen;
- filling out a questionnaire by customers who wish to do it; the questionnaire may be found in the service provision locations; the number of customers is high; representative target groups need not be chosen;

#### **5.4. Customer satisfaction assessment**

5.4.1. The following will be set for each type of customer:

- assessment criteria
- assessment method
- minimum number of assessed customers/target groups
- assessment period
- the person in charge of the assessment and findings reporting to the institution management

5.4.2. The position appointed as assessment process manager is also in charge of implementing decisions related to the assessment criteria, method and period.


The customer satisfaction assessment duties in 'Grigore T. Popa' University of Medicine and Pharmacy of Iasi have been assigned as follows:

- Vice-rector in charge of graduate education and continuing vocational training – for residency education and continuing medical education
- CSUD chairman – for the Doctoral School
- Head of the Student Services and Facilities Department – for the Student Services and Facilities Department
- Library manager – for the Library
- Head of the Publishing House – for the Publishing/Printing House

5.4.3. Completed questionnaires are collected by the assessment process manager.

5.4.4. The person in charge of assessment and findings reporting makes sure that the assessment process has been properly conducted and completed.



	OPERATING PROCEDURE <b>CUSTOMER SATISFACTION                  SURVEY</b>	Edition: 3
		Revision: 0
		Page: 9 of 10
<b>CODE: PO-01</b>		

**5.5. Customer satisfaction analysis and improvement**

5.5.1. After the completion of the actual assessment, the person in charge of assessment and findings reporting shall:

- analyse each questionnaire
- draft a comprehensive report (statistical modelling of the findings, as well as mentioning the customer answers and proposals that are considered adequate and/or represent an important share)
- make proposals for findings improvement
- make proposals concerning the assessment of new criteria
- make proposals for the improvement of customer satisfaction assessment methods/periods.


5.5.2. The reports drafted by each assessment manager for each type of customer are analysed during the **Analysis carried out by the management.**

5.5.3. The university management issues resolutions aimed at:

- the improvement of certain results
- the implementation of certain explicit customer requirements
- the development of new assessment criteria
- the removal of certain assessment criteria

**6. DUTIES**

ACTIVITIES	DUTIES		
	R/CA	PS/RMC	RP
Identifying the types of customers	X	X	X
Assessment criteria proposals			X
Assessment methods proposals	X		X
Assessment periods proposals	X		X
Assessment criteria, methods and periods analysis and approval	X		
Appointing assessment managers for each customer	X		
Customer satisfaction assessment			X
Customer satisfaction assessment process reporting			X
Customer satisfaction assessment improvement proposals			X
Customer satisfaction assessment monitoring during the management's analysis session	X	X	
Resolutions aimed at customer satisfaction assessment improvement	X		
<b>LEGEND:</b> <b>R</b> – RECTOR <b>CA</b> – MANAGEMENT BOARD <b>RMC</b> – QUALITY MANAGER <b>PS</b> – VICE-RECTOR IN CHARGE OF INSTITUTIONAL STRATEGY, ACADEMIC ASSESSMENT AND RELATIONS WITH STUDENTS' ORGANIZATIONS, UNIONS, NGOS AND LOCAL COMMUNITY <b>RP</b> – ASSESSMENT MANAGER			

	<b>OPERATING PROCEDURE CUSTOMER SATISFACTION SURVEY</b>	Edition: 3
		Revision: 0
	<b>CODE: PO-01</b>	Page: 10 of 10

## 7. APPENDICES AND RECORDS

No.	Name of record	Code	Drafted by:	Approved by:	No. of copies:	Disseminated :	Kept for (years)	Kept by	Archiving (years)
1.	Customer satisfaction assessment questionnaire	C-01	SFS	-	No. of customer participating in the assessment	RP – centralises completed questionnaires	5	SFS office	Acc. NA
2.	Customer satisfaction assessment questionnaire	C-02	Library	-	No. of customer participating in the assessment	RP – centralises completed questionnaires	5	Library	Acc. NA
3.	Customer satisfaction assessment questionnaire	C-03	Publishing house	-	No. of customer participating in the assessment	RP – centralises completed questionnaires	5	Publishing house	Acc. NA
4.	(EMC) training assessment questionnaire	C-04	Rector's office	-	No. of customer participating in the assessment	RP – centralises completed questionnaires	5	Rector's office	Acc. NA
5.	Advanced academic training programme assessment questionnaire	C-05	Doctoral school	-	No. of customer participating in the assessment	RP – centralises completed questionnaires	5	Doctoral school secretariat	Acc. NA
6.	Residency modules assessment questionnaire	C-06	Rector's office	-	No. of customer participating in the assessment	RP – centralises completed questionnaires	5	Rector's office	Acc. NA
7.	Individual scientific research programme assessment questionnaire	C-09	Doctoral school	-	No. of customer participating in the assessment	RP – centralises completed questionnaires	5	Doctoral school secretariat	Acc. NA
8.	Teaching activity assessment questionnaire by students	-	SSMI	-	No. of students participating in the assessment	Faculty dean	5	Dean's office/ University server	Acc. NA
9.	Employability questionnaire	-	Rector's office	-	No. of graduates participating in the assessment	RP – centralises completed questionnaires	5	Rector's office	Acc. NA