

Master's Thesis Assessment Supervisor's Report

Student's name: *Aitolkyn Abdigali*

MT Supervisor: *Ing. Pavel Ondra*

Acad. year: *2020/21*

MT topic: *Enhancement Opportunities for the Customer Service of the CIS Market in the Selected Company*

In criterion 1, assess the thesis topic difficulty.

Assess criteria 2 - 6 as follows:

5 points – excellent – outstanding performance

4 points – very good – high-quality performance

3 points – good – fulfilled without reserve

2 points – satisfactory – with significant but not crucial insufficiencies

1 point – sufficient – meeting basic requirements only

0 points – unsatisfactory

ASSESSMENT CRITERIA	Points
1. Thesis Topic Difficulty:	4
a) the analysed issue is complex	yes
b) data acquisition is demanding	yes
c) data processing is demanding	partly
2. Meeting the Thesis Objectives:	3
a) the thesis objectives are clearly defined	yes
b) the methods of thesis processing are clearly defined	partly
c) the presented thesis objectives correspond to the thesis topic	yes
d) the applied methods and procedures are suitable to meet the thesis objectives	yes
3. Theoretical Background:	5
a) the theoretical background includes a critical literature review	yes
b) the theoretical background is based on appropriately selected domestic and foreign literature sources (considering the relevance, topicality and type of publications)	yes
c) literature sources are quoted properly	yes
4. Practical Application – Analysis:	4
a) the practical application contains theoretical knowledge	yes
b) the chosen methods were applied accurately	yes
c) the application of methods is described sufficiently	yes
d) the thesis contains an overall assessment of the status quo	partly
e) conclusions of analyses are well-founded	yes

5. Practical Application – Project:	4
a) the project part of the thesis extends the theoretical knowledge	partly
b) the project part of the thesis is a follow-up to the analysis results	yes
c) the thesis provides conclusions and possible applications of recommendations	yes
d) suggestions are supported by fully adequate arguments	yes
e) the thesis includes the impacts of the recommendations	partly
f) the thesis meets the set objectives	yes
6. Formal Layout:	2
a) the text is logically sequenced	yes
b) the thesis provides appropriate terminology	yes
c) literature sources are quoted in compliance with a required standard	yes
d) the language level meets the requirements of Master’s thesis	yes
e) the graphic layout meets the requirements of Master’s thesis	yes
TOTAL POINTS	22

Overall thesis assessment and questions for the defence:
(Both the Master’s thesis supervisor and reviewer present their questions.)

The Master's Thesis deals with the issue of improving customer service in the selected company. Based on this, the author clearly elaborated a literature review focusing on customer service and CRM. The author used over 80 sources of various types, e.g. books, scientific articles and papers, or reports from renowned international companies, which I positively evaluate. The theoretical part forms a very good basis for the practical part. In the practical part, the author described and analysed the current situation of the customer service of the selected company. The author primarily focuses on the major customer service processes, and the analysis of them is logically supported by process models, which I evaluate very positively. Processing of the SWOT analysis is also positive, but some minor criticism - individual factors could be quantified to see how important each factor is; and I would not include the "Concentration on the developing countries" as an opportunity, as the company itself decides and takes steps to do so, so it is not an external factor. The analysis of the current situation, including the evaluation of customer and employee satisfaction, is very well elaborated. The only thing that could be improved is to enlarge the surveyed sample of customers. To improve the current situation and meet the objectives, the author proposed adequate recommendations based on improving customer service processes through Six Pillars of B2B Customer Experience Excellence, improving communication tools and increasing the use of digital customer support tools, including the economic evaluation and cost analysis of the proposed recommendations. The methods and procedures were chosen appropriately to achieve the objectives. The thesis has a logical structure and adequate connections. From the formal point of view, the header with paging is missing; however, in the last version to review, the header was there, so maybe it was deleted during some final corrections. The digital version of MT is missing the scanned submission page at the beginning of the thesis. And table 4 Customer Inquiries for CXPs should be in the attachment because it is too long, over few pages.

Questions:

- 1) How many customers in total did you ask to participate in the survey? Can you tell why only ten customers were involved?
- 2) From your point of view, what do you perceive as the most significant customer support issue in the selected company? And can you think of a way to solve it?

The contents of Master’s thesis handed over are identical with the electronic version entered in the IS/STAG. Based on the results, it was found that the thesis is free of plagiarism.

The thesis meets the criteria for the defence of the MT¹.

In Zlín on: *August 26, 2021*

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Signature of Master's thesis supervisor

¹ *The thesis does not meet the criteria for the defence of the MT if at least one criterion is assessed by 0 points.*