



**The Hong Kong Polytechnic University  
Department of Applied Mathematics**

**Seminar  
On**

**Research on the Compiling of  
SUFE Shanghai Customer Satisfaction Index**

**by**

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**Abstract**

On the basis of comparing various national and regional customer satisfaction indices, how to compile SUFE (Shanghai University of Finance and Economics) Shanghai Customer Satisfaction Index has been focused on. The questionnaire of SUFE shanghai customer satisfaction index has been designed. The index structure has been built. The method of collecting data and the way of sampling have been elected, and the way to estimate the parameters has been chosen. Based on the research, we made a survey in 2007. By use of the investigation data, we compiled the value of SUFE shanghai customer satisfaction index. Some suggestions about how to improve the quality of the investigation in the future have been discussed.

**Date : 25 April, 2008 (Friday)**  
**Time : 3:00 – 4:00 p.m.**  
**Venue : Departmental Conference Room HJ610  
The Hong Kong Polytechnic University**

**\* \* \* ALL ARE WELCOME \* \* \***