



Please Join Us!

## Listening to Your Customer-The Art and Science of Surveys

Craig Nelson, Sandia National Laboratories

We will touch on various customer listening posts then discuss customer experience surveys in detail. The survey process will be discussed within the framework of Plan-Do-Study-Act along with how to mitigate the effects of the four errors possible in any survey process. The attendee should leave with a basic understanding of the proper design, deployment, and analysis of customer experience and other surveys.

Craig Nelson is a Data Scientist at Sandia National Laboratories within the Assurance Data Sciences organization. Prior to this role he worked as a statistician for Presbyterian Healthcare Services for 25 years. He was involved with all survey research at Presbyterian and served as a consultant to the organization on statistical matters. He was an examiner for Quality New Mexico every year from 1997 to 2008 and was a member of the National Baldrige Board of Examiners in 2009 and 2010. Craig serves on the Albuquerque Quality Network Board of Directors. He holds a Bachelor's degree in Biology from Virginia Tech and Master's degree in Applied Statistics from the University of New Mexico.

**Wednesday, May 1, 2019**

**Coffee, Pastries and Networking at 7:00 a.m.**

**Seminar begins at 7:30 a.m.**

**Quality New Mexico Learning Summit**

**Isleta Resort & Conference Center , 11000 Broadway, Albuquerque, NM**

**Reservations are requested by Friday, April 26, 2019**

For more information and to register [www.AQNetwork.org](http://www.AQNetwork.org)

**Member Employees No Charge, Guests \$20.00**

## CORPORATE PARTNERS

<p>DIAMOND</p> 	<p>RUBY</p> 	
<p>SAPPHIRE</p> 		 
<p>TURQUOISE</p> 		