

Measure and Master Relational Success

A Measurement Model and an improved way of working for Etro Vastgoedzorg

Summary

The client in this project was Etro Vastgoedzorg, a real estate maintenance company. Etro has a need for having and providing overview on client satisfaction, with the clients being several large housing corporations. To create this overview, the initial research was conducted on which factors were essential for the client satisfaction by performing interviews with several clients. These interviews and further research led to the conclusion that the relationship of both actors can be improved by a different way of working, but first there is a need for making steps in terms of building trust. This led to further research on building trust in inter-organizational relationships and concluded in a measurement model on relational success factors. To master these factors, a handbook has been made for implementing co-creation in the way of collaborating of the relationship. Both the measurement model and the implementation of co-creation have become building blocks for creating long term relationships, based on mutual goals and mutual trust. The conclusion of this research is that by using the two objects of measuring and co-creating, both actors (Etro and Client) can build actively and cooperatively towards improving their relation.

A 3 step model for building relational success

Step 1: Confront

Understand the value of relational success (the graduation report)

Step 2: Measure

Create a measurement tool for relational success factors (measurement tool)

Step 3: Master

Master the relational success factors by implementing co-creation (co-creation handbook)

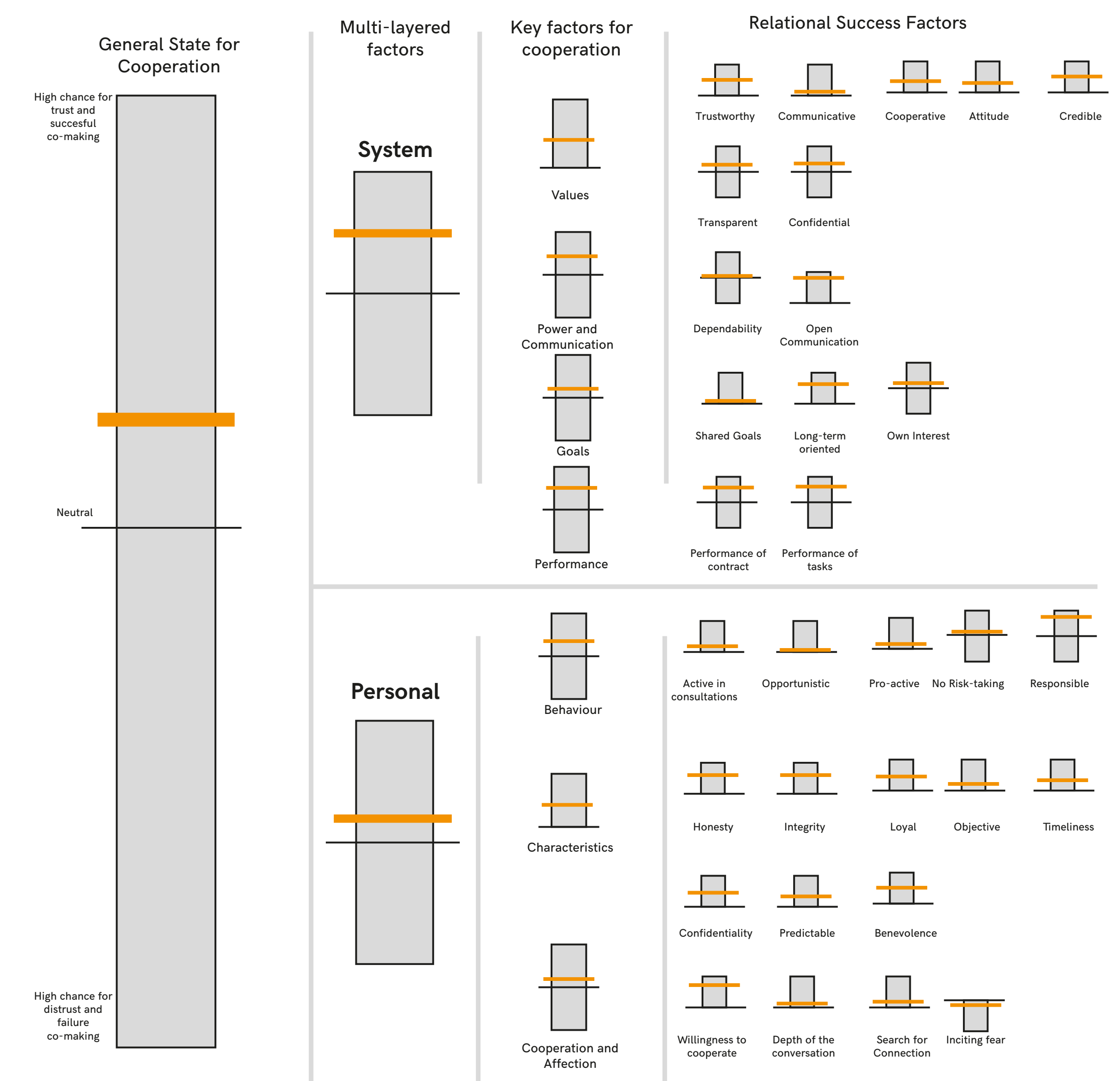


Figure 1. An adaptation of the model of A. Smolders (2018) for measuring relational success

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Towards Strategic Co-making at Etro: measuring
and mastering relational success factors
22-12-2021
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