



# Customer Satisfaction Assurance - Sample Report

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

## Experience Measures

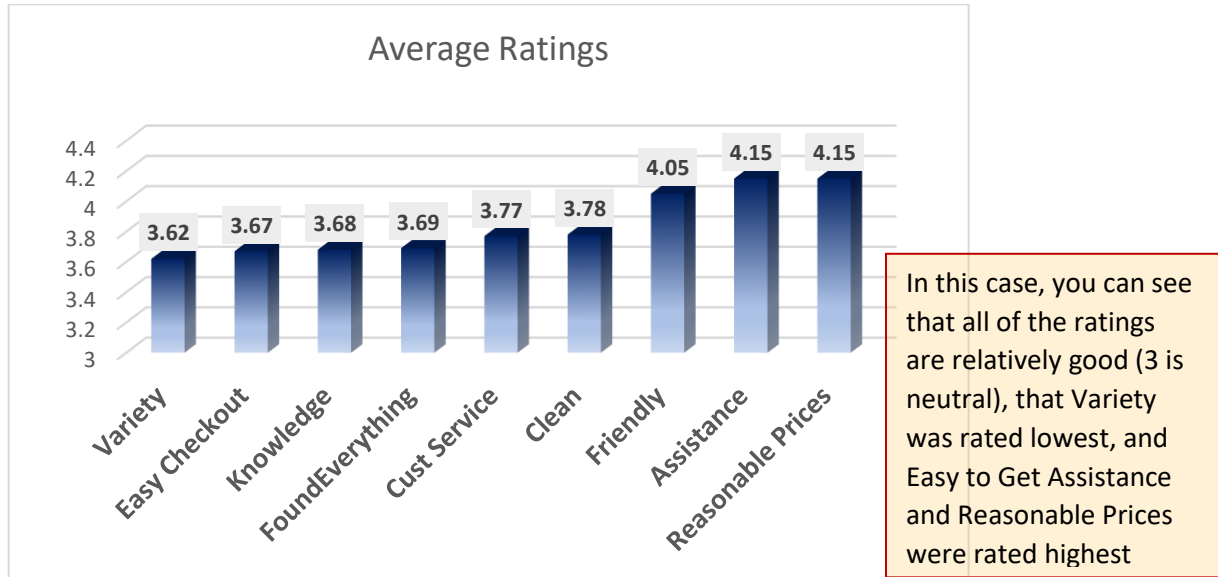
Every customer experience has many different components – employee interactions, customers searching for what they need, levels of customer service, how friendly and welcoming the staff is, etc.

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.

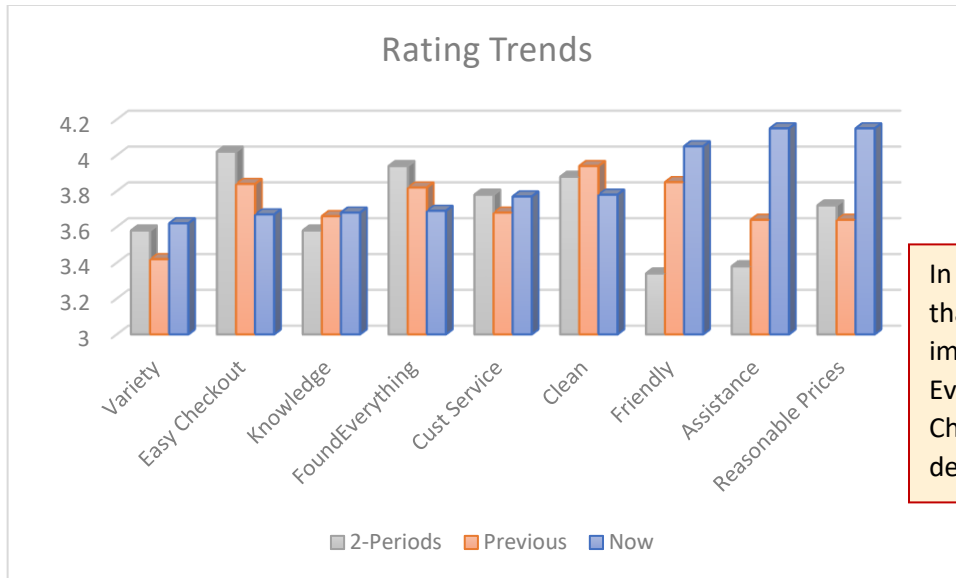


Attributes Measured		
Clean Facility	Customer Service	Easy Check-Out
Easy to Get Assistance	Found Everything I Needed	Friendly Employees
Knowledgeable Employees	Reasonable Prices	Variety of Products

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.

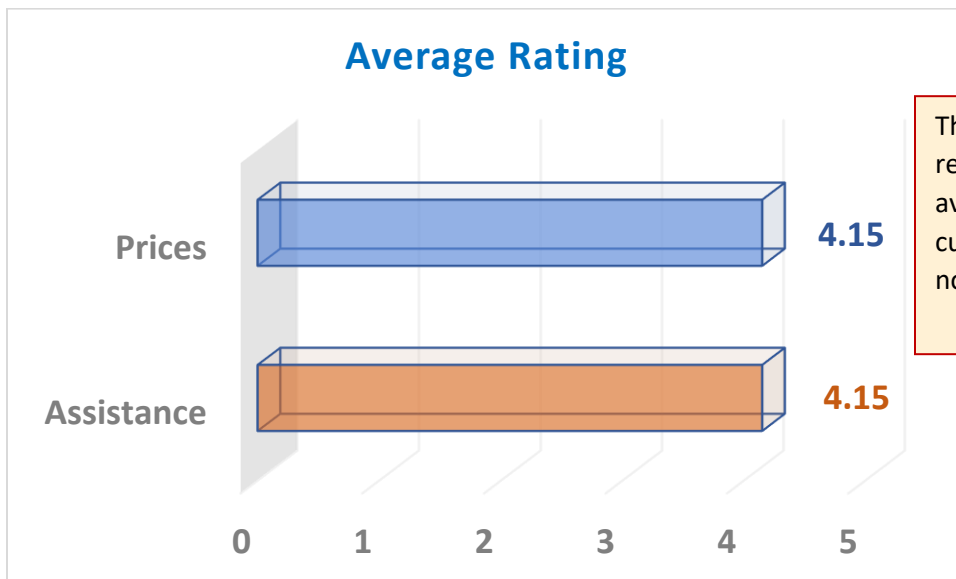
**Customer Experience Trends** – this section shows you how customer ratings have changed over time.



In this case, you can see that some ratings are improving, while Found Everything and Easy Checkout have 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 Easy to Get Assistance and Reasonable prices. 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.

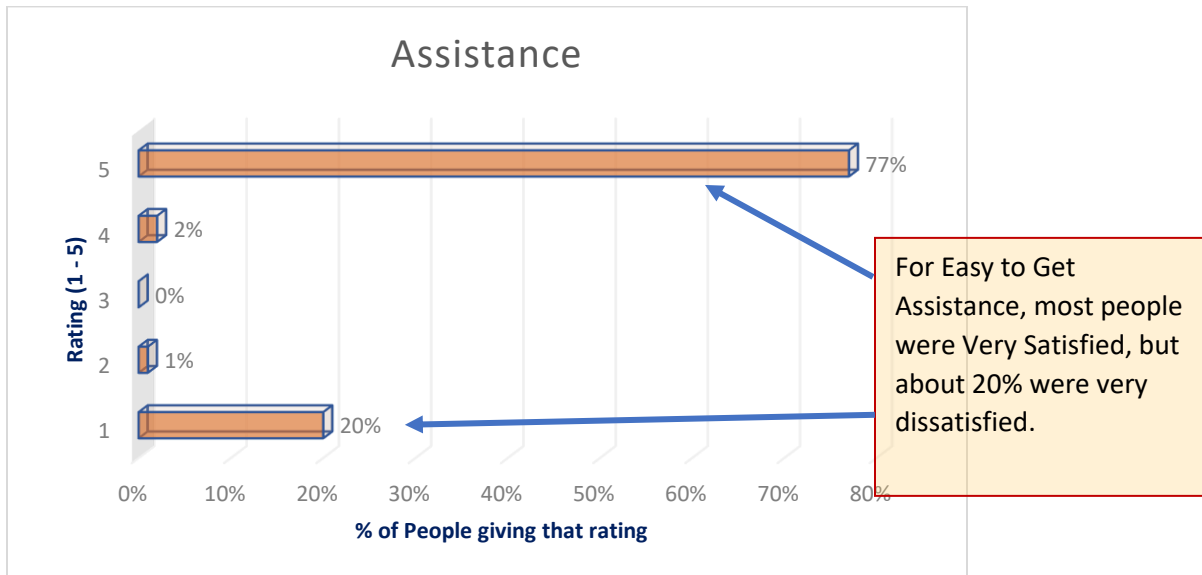


These two aspects received the same average score, but customers’ attitudes are not identical.

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 the brand has reasonable prices.

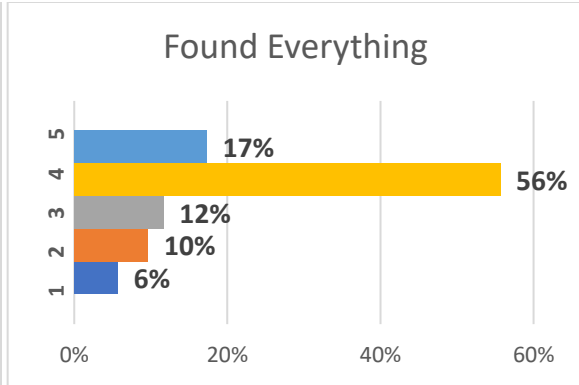
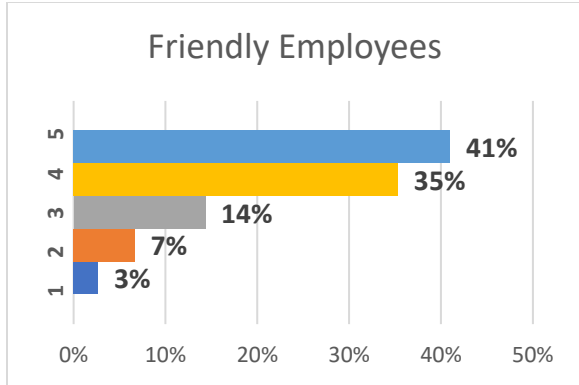


On the other hand, 20% of people Strongly Disagreed that it was Easy to Get Assistance, while 77% Strongly Agreed.

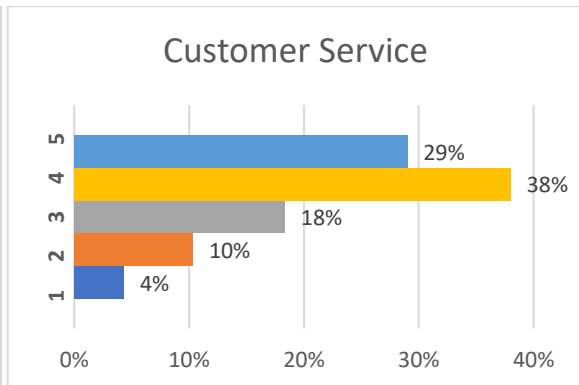
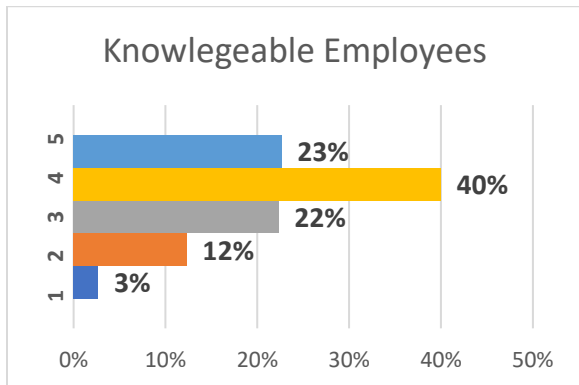
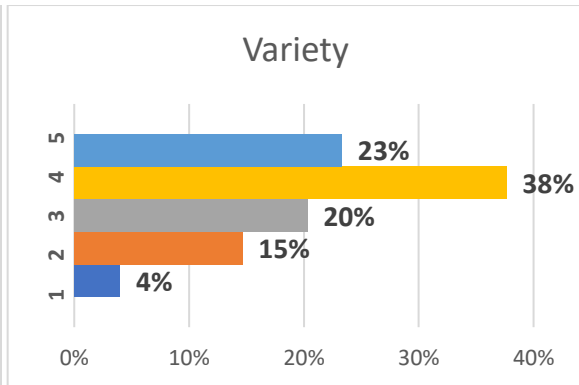
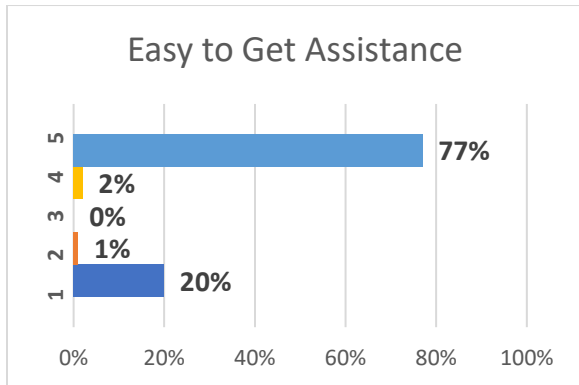


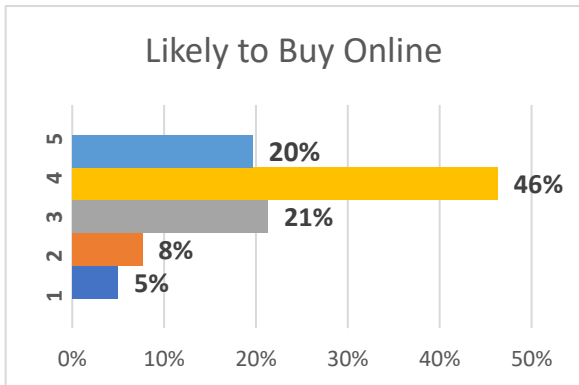
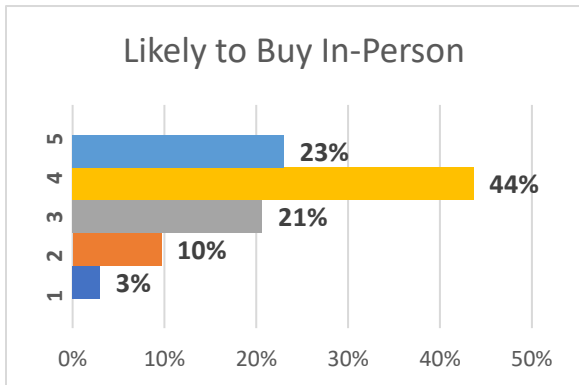
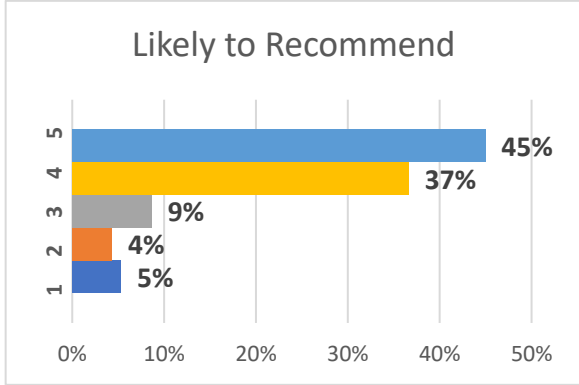
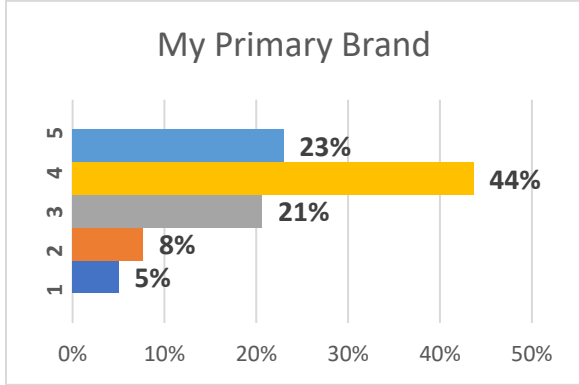
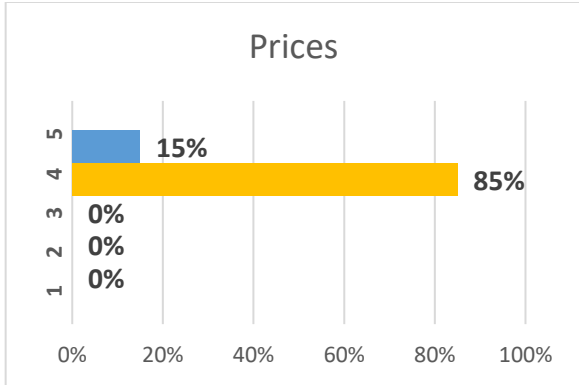
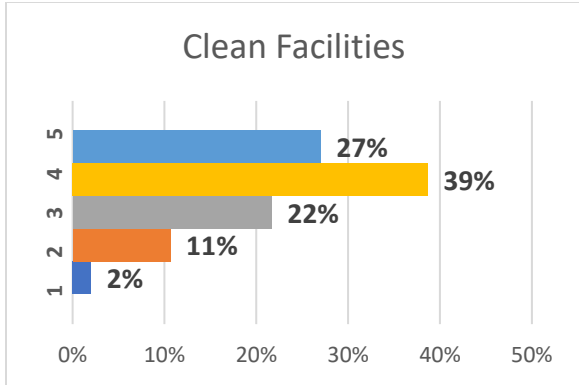
Everyone was pretty happy about the brand's pricing, but 20% were very unhappy about trying to get assistance. This is why the analysis includes the pattern of responses for every rated aspect of the customer experience.

**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 Friendly Employees – 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 four major outcomes of customers' experiences –

**Primary Brand** – whether they consider this their primary brand for the product category

**Likely to Recommend** – how likely are customers to recommend the brand to others

**Buy In-Person** – how likely are they to buy in-person from the brand in the next 30 days

**Buy Online** – how likely are they to buy online from the brand in the next 30 days

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

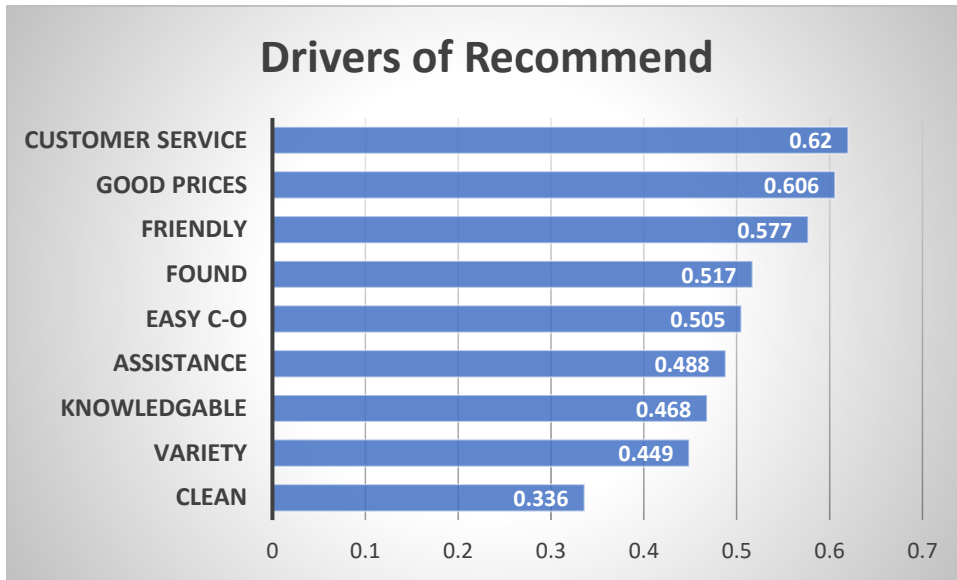


## Drivers

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 you provide. 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 Customer Service, Good Prices, and Friendly Employees. If a brand 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 buying groups **one group** is likely to buy online and in-person, **one group** is unlikely to buy either online or in-person, and then there is an **online group**, who are only likely to buy online and an **in-person group** that is only likely to buy in-person.

		How likely are you to buy <b>In-Person</b> from Brand X in the next 30 Days?				
		Very Unlikely	2	3	4	Very Likely
How likely are you to buy <b>Online</b>	Very Unlikely	5	6	0	0	4
	2	0	17	0	2	4
	3	0	0	62	2	
	4	2	3	0	127	7
	Very Likely	2	3	0	0	54

## Open-ended Responses

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

### What could Brand X do to Improve?

(sample responses from actual customers)

- It’s hard to find a parking place in the morning
- There should be a better selection of shipping options
- It takes too long to get items I’ve ordered in the store
- I ordered several items shipped to the store and was never notified when they came in. When I came in to pick them up, they couldn’t find some of them

### I’d like to be contacted.

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

## 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:

- Variety
- Ease of Checkout
- Found Everything

The highest ratings were for:

- Friendly Employees
- Easy to Get Assistance
- Reasonable Prices



### Trends to Watch

Trending down:

- Easy Checkout
- Found Everything

Trending up:

- Friendly
- Easy to Get Assistance
- Reasonable Prices

### Outcomes

While ratings of Favorite Brand, Likely to Buy Online, and Likely to Buy In-Person are all well above neutral, for all of these only about 1/5 of customers are rating them 5/5. This may represent a significant opportunity for improvement.

