 SATBAYEV UNIVERSITY	NON-PROFIT JOINT-STOCK COMPANY "KAZAKH NATIONAL RESEARCH TECHNICAL UNIVERSITY named after K.I. SATPAYEV"	
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**QUESTIONNAIRE SURVEY
CUSTOMER SATISFACTION ASSESSMENT
DP KazNRTU 714**

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PREFACE

1 DEVELOPED by the Department of Strategic Development of the Kazakh National Research Technical University named after K.I. Satpayev

Head of Assessment and Quality
Department

28.07.2023y.

2 AGREED

A. Sauranbaeva



Member of the Board – Vice-Rector for
Science and Corporate Development

" 01 " 08 2023

E. Kuldeev



Director of the Institute of Digital
Technologies and Professional
Development

31.07.2023

A. Simonov



Acting Head of the Department of
Legal Support and Public Procurement

" 31 " 07 2023

T. Abukenov



Head of the Department of
Documentation Support and
Development of the State Language

" 28 " 07 2023

Zh. Orakbayeva



3 APPROVED by decision of the Board dated of " 02 " 08 2023 No 12

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QUESTIONNAIRE SURVEY CUSTOMER SATISFACTION ASSESSMENT

Documented procedure KazNRTU 714

1 APPLICATION

1.1 This procedure regulates the procedure and responsibility for monitoring the satisfaction of external and internal consumers and interaction with them as part of improving the effectiveness and improvement of the quality system.

1.2 The requirements of this procedure are mandatory for application in all structural divisions of the University.

1.3 All work on this procedure **is supervised** by the supervising Vice Rector.

2 REGULATORY REFERENCES

This procedure contains references to the following legal and regulatory documents:

- Law of the Republic of Kazakhstan dated July 27, 2007 No 319-III "On Education";
- Law of the Republic of Kazakhstan dated July 27, 2007 No. 319-III "On Education";
- Law of the Republic of Kazakhstan on accreditation in the field of conformity assessment;
- ISO 9000 series international quality standards;
- Standagds and Guidelines for Quality Assuganse in the Euroean Higher Education Agea. ESG gepogt. 2015. (Standards and Directives for Quality Assurance in Higher Education in the European Area);
- ICC/ESOMAR International Code of Practice for Marketing and Social Research, Public Opinion Research and Data Analysis.

3 TERMS, DEFINITIONS AND ABBREVIATIONS

Analysis is the determination of the suitability, adequacy or effectiveness of the object for achieving the specified goals;

A questionnaire is the main survey tool, which is a sociological document, containing a set of questions related to the objectives of the study, which is expressed in the need to obtain information reflecting the characteristics of the object under study. The questionnaire consists of an introductory part, a "passport", the main part,

Marketing is an activity aimed at studying, forming and satisfying the requirements of consumers, assessing their satisfaction with the services provided by the University;

A questionnaire is the main survey tool, which is a sociological document containing a set of questions related to the objectives of the research being conducted, which is expressed in the need to obtain information reflecting the characteristics of the object being studied. The questionnaire consists of an introductory part, a “passport”, and the main part.

A sample or sample population is a part of the general population that is directly subject to study.

A sociological research program is a scientific document that contains the methodological, methodological and procedural foundations of the study, covering the relevance of the topic (problem situation), goals and objectives, object, subject and hypotheses, sampling and research methods.

The survey procedure is a process consisting of the following operations: development of questionnaires; examination of questionnaires; approval of questionnaires; approval of questionnaires; conducting surveys; processing of questionnaires (tabulation, calculation of multidimensional distributions of characteristics, classification)

Monitoring – determining the state of the system, process, service or task;

NOTE 1: To determine the condition, it is necessary to check, monitor and critically examine.

Feedback from the consumer is the activity of collecting and processing information received from consumers about the quality of educational services, scientific research activities and assessment of the university as a whole;

Customer satisfaction is the consumer's perception of the degree of fulfillment of his expectations;

ISO – International Organization for Standardization;

DSR – Strategic Development Department;

DP – documented procedure;

IAO – Information and Analytical Department.

4 GENERAL PROVISIONS

4.1 Monitoring of customer satisfaction is a systematic and regular comprehensive procedure aimed at ensuring and improving the quality of educational services through the system of interaction of the university with various groups of consumers.

4.2 Assessment of customer satisfaction of the services provided is aimed at implementing the principle of customer orientation.

4.3 The procedure for assessing customer satisfaction includes:

- the procedure of internal monitoring - monitoring of students' satisfaction with the quality of teaching and the provision of the educational process with educational, material, technical and information resources, monitoring the satisfaction of employees of KazNRTU named after K.I.Satpayev.

- the procedure of external monitoring - monitoring the expectations and requirements of employers / consumers of graduates, assessment of the competence of a graduate of KazNRTU named after K.I.Satpayev.

4.4 In the course of monitoring customer satisfaction, the following information is analyzed:

- the requirements of specific consumers;
- the results of monitoring the development of the education system;
- long-term requirements for educational activities;
- needs of the labor market.

4.5 Feedback from the consumer is carried out through questionnaires, analysis and processing of complaints, wishes and other information received in accordance with the established procedure using information technologies.

4.6 Assessment of customer satisfaction is carried out in order to:

- obtaining information about customer satisfaction and bringing it to management;
- identification of risks affecting the quality of educational services provided;
- improving the quality of educational services provided, taking into account the requirements of consumers;
- increasing competitiveness both in the domestic and foreign markets;
- development of corrective actions to eliminate obvious and potential non-conformities.

5 PROCEDURE DESCRIPTION

5.1 Planning

Assessment and analysis of satisfaction of internal and external consumers is carried out systematically in accordance with the approved Questionnaire Plan.

Monitoring activities are included in the work plan of the Information and Analytical Department, the Department of Strategic Development, taking into account the recommendations of the top management and the proposals of institutes, departments, structural divisions and other stakeholders.

Students, teaching staff, administrative staff, educational institutions and service personnel act as internal consumers. External consumers include applicants, employers, the state and society as a whole.

5.2 Definition of the scorecard

Indicators for assessing customer satisfaction are:

- study of the issues of socio-psychological adaptation of first-year students and socialization of students to learning conditions;
- research on the issues of effective self-development of the student's personality in the process of educational activities, student self-government and satisfaction with cultural and leisure activities (value orientations, students' leisure, social well-being, relationships in the group, etc.);
- research on issues related to the relationship between teachers and students (style of pedagogical communication, orientation to cooperation, assessment of knowledge, the problem of bribery, etc.);
- research to study the degree of satisfaction with the quality of the knowledge obtained, the development of qualification competencies (satisfaction with learning conditions, learning outcomes, assessment of the quality of elements of the educational process, including practice bases, material and technical equipment, etc.), identification of developing educational needs;
- research on satisfaction with scientific activity.

5.3 Development and examination of questionnaires

Employees of the IAO DSR develop questionnaires that are subject to mandatory examination by the management. The materials of the questionnaire should correspond to the goals and objectives of monitoring customer satisfaction, contain correct and unambiguous formulations that do not go beyond the competence of the respondents.

The questionnaire should provide columns for proposals for improving the quality of services provided.

5.4 Questionnaire

The survey is conducted electronically both on the SSO portal and in the Microsoft Forms application. To conduct an online questionnaire, you need:

- create a questionnaire on the Internet;
- create the result of the visit in the accounting system and indicate a link to the questionnaire.

Participation in the survey is anonymous and voluntary.

The results of the data obtained are used for management analysis, corrective and preventive actions.

6 RISK MANAGEMENT

Risk	Causes	Consequences	Measures to reduce and prevent risks
Incorrect consumer responses	- unwillingness to answer; - misunderstanding of questionnaire questions.	- unreliability of the research results; - inadequacy of the assessment of the activities of the teaching staff.	- re-conducting the survey, eliminating incorrect answers

7 EVALUATION, ANALYSIS AND IMPROVEMENTS

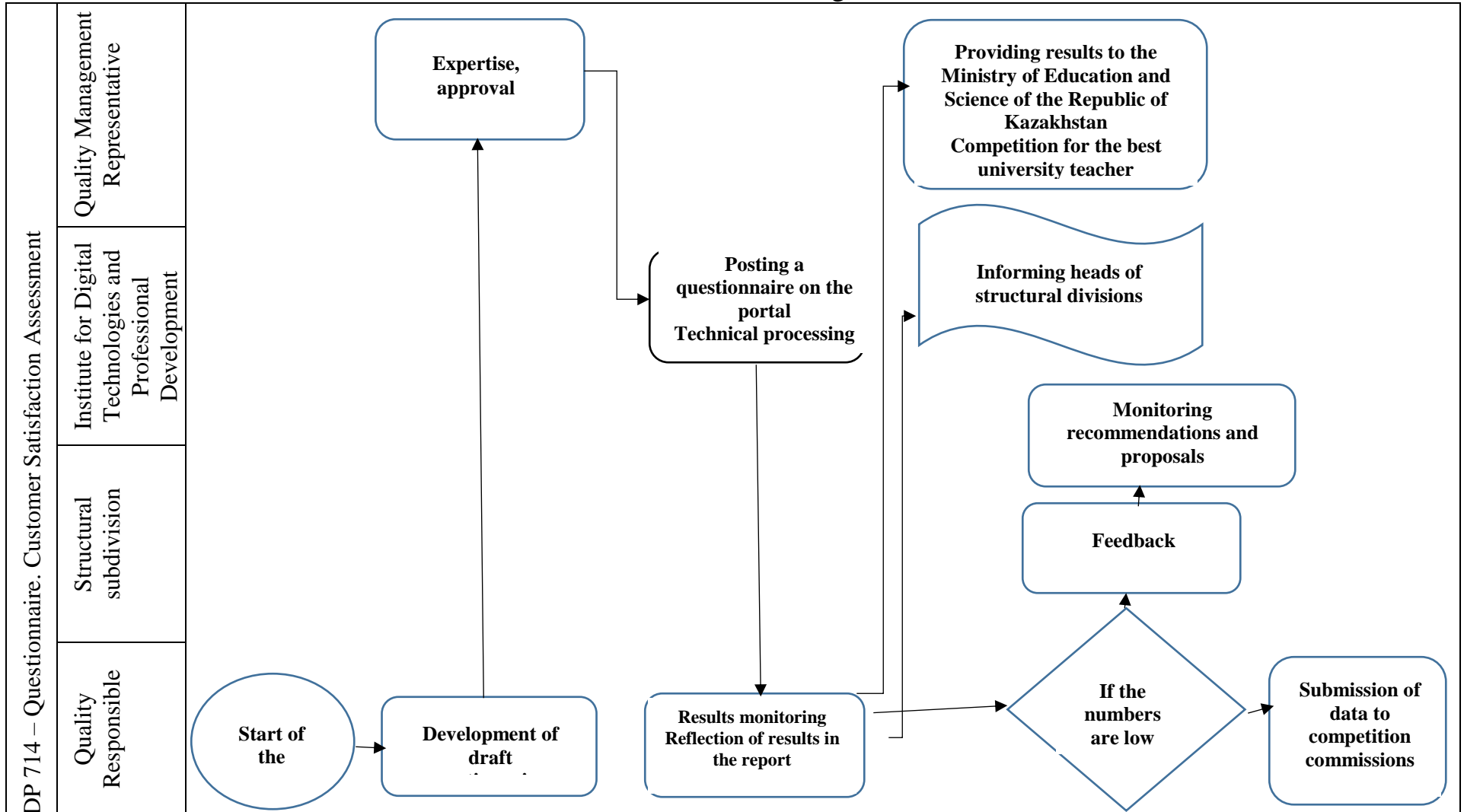
The assessment of the effectiveness of the process of analyzing customer satisfaction is carried out by the top management of the university. For these purposes, it is proposed to conduct a survey or questionnaire of risk owners or other responsible employees. The following indicators can serve as criteria for assessing the process:

- implementation of the process activities within the established timeframe;
- compliance of research materials with the set goals;
- the number of reviews from consumers of the results of the process;
- by improving the situation, the organization can increase the results of the organization's activities and the level of efficiency of employees;
- Personnel opinion polls help to identify the reasons that hinder the effective work of personnel and the organization as a whole, and then eliminate them;


List of DP forms KazNITU 714

	Document's name	Form	Storage	Shelf life
	Survey plan	F KazNITU 714-01.	SDD	constantly
	Analytic note	F KazNITU 714-03.	SDD	constantly

Block diagram



Change registration sheet _____
document designation

Serial number changes	Section, paragraph document	Type of change (replace, cancel, add)	Number and date notices	Change made	
				Date	Last name and initials, signature, position
a 1	Ch 5, 5.3	replace	a 1 on 18.01.24		Thumabekova Gp specialist
	Ch 2	add	a 1		
	Ch 3	add	a 2		✓ Artykbaeva G.
	Ch 3	replace	06.09.2024		Ch. manager IAD
	Ch 6	replace			Alf -