American Society for Quality (ASQ)
Baltimore Section 0502
Virtual Meeting – Program and Tutorial
December 2, 2025

Program: **Customer Loyalty and Retention – Janet P Nelson SSBB**
Tutorial/Workshop: **Developing Surveys That Work**

Program (0.1 RUs)	
TOPIC:	Customer Loyalty and Retention – Why Satisfaction Isn't Loyalty and Why Most Surveys Don't Work.
OVERVIEW:	Many-to-most satisfaction surveys miss the mark when it comes to gleaning useful information from their client or customer (or employees!). Knowing the key ins and outs of creating a device which actually senses the true Voice of the Customer and the degree to which they are loyal, is critical. This presentation focusses on a number of ready-now tools to develop useful surveys.
SPEAKER:	Janet Nelson is a consultant in the areas of process and quality improvement, and specializes in customer retention. She holds an MS in Systems Engineering from Rochester Institute of Technology and has held senior leadership positions at Xerox, Eastman Kodak, and Innotex Precision Ltd. Janet is a senior member of ASQ and the founder and president of The Business Improvement Experts, which holds the trademark for Pre-Emptive Six Sigma ©; Tools for Avoiding Unintended Consequences. Janet is located outside of Rochester NY.
Tutorial (0.1 RUs)	
QUALITY TOOL OF THE MONTH:	Customer Satisfaction and Loyalty Surveys: That Work
OVERVIEW:	In this section we will look at a variety of surveys and apply the program learnings. For those attendees who pre-submitted a survey we will (after removing identifying references) provide an assessment of its strengths, weaknesses, and suggestions for can be done to mitigate any weaknesses identified.

DISCLAIMER

The views and opinions expressed by the speakers are those of the speakers/authors and do not necessarily reflect the official policy or position of ASQ or ASQ Baltimore Section 0502.

SCHEDULE

LOCATION:		**Virtual Meeting** **Please see "Directions" for instructions to join the meeting.**
TIME:	**6:00 p.m. to 6:15 p.m.**	**Sign-in**
	6:15 p.m. to 6:30 p.m.	**Welcome, Section Announcements & Updates**
	6:30 p.m. to 7:15 p.m.	**Speaker Introduction, Program**
	7:15 p.m. to 7:30 p.m.	**Break**
	7:30 p.m. to 8:15 p.m.	**Tutorial**

	8:15 p.m. to 8:30 p.m.	**Closing remarks. Adjourn**

COST and REGISTRATION

COST:	**No cost for all virtual attendees**.
REGISTRATION	**Advance registration is required.** It provides us with a means to contact you directly with instructions to log-in to the meeting, and any changes or updates**. Please register no later than (NLT) noon, Sunday, November 30, 2025.** **Accessing Registration Link:** **Baltimore Section Members and Nonmembers:** Please access the announcement at myASQ Events **https://my.asq.org/events/calendar** (events are listed in order of date), open the announcement and select the link to register. Complete and submit the form. You will receive an email after you register confirming successful registration and the link to join the meeting. If you do not receive the confirmation email within 15 minutes of submitting registration, please check SPAM folders; if still not received, please resubmit your registration. Please ensure your email address is correct. If you need to **CANCEL**, or have **technical difficulties during the meeting**, please send an email to: **ASQBaltimore@sections.asq.org**. In the event of meeting cancellation for any reason, the website will be updated with the status by 2 p.m. on the day of the meeting. We will also attempt to notify you using the contact information provided in your registration. We will distribute a meeting receipt and a survey link shortly after the virtual meeting. Please complete and submit the survey. Your feedback will allow us to continue to serve the needs of our members.

PHOTO RELEASE FORM

By registering for this meeting, I hereby grant permission to ASQ Section 0502 to use photographs and/or video and/or audio taken of me during section member virtual meeting on Tuesday, December 2, 2025, in publications, news releases, online, and in other communications related to the mission of ASQ.

DIRECTIONS

Instructions on how to log-in and join the meeting will be sent to (all those who have registered) **the email address you provided when you registered.**

Immediately after submitting your registration, you will receive an email from **"ASQ Baltimore 0502 Section**" confirming that your registration has been received.

This message will contain both instructions to join the meeting AND the log-in link.

We recommend that you log in **no later than fifteen minutes** before the start of the Meeting Announcements.
After you log-in for the meeting, please go to "Chat" and type your name as you entered it on your registration.

If you do not type your name into the "Chat, you will not receive a receipt for attending.

Please turn off all microphones and video when you join the meeting.
Instructions for log-in/joining the meeting:

Please ensure that you have downloaded the Microsoft Teams software to your device prior to joining the meeting.

2026 Meeting Schedule

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Member Dinner Meeting												
Date		10	10	14	12	9			8	13	10	1
Location		V	V	V	V	V			V	V	V	V
Section Leadership Committee (SLC) Meeting												
Date	20	17	17	21	19	16	21	18	15	20	17	
Location	V	V	V	V	V	V	V	V	V	V	V	

LOCATION KEY:
V = virtual
TBD = To Be Determined

Virtual Member Meetings
- Second Tuesday of the Month
- December Mtg: 1st Tuesday of the Month
- No meeting: January, July, and August

Section Leadership Committee (SLC)
- Third Tuesday of the Month
- No meeting December, summer meetings for Business Plan & Budget Planning
- Earn RUs for volunteering (large and small projects) Interested? contact a Board member or **ASQBaltimore@sections.asq.org**.

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