

Abstract:**A Pilot Study on Measuring Customer's Satisfaction Level**

RQ: Determine the level of customer satisfaction of a company's products and services to obtain information on needed improvements.

Purpose: The purpose of measuring customer's satisfaction level is to obtain information directly from the final buyer that bought our product. The next step is to analyze the information obtained and to take the results into consideration to improve the working process in production and in other departments of the company.

Method: The method used for the pilot study to measure customer satisfaction was a short questionnaire that was given to 10 customers of our product and 10 completed questionnaires were obtained.

Results: The results showed the level of satisfaction of final buyers of roof tiles and roofs that the company has achieved through their products and services. The results facilitate the production, logistics, purchasing and sales department to obtain information on positive satisfaction levels and areas that need change. At the same time, the final buyer was identified (i.e., name, surname, address, and so forth), which up until now had not been.

Organization: The organization will save time and money in the future, because it will continuously measure customer satisfaction to improve production and other departments in the organization towards creating satisfied customers.

Society: Final buyers of roofs are, and will be, more satisfied with their decisions, because the organization carries out after-sales satisfaction levels.

Originality: The research was original, because up to this date the organization has not conducted research in such a manner.

Limitations: The pilot study used 10 completed questionnaires that represent a very small sample to make any generalizations.

Keywords: marketing, after sales communication, measurement of customer satisfaction, product, process improvement.