

Discovering Customer Satisfaction: Information Management in Multi-Project Environment

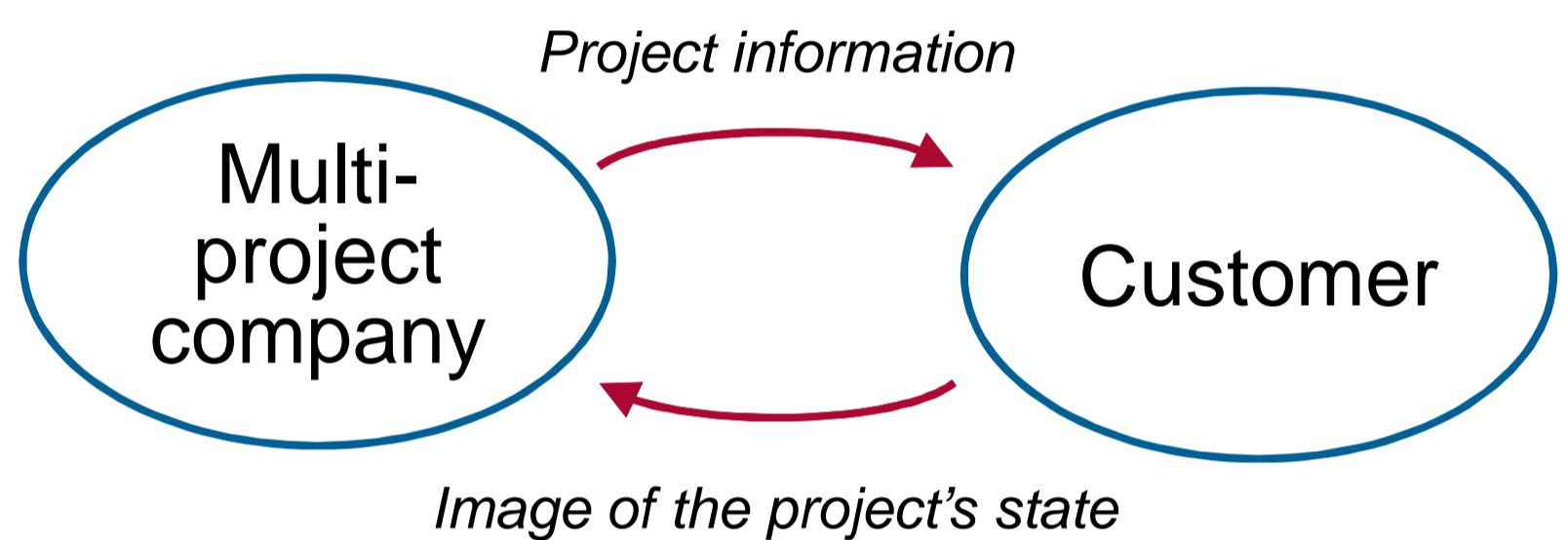
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Multi-project company

- A constantly changing mix of large and small projects
- Challenges in resource planning, prioritisation and monitoring
- Information overflow
- In housing business information management has been very traditional and technology-centered
- The main focus has been on cheapest price, not creating value to customers

Customer satisfaction

- Based on the information which a customer receive
- Information is mostly composed of the data gathered by information management tools
- Received information gives customers the perception of the project's state

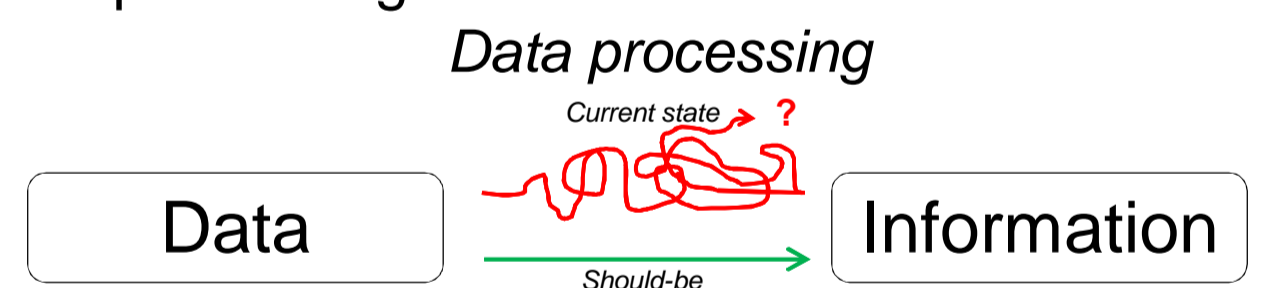


Research questions

- 1) How the elements of the information management which are affecting customer satisfaction could be found?
- 2) Which are those elements?
- 3) How they are affecting?

Hypotheses

- 1) Customer satisfaction would be better with better data processing



- 2) There is a connection between information management and customer satisfaction

Practical implications

- The aim of findings is encourage housing operators to develop information management methods.
- Companies must pay greater attention to the information which they provide to customers
- Customers' increased motivation improves project performance

Expected results

- There are elements of the information management which are more suitable to different situations and those elements could be identified
- Better knowledge of the real state of the project improves customers' commitment and satisfaction
- There are not only one way to manage project information and increase customer satisfaction at the same time

