



Voice of the Customer Chair

Member Leader Position Description

General Description

Promote member unit and Society research opportunities, participate in questionnaire development, and conduct analysis that will provide useful and applicable information to member units and the Society through collaborative voice of the customer efforts.

Term

One year. July 1 to June 30.

Specific Duties and Responsibilities

- Work with the member unit leadership to set goals/metrics to support the business plan as they relate to voice of the customer data collection and analysis.
- Communicate/report to the leadership activities performed, status of performance against goals/metric set, etc. for voice of the customer data collection and analysis.
- Be an advocate for member value, satisfaction, and loyalty.
- Work with leadership to collect and utilize voice of the customer data to recommend appropriate programs and services.
- Download membership information monthly, or request data from appropriate section volunteer.
- Ensure that all members are being communicated to regularly and in accordance with their preferences.
- Receive updates from the Society Voice of the Customer Committee regarding survey tool and voice of the customer initiatives; facilitate member unit participation in collaborative surveys.
- Attend member unit leadership meetings and general membership meetings.
- Uphold Society Bylaws, Policies and Procedures, and Section Operating Agreement.

Qualifications

- Must be an ASQ member in good standing and a member of the member unit for which you are serving.
- Preferably will have served as a committee chair or other position within the member unit.
- Knowledge and experience in market research and statistical analysis helpful and desired.
- Preferably will have strong written and verbal communication skills.

Time Commitment

Approximately 3 hours per month (outside of leadership committee meetings).