

EXTERNAL EXAMINER'S REPORT ON DIPLOMA THESIS

Name and Surname of Diploma Thesis Writer: mgr inz Sai Sivasankaran Palani

Topic of Diploma Thesis: Customer Satisfaction

Name and Surname of Supervisor: doc. Ing. Jozefína Simová, Ph.D.

Name and Surname of External Examiner: Ing. Julie Holendová

External Examiner: - Name of a company: EKO Broumovsko, s. r. o.

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	Excellent	Very good	Good	Failed
I. Assessment of the thesis topic and its writing:				
Thesis topic completion			X	
Application of implemented methods		X		
Analysis performed and its profundity			X	
II. Assessment of thesis content and structure:				
Clarity and coherence of thesis			X	
Currency of the topic, appropriate sources		X		
Processing of sources and acquired data			X	
Comprehensible and adequate conclusions			X	
Phrasing of writer's points of view			X	
III. Assessment of thesis style:				
Formal layout of thesis (i.e. text, tables, graphs)			X	
Style of thesis (i.e. use of formal language)			X	
Application of academic sources in native language, including bibliographic references and citations		X		
Application of academic sources of foreign authors, including bibliographic references and citations		X		

The evaluation for the diploma thesis in terms of meeting the thesis objectives, the application of implemented methods as well as suggestions for measures taken including formal layout will be stated in written (see the following page).

Questions and comments related to the diploma thesis defence:

- 1) Please choose the most appropriate recommendation for Spotify to enhance customer satisfaction based on the findings from your analysis. Give some details. Explain why you pick this one. Would this recommendation enhance customer loyalty?
- 2) Please stated limitations of the study. How would it be possible to continue in the study based on the current results of the thesis?

I recommend – ~~do not recommend~~* the diploma thesis for defence.

(*delete if not applicable)

Grade for the diploma thesis: g o o d

Date 18th August 2020

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Signature of thesis external examiner

Objectives and theoretical framework were clearly appointed. First chapter is dedicated to design of the study, problem statement, need and scope of the study, objectives of the study and conceptual of the framework. Second chapter is review of literature divided into seven subchapters namely: introduction, customer satisfaction, service quality, customer expectation, perceived value and customer loyalty. Spotify company profile can be found in the third chapter. Fourth chapter discusses in more details about user research methodology for e. g. about primary research data collection, sampling method, design of an questionnaire and also about analysis and tools used for the practical part from the theoretical point of view. Data analysis can be found in the fifth chapter. To analyse the data descriptive analysis and also inferential analysis were used. Findings and suggestions are given in the sixth chapter.

The results of the primary research are not apparently intertwined to the objectives of the diploma thesis. Therefore a clear summary of findings would be appropriate.

Formal layout, used grammar and spelling can be considered as the weakest part of the thesis.