Master Thesis ICT in Business
Internship at BMW
LIACS-Supervisor: Prof. Dr. Thomas Bäck

Topic: Customer Satisfaction Data Collection and Analysis

Customer satisfaction of course is a key topic of interest to an automotive company such as BMW. The internship will be focused on internal customer supplier relations. Measuring customer satisfaction by means of questionnaires has a long history in the automotive industry. Evaluating the resulting data, developing the appropriate metrics, and understanding the key drivers of customer satisfaction, however, are quite challenging topics and it is not obvious how to approach this.

Within this project, you will be involved with key questions such as the ones above, and working within a corresponding project group at BMW. The particular research question to be addresses will be developed during the first few weeks of your internship. Most of the work will be executed within the corresponding department at BMW in Munich. The company will pay a standard fee for internships which is usually sufficient to cover accommodation and living expenses in Munich.