DATE:

Wednesday, April 12, 2023

This is a hybrid meeting, held in person/with dinner (in Carlsbad, California) and also via Zoom.

Time:

6:00 pm – 8:00 PDT
(opens for networking at 6:00 pm)

(check website to confirm times)

Cost: No charge for remote/Zoom attendance for ASQ members and non-members

Join Zoom Meeting:
https://us06web.zoom.us/j/83880825649

Meeting ID: 838 8082 5649

Any questions? Send an email.

Attendance at this meeting earns RUs toward ASQ recertification.

NOTE: Be sure to enter your name and email address in the chat when you join the meeting to receive the RUs.

For more information about Palomar ASQ Section 708, click here.

For more information about our local Columbia Basin ASQ section and future upcoming events:
www.asq614.org/

Predicting Loyalty via Customer Quality Perceptions

Alexander Edwards
President of Strategic Vision

When it comes to measuring the customer's perception of Quality and the impact of their behavior, current measures and metrics are not enough to successfully predict future choices. Counting problems or measuring customer satisfaction is not enough to fully understand the quality perceptions and its impact on customer behavior.

Instead, by using Value Centered Psychology, which is connecting the rational and emotional reasons supporting customer perceptions and decision-making, the most effective way of judging quality and successfully predicating behavior can be modeled.

With accurate loyalty prediction models in place, the focus can then shift to addressing the quality areas that are most meaningful in increasing customer retention, rather than simply 'chasing gaps' where the lowest perceptions of quality occur.

This presentation will further explain Value Centered Psychology and will also provide examples in different categories, including automotive and healthcare.

About the speaker: Alexander Edwards is President of Strategic Vision, an international consulting and advisory service organization that provides identification of predictive measures that maximize customer advocacy, conquest, and loyalty. In addition to setting the overall course and direction of Strategic Vision, Alexander is a key architect of tools and software that measure decision making, human behavior, attitudes, and perceptions. He directs company operations and provides support for advanced clinical qualitative and quantitative studies. This includes large quantitative studies like the Mobile Experience Study (MxS) and the New Vehicle Experience Study (NVES).

Alexander is also very active in the local San Diego area, speaking and participating with local youth groups to encourage their active citizenship, supporting local schools by providing internships, and raising funds for school improvements..