



Customer Satisfaction Assurance - Sample Report

From month/day/year to month/day/year

Experience Measures

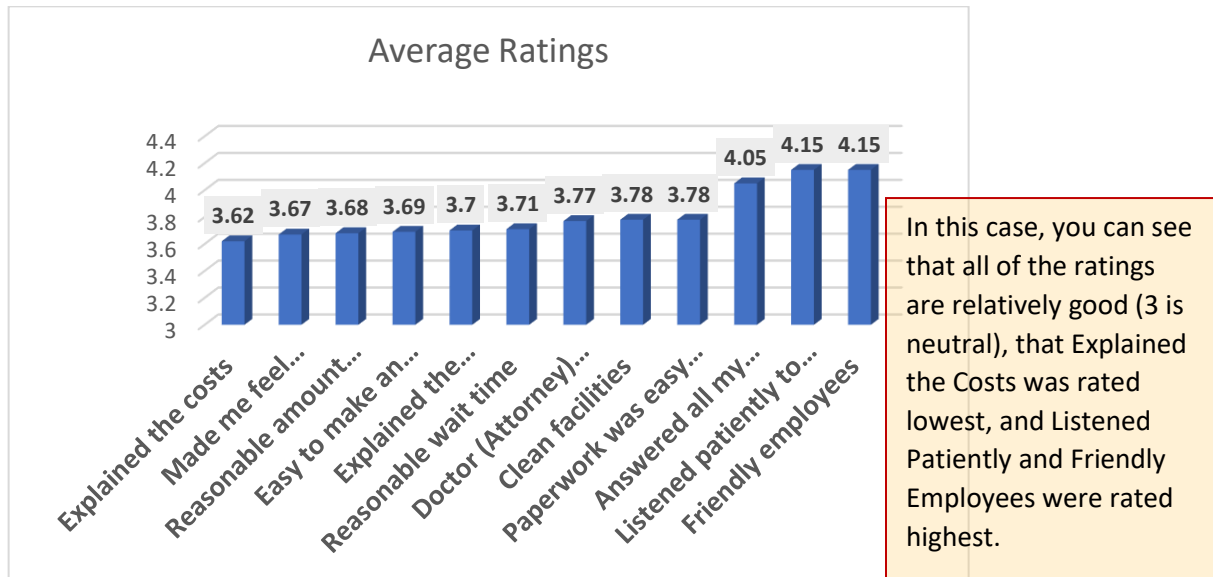
Every customer experience has many different components – employee interactions, customers searching for what they need, levels of customer service, how friendly and welcoming the staff is, etc.

These different components of the experience result in attitudes that influence what customers tell other people and their intention to come back again.

Each report begins with a summary of customers’ ratings of their experiences with the brand.

Customer Experience Measures – this section tells you about your customers’ experiences.

Average ratings of different aspects of customers’ experiences on a scale from 1 – 5, with 5 being best.

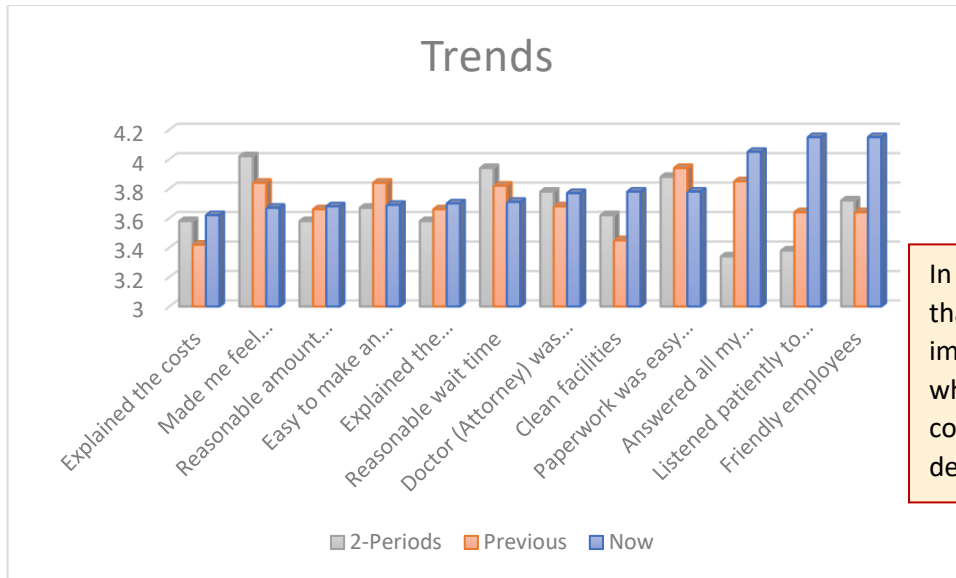


Attributes Measured		
Explained the costs	Listened patiently to my problem	Doctor (Attorney) was courteous
Made me feel comfortable	Explained the problem and procedure	Clean facilities
Reasonable amount of time	Reasonable wait time	Paperwork was easy to fill out
Easy to make an appointment	Friendly employees	Answered all my questions

Maybe even more important than customers’ ratings of their experiences is how those experiences are changing over time. Are they improving, declining, or static. If the brand ran a sales promotion, did it impact customers’ perceptions of pricing? If the brand did employee training, did it improve perceptions of knowledge, friendliness, or how easy it is to get assistance?

The next section of every report tracks customers' ratings over time.

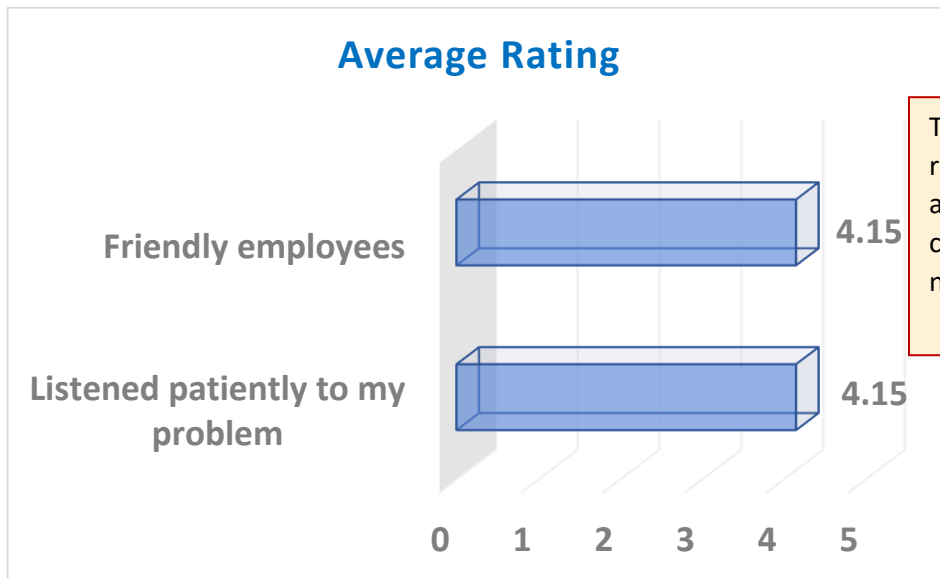
Customer Experience Trends – this section shows you how customer ratings have changed over time.



In this case, you can see that some ratings are improving dramatically, while “Made me feel comfortable” slightly declined.

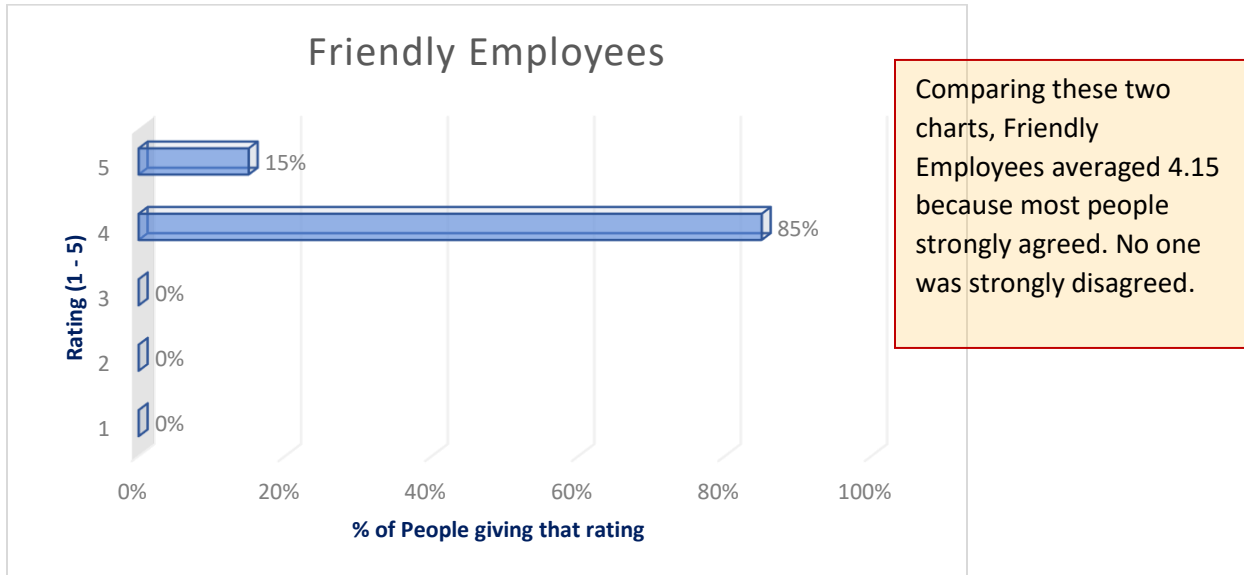
More Than Just Averages – averages tell you just that, the average of all the ratings. The problem is, two sets of ratings with the same average can mean two different things, so you have to look inside the averages.

In this case, we’re comparing the average ratings of Friendly Employees and Listened Patiently. They have identical ratings, 4.15 out of 5, so we might assume you are performing equally well and there is not much room for improvement. After all, 4.15 is a good score.

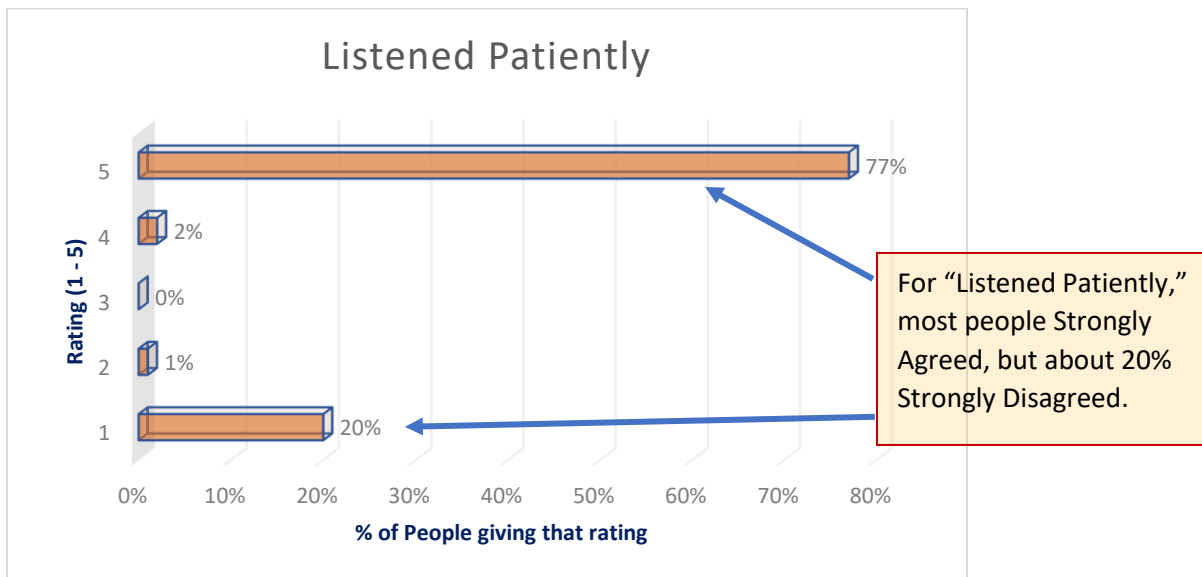


These two aspects received the same average score, but customers' attitudes are not identical.

The problem is, you can have the same average with two very different types of ratings. In this case 85% Agreed and 15% Strongly Agreed that employees were friendly.

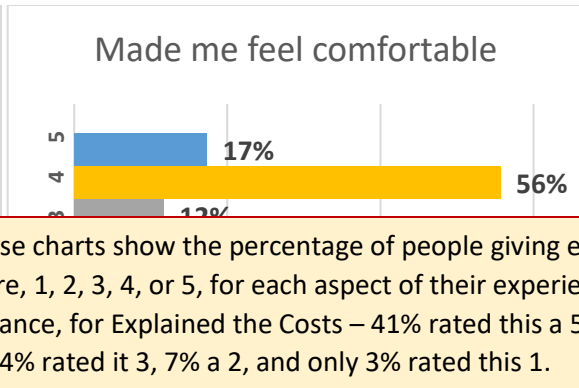
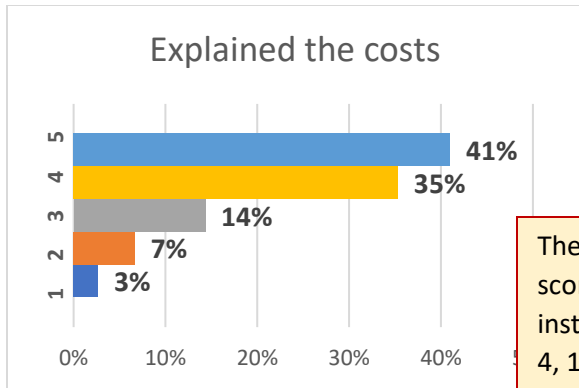


On the other hand, 20% of people Strongly Disagreed that the provider Listened Patiently, while 77% Strongly Agreed.

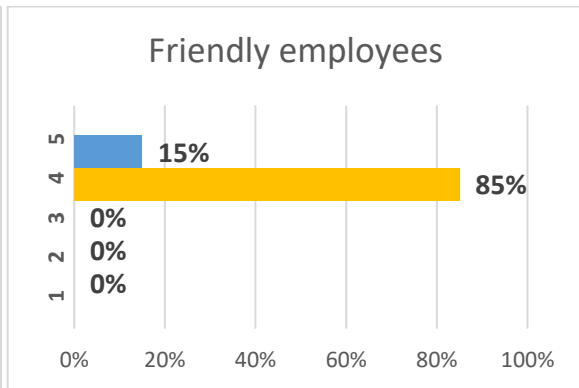
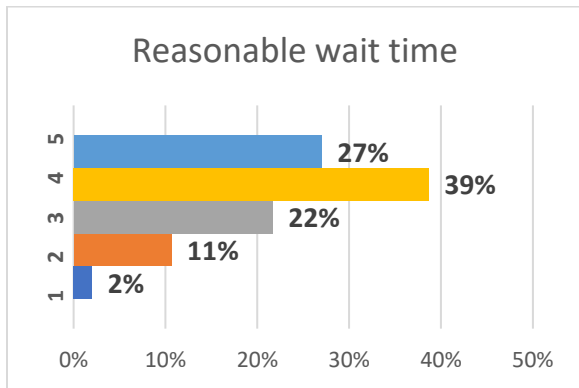
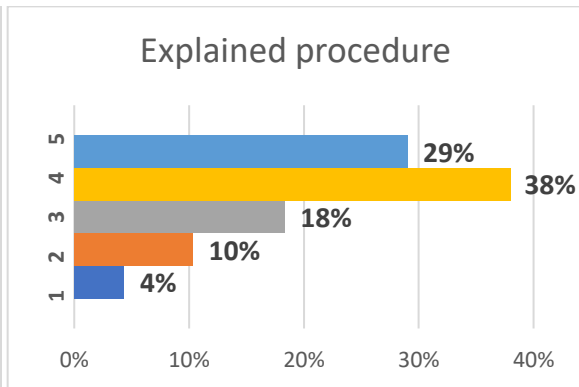
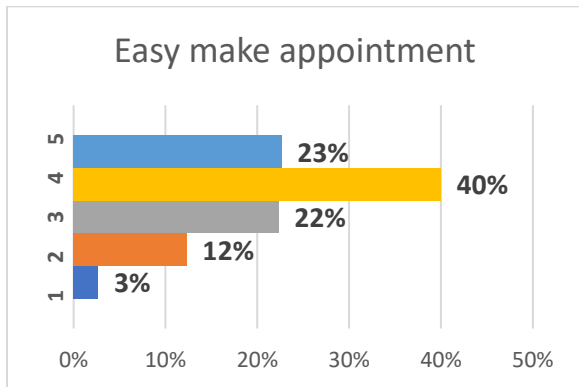
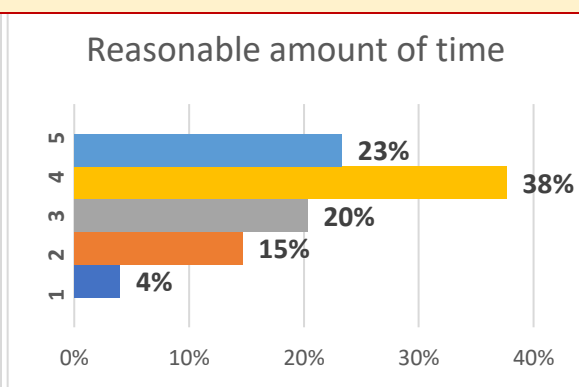
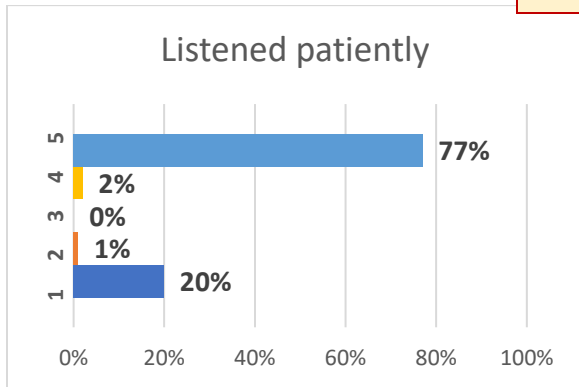


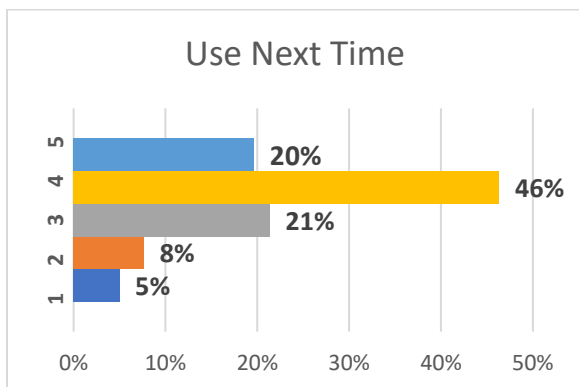
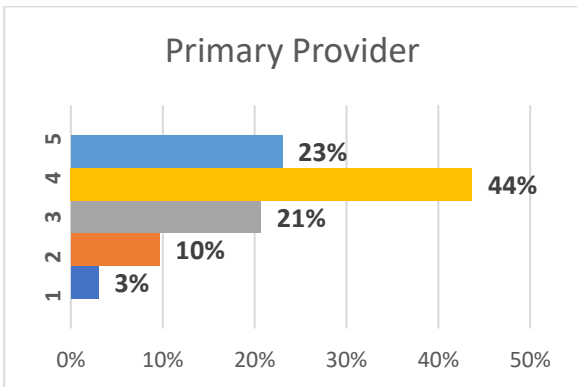
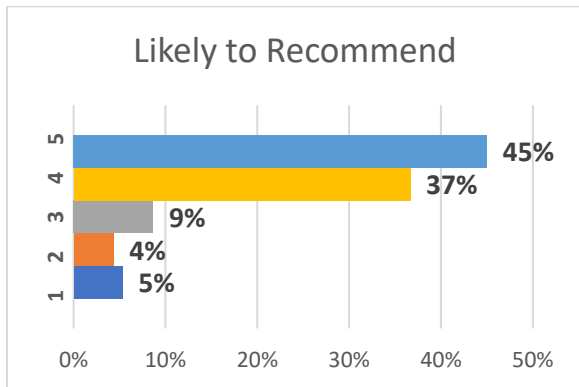
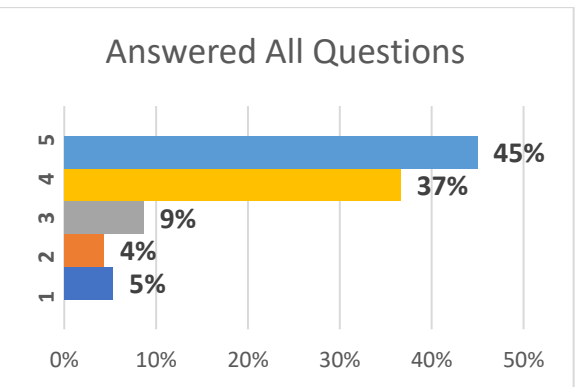
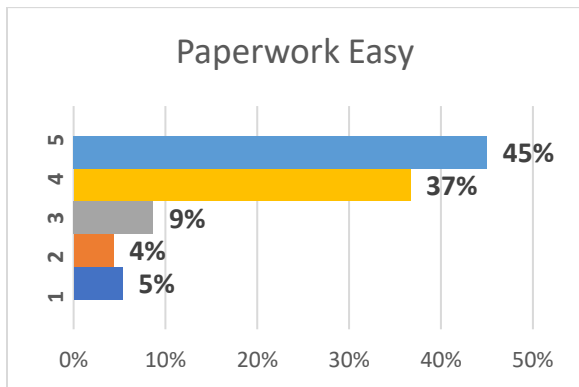
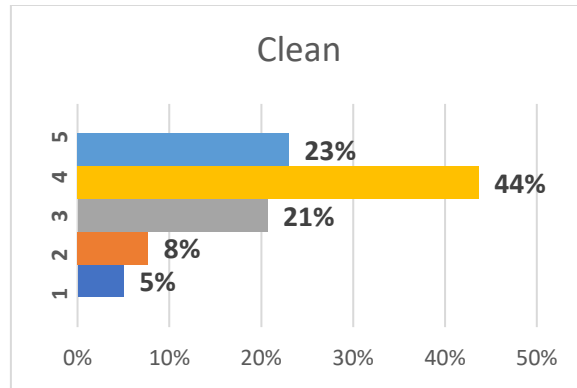
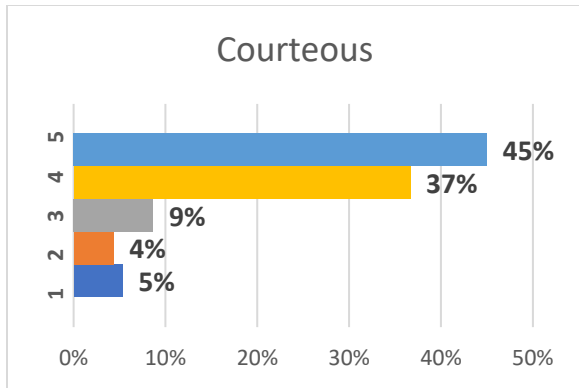
Everyone was pretty happy about employee friendliness, but 20% were very unhappy about listening patiently to their problems. This is why the analysis includes the pattern of responses for every rated aspect of the customer experience.

Rating Frequencies – the charts below show the results for each of the ratings. You can see what percentage of customers gave each score (1, 2, 3, 4, 5).



These charts show the percentage of people giving each rating score, 1, 2, 3, 4, or 5, for each aspect of their experience. For instance, for Explained the Costs – 41% rated this a 5, 35% rated it 4, 14% rated it 3, 7% a 2, and only 3% rated this 1.





Outcomes and Drivers

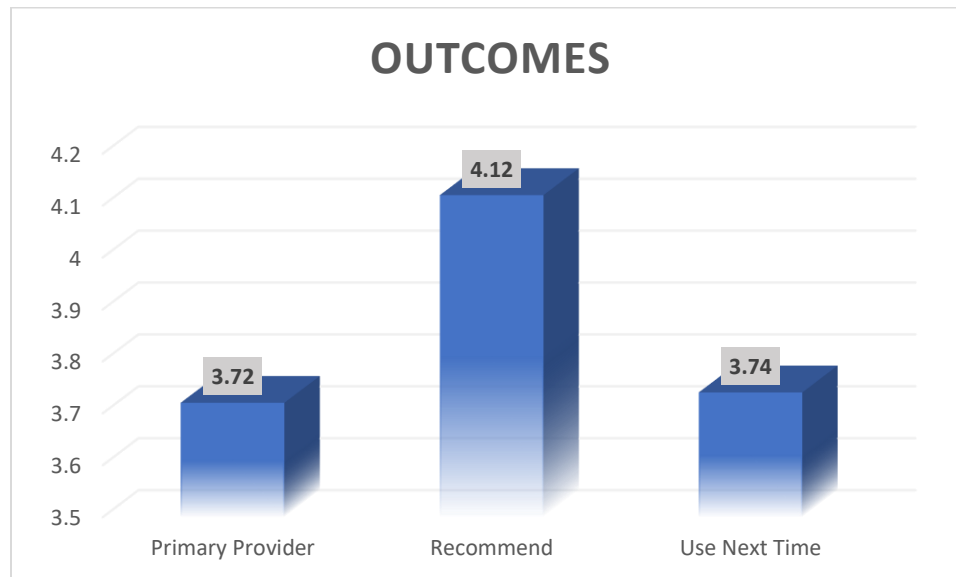
This study examines three major outcomes of customers' experiences –

Primary Provider – whether they consider this their primary brand for this type of service

Likely to Recommend – how likely are customers to recommend this provider to others

Use Next Time – how likely are they to use this provider the next time they need this service

This chart shows how the brand performed on the three major outcome measures.

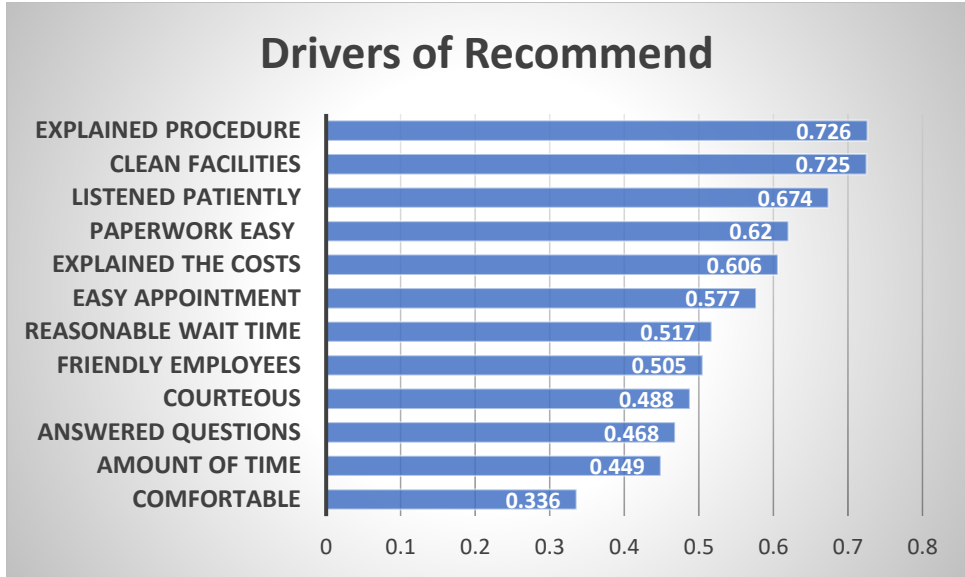


Drivers

The question is, which attributes of the customer experience influence these outcome measures? In other words, what changes in customers' experiences will have the greatest impact on future customer behaviors?

Research has found that one of the best predictors of future brand success is how likely customers are to recommend the brand to others. The key to building relationships with customers and getting them to the point that they actively recommend a brand to others is providing great customer experiences and getting them back to experience the fantastic service the brand provides. Some aspects of the customer experience influence their likelihood of recommending the brand more than others.

The chart below shows the relationship between different aspects of customers' experiences and the likelihood of recommending the brand to others. The numbers show the calculated correlation between the specific dimension of the experience and how likely they are to recommend the brand. It can range from 0 to 1, with a higher score indicating a closer relationship.

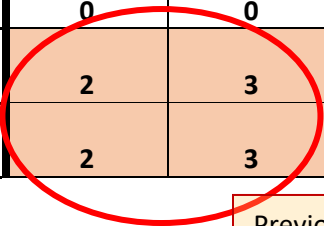


This chart shows you that the three biggest influencers of Likely to Recommend were Explaining the Procedure, Clean Facilities, and Listened Patiently. If a provider wanted to increase the likelihood of customers recommending them to others, improving ratings on these aspects of the customer experience would have the biggest impact.

Deeper Insights

Sometimes, there are insights hidden in the data that may be valuable information. In the table below it is clear that there are different client groups. **One group** is likely to use this provider the next time and sees them as their primary provider. **One group** tried this provider, but is unlikely to use them next time. Then, there is **a group** that doesn't yet see them as their primary provider, but intends to use them next time. Finally, there is **a group** that considers this provider their primary provider, but are unlikely to come back next time.

How likely are you to use Smile Dental the next time you need this service?						
		Very Unlikely	2	3	4	Very Likely
Smile Dental is my Primary Provider	Strongly Disagree	5	6	0	0	4
	2	0	17	0	2	4
	3	0	0	62	2	
	4	2	3	0	127	7
	Strongly Agree	2	3	0	0	54



Previously loyal clients who are not coming back!

Open-ended Responses

This section is designed to give customers the opportunity to express any suggestion, disappointments, or complaints.

What could this provider do to Improve?

(sample responses from actual customers)

- Allow online scheduling of appointments
- Reduce the wait times and get me in at my scheduled time
- Explain the billing more clearly
- Hold some appointment times for emergencies

I'd like to be contacted.

Name	Phone #	E-mail	Date completed
Janice Smith	(555) 123-4567	janice@noemail.com	??/??/????
Bill Brown	(555) 123-4567	bill@noemail.com	??/??/????
Sandy Smothers	(555) 123-4567	sandy@noemail.com	??/??/????
Carol Walker	(555) 123-4567	Carol.walker@em.com	??/??/????
Jerry Smith	(555) 123-4567	jerry@noemail.com	??/??/????

Discussion

Each report includes a brief discussion that points out any significant results which should be examined.

Experiences

All customers' experiences scored above neutral. The lowest scores were for:

- Explained the costs
- Made me feel comfortable
- Reasonable amount of time

The highest ratings were for:

- Listened patiently to my problem
- Friendly employees

Trends to Watch

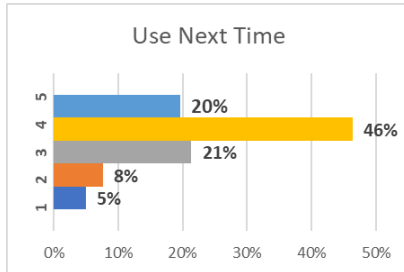
Trending down:

- Made me feel comfortable
- Reasonable wait time

Trending up:

- Answered all my questions
- Listened patiently to my problem
- Friendly employees

Outcomes



While all of the ratings for outcome measures were good, only about 20% strongly agreed that they would use this provider the next time. This may represent a significant opportunity for improvement.