



Customer Satisfaction Assurance - Sample Report

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

Experience Measures

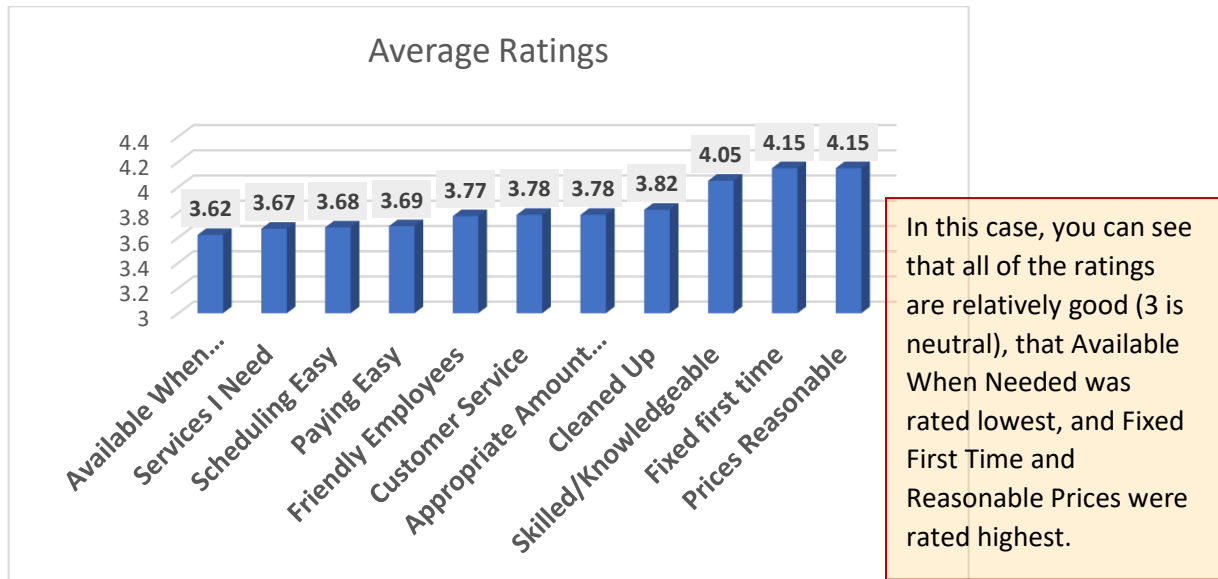
Every customer experience has many different components – employee interactions, customers searching for what they need, levels of customer service, how friendly and welcoming the staff is, etc.

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.

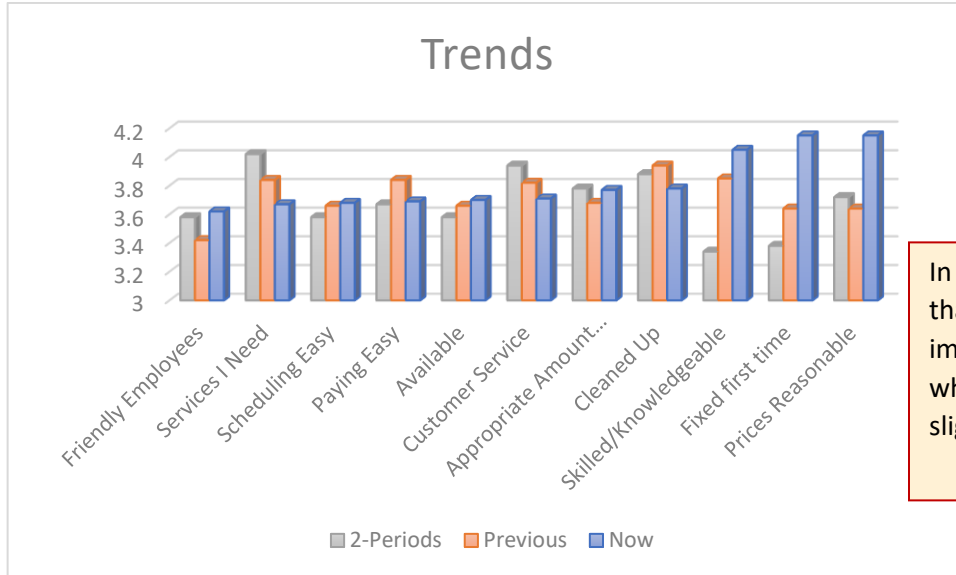


Attributes Measured		
Appropriate Amount of Time	Available When I Needed	Cleaned Up After
Customer Service	Fixed First Time	Friendly Employees
Paying was Easy	Prices are Reasonable	Scheduling was Easy
Had the Services I Need	Employees were Skilled and Knowledgeable	

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.

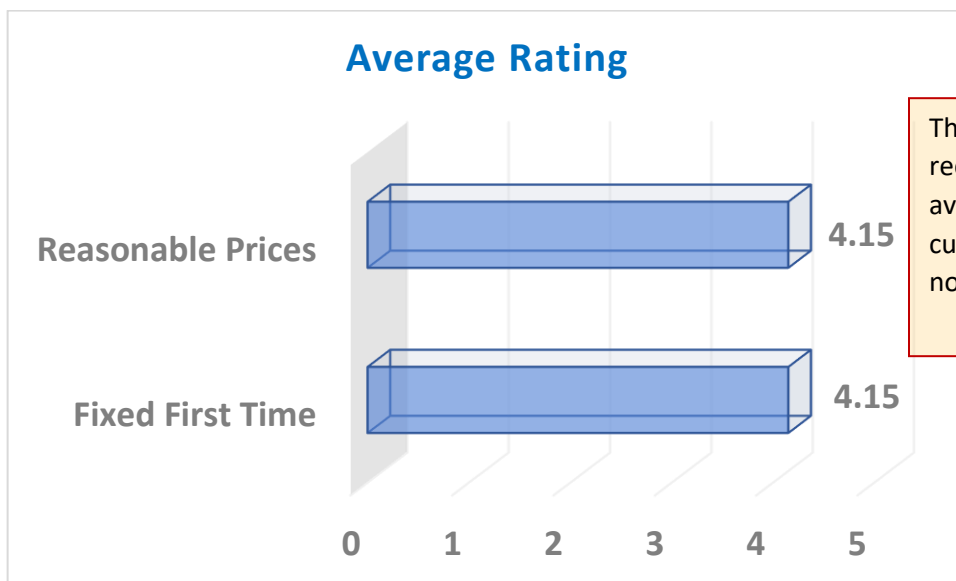
Customer Experience Trends – this section shows you how customer ratings have changed over time.



In this case, you can see that some ratings are improving dramatically, while Services I Need slightly declined.

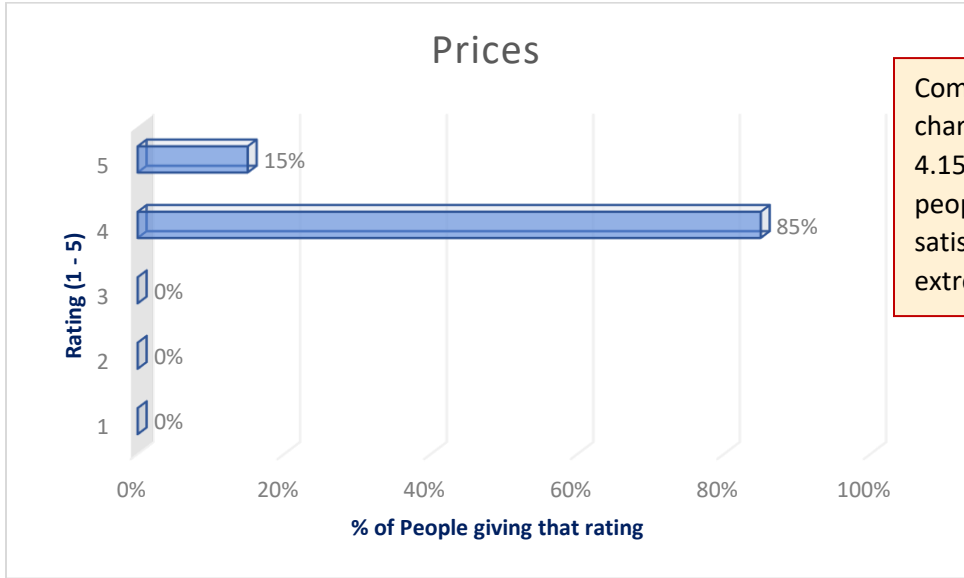
More Than Just Averages – averages tell you just that, the average of all the ratings. The problem is, two sets of ratings with the same average can mean two different things, so you have to look inside the averages.

In this case, we’re comparing the average ratings of Fixed First Time and Reasonable Prices. They have identical ratings, 4.15 out of 5, so we might assume the brand is performing equally well and there is not much room for improvement. After all, 4.15 is a good score.



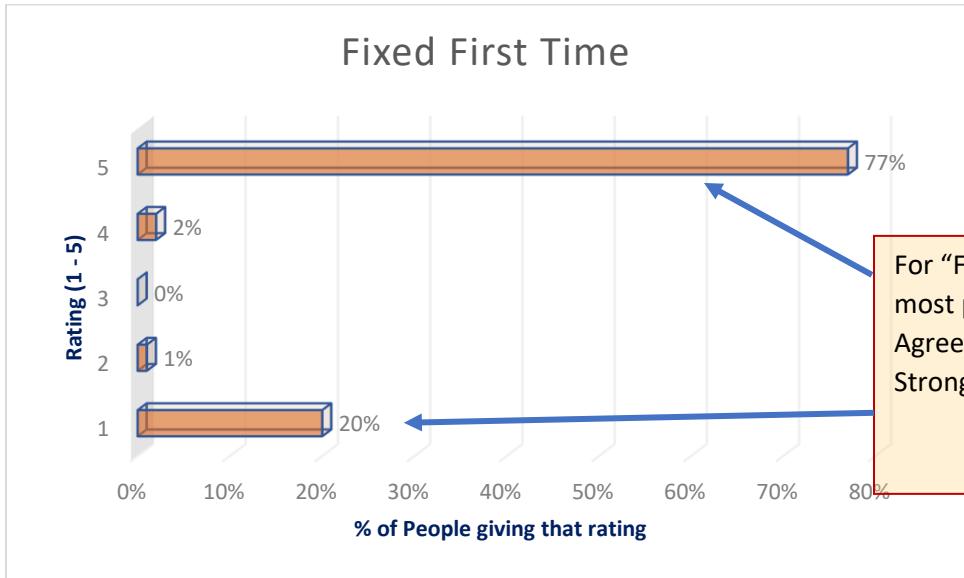
These two aspects received the same average score, but customers’ attitudes are not identical.

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.



Comparing these two charts, Prices scored 4.15 because most people were really satisfied. No one was extremely dissatisfied.

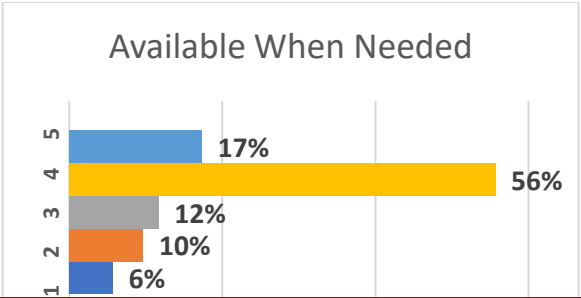
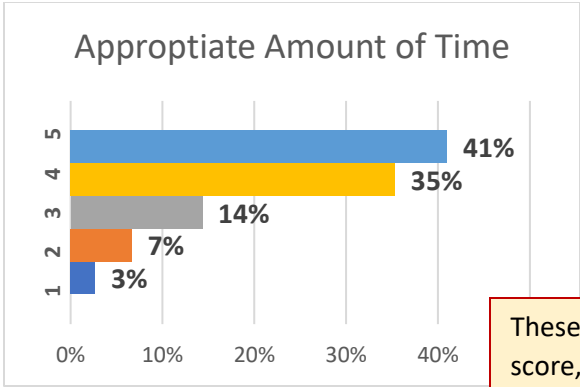
On the other hand, 20% of people Strongly Disagreed that the job was Finished When Promised, while 77% Strongly Agreed.



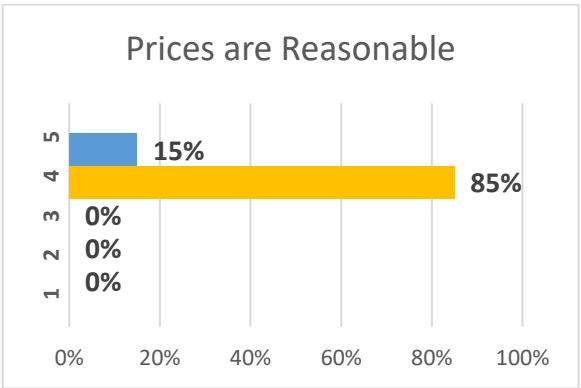
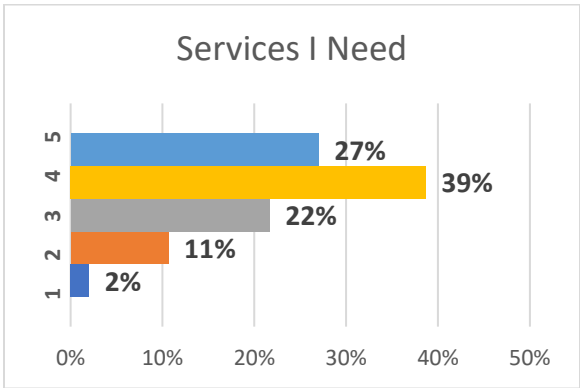
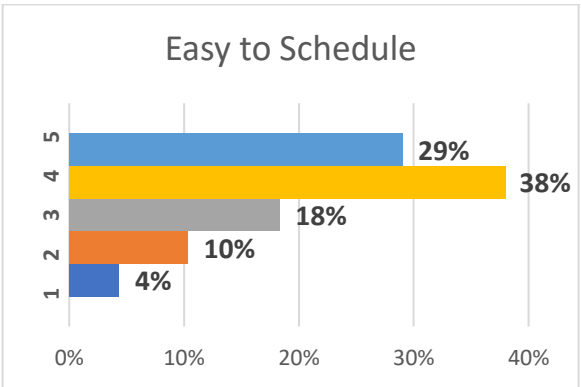
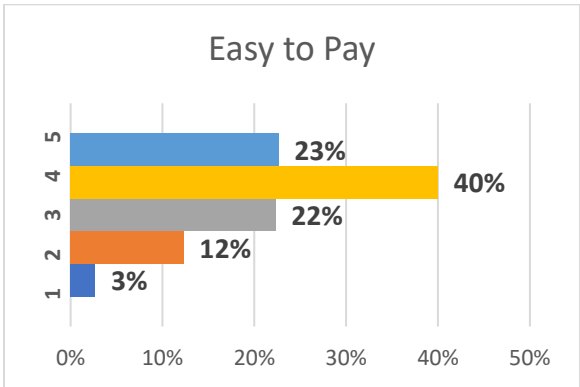
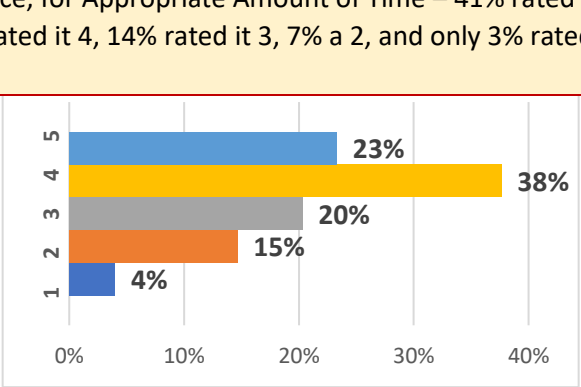
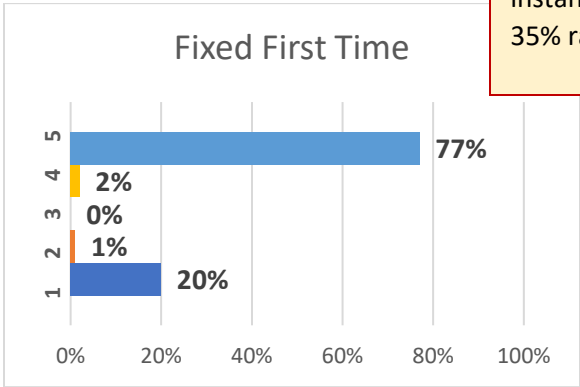
For "Fixed First Time," most people Strongly Agreed, but about 20% Strongly Disagreed.

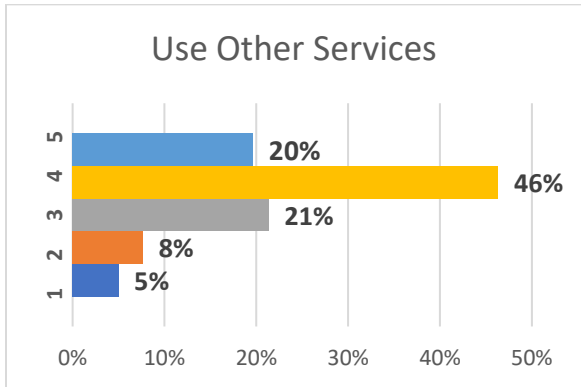
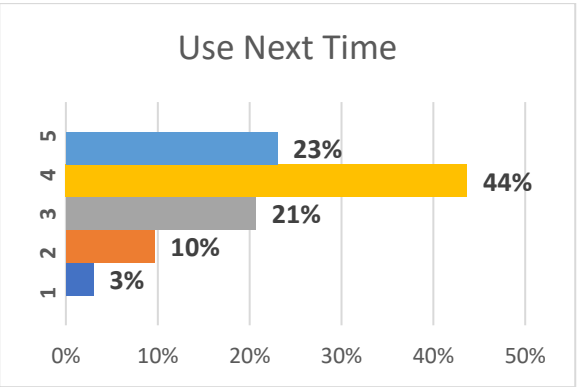
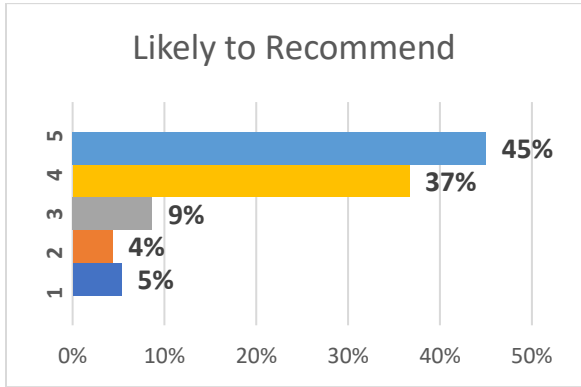
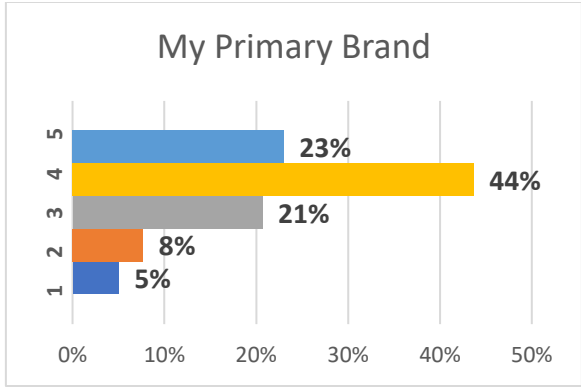
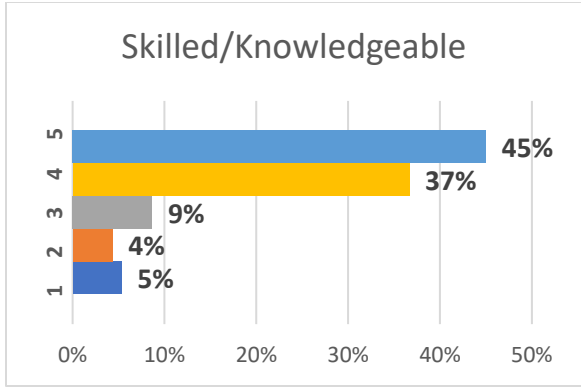
Everyone was pretty happy about the brand's pricing, but 20% were very unhappy about the problem being fixed on the first attempt. This is why the analysis includes the pattern of responses for every rated aspect of the customer experience.

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 Appropriate Amount of Time – 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 –

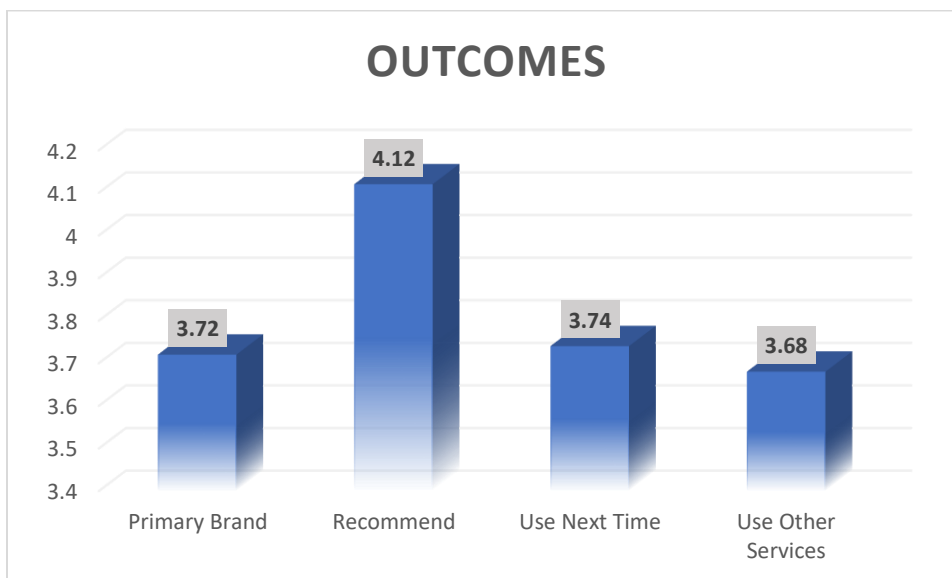
Primary Brand – whether they consider this their primary brand for this type of service

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

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

Use Other Services – how likely are they to use other services offered by this brand

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

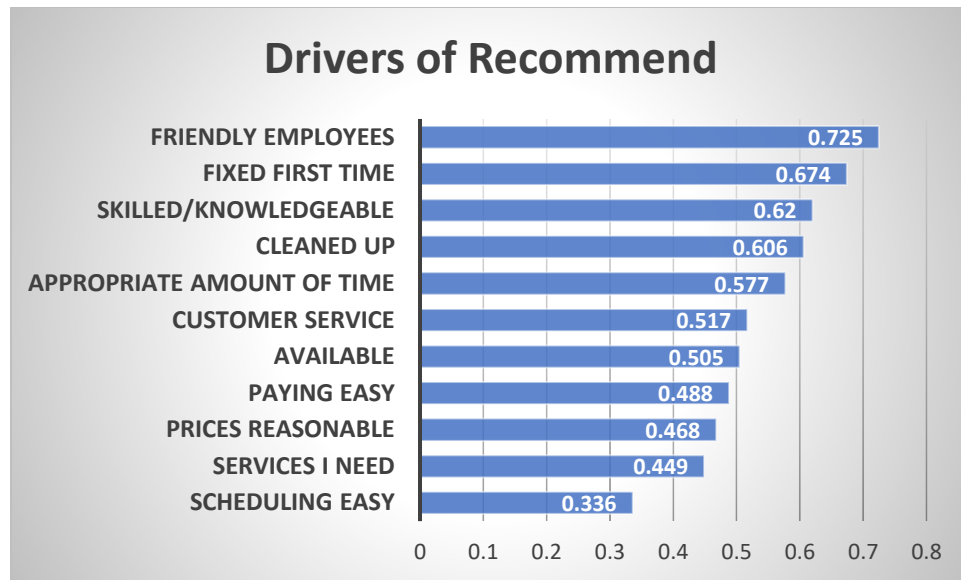


Drivers

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 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 Friendly Employees, Fixed First Time, and Employees were Skilled/Knowledgeable. 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 use X-Bar Services both for the same service and for different services they offer, **one group** is unlikely to use X-Bar Services for either the same or different services, and then there is a **Same Service Only group**, who are only likely to use the same service and an **Other Services Only group** that is only likely to use other services.

How likely are you to use X-Bar Services the next time you need this service?						
		Very Unlikely	2	3	4	Very Likely
How likely are you to X-Bar Services for other services they offer?	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 X-Bar Services do to Improve?

(sample responses from actual customers)

- Allow online scheduling of appointments
- Commit to a shorter arrival window, for instance between 10 and 12
- Return phone messages in a timely manner
- Inform customers of appointment changes by e-mail

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:

- Available When Needed
- Services I Need
- Easy to Schedule

The highest ratings were for:

- Fixed First Time
- Reasonable Prices

Trends to Watch

Trending down:

- Customer Service

- Services I Need

Trending up:

- Reasonable Prices
- Fixed First Time
- Skilled/Knowledgeable Employees

Outcomes

While average ratings of Use Next Time and Use Other Services were relatively high, only about 1/5 of customers are rating these 5/5. This may represent a significant opportunity for improvement.

