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Fitting X-bar Chart to the Traditional Transaction Surveys Analysis
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Abstract

Traditional transaction surveys such as service feedback cards (SFCs) are widely embraced by different service organizations to measure a service quality or to assess customer satisfaction with specific transactions. This paper pursues to apply the statistical quality control technique of \bar{x} -chart (X-bar) to analyze the scaled collected data of these SFCs. The proposed method establishes the control limits to what is being measured for meeting the managerial objectivity of monitoring, controlling, or improving a service performance.

Keywords

Transaction surveys; Service Feedback ; Statistical Quality Control; X-bar chart; Service Performance