

SATISFACTION = PERCEPTION - EXPECTATION

RESPONSIVENESS — SPEED OF REPLY

COMMUNICATION — HOW READY PROJECT TEAM  
PROVIDED INFORMATION

COMPETENCY / PROFESSIONALISM — ABILITY OF THE  
PROJECT ORGANISATION  
TO DELIVER OUTCOME

COURTESY — THE STYLE OF TREATMENT  
RECEIVED BY STAKEHOLDERS

ACCESSIBILITY — THE EASE WITH WHICH INDIVIDUALS  
COULD BE IDENTIFIED & CONTACTED  
WHEN THE INFORMATION WAS REQUIRED

## MANAGEMENT OF EXPECTATIONS & PERCEPTIONS

	PROCESS	OUTCOME
EXPECTATIONS	PROVIDE SAMPLES OF PROCESS, DOCUMENTATIONS  DO NOT OVER PROMISE	DETERMINING REQUIREMENT  DO NOT OVER-PROMISE
PERCEPTION	PROVIDE REGULAR REPORTS OF PROGRESS	PROMOTE POSITIVE ASPECTS OF OUTCOME

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RESPONSIVENESS — SPEED OF REPLY

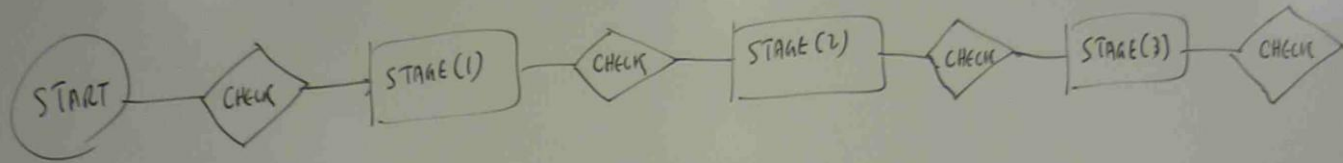
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④ STANDARD



MARKETING  
IDENTIFY  
CUSTOMER  
NEEDS

DESIGNER  
INTERPRETS  
MARKETING  
NEEDS  
BRIEF  
CONVERT IT  
TO  
PRODUCT  
DRAWING

ENGINEER  
CONVERT PRODUCT  
DRAWING TO  
MANUFACTURING  
INFORMATION

MANUFACTURING  
CONVERT  
THE INFORMATION  
TO PRODUCT

MARKETING  
INTERPRET  
THE REVISED  
PRODUCT TO  
SELLING OFF  
TO CUSTOMERS.