

# Process to Measure and Improve Customer Satisfaction



## Identify

baseline standards

Based on your most pressing business objectives, some research perspectives will be more important than others.

If gaining market share is key, rate your performance against the competition. But if marketing drives your business, then rate frontline performance against your brand and sales objectives. If loyalty determines growth, then compare your customers' expectations against their perceptions of you.

## Prepare

the research plan

The research plan assigns criteria, objectives, scenarios, and personas, and designs the questions used for surveys and interviews. The research plan also includes a means for auditing and indexing the data.

## Research

from key perspectives

Research is a two-part process: First, the data is collected and second, the research is scored.

The highest quality research collects both quantitative and qualitative facts. In addition, excellent research teases out the subtleties of what customers both say AND feel.

## Analyze

the data

Statistical comparisons along with narrative analyses identify and prioritize your gaps and opportunities. Both customer AND execution perspectives are addressed.

## Present

the results

To achieve consensus for next steps, the presentation demonstrates the analysis using graphs, charts, media-clips, and customer experience maps.

## Develop

optimization programs

Translating research results into improved performance, the development stage incorporates training programs, feedback systems, dashboard metrics, and content for frontline associates.