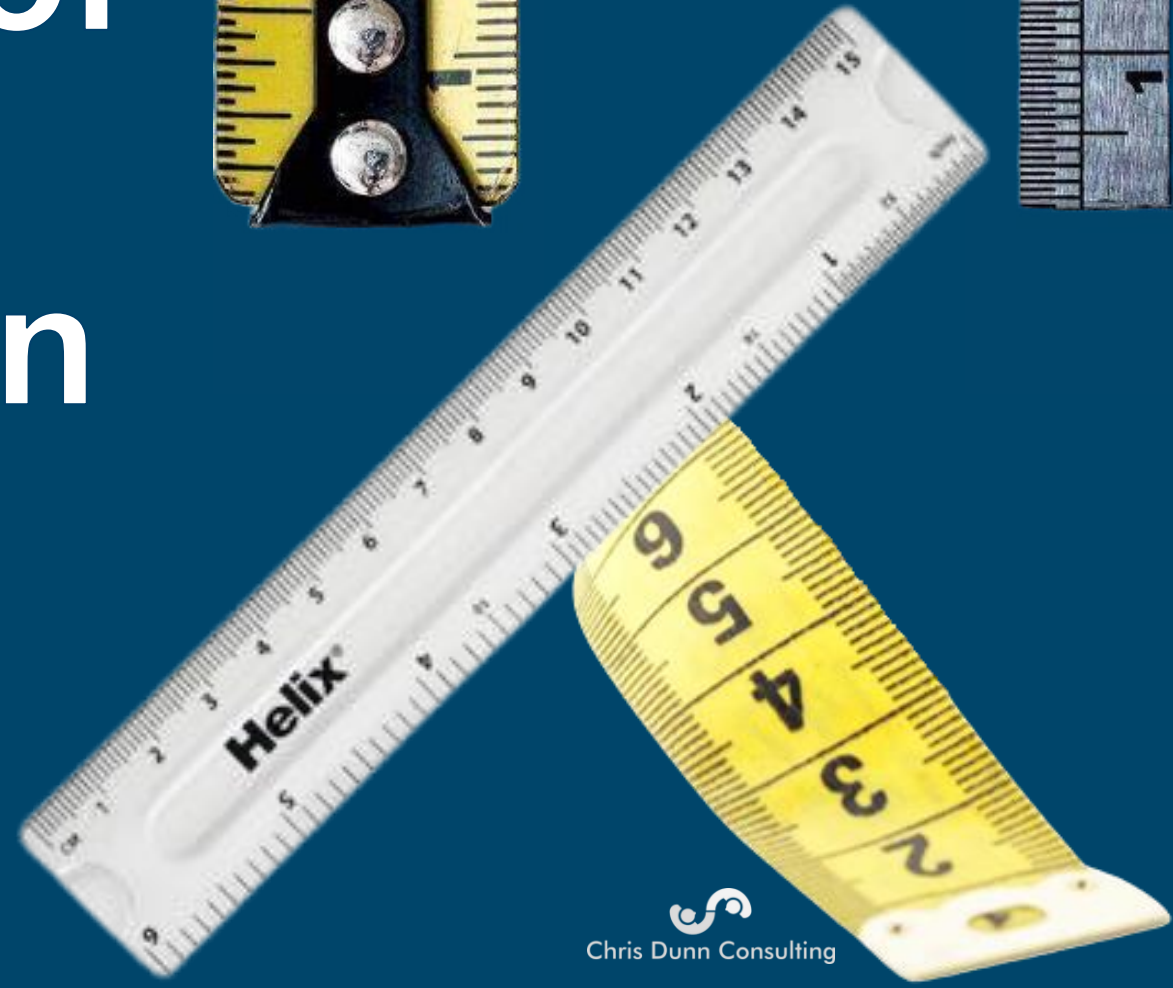


4

Measures of Customer Satisfaction



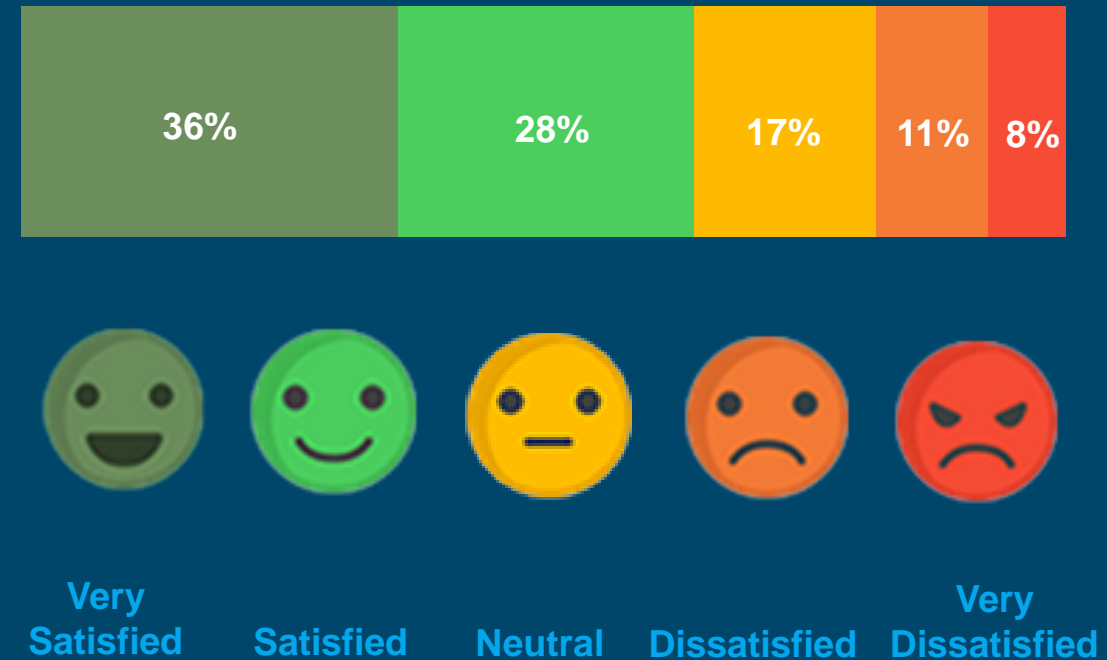
1. Customer Satisfaction (CSAT)

CSAT measures how happy customers are with a certain aspect of your product or service or with their overall experience with your brand.

CSAT is measured on a scale of 1 to 5 (very satisfied to very dissatisfied) with data collected from surveys at various points in the customer journey.

Your CSAT score is the percentage of respondents who are either 4 “Satisfied” or 5 “Very satisfied”.

On a scale of 1 to 5, how would you rate your overall satisfaction with the service you received?



2. Customer Effort Score (CES)

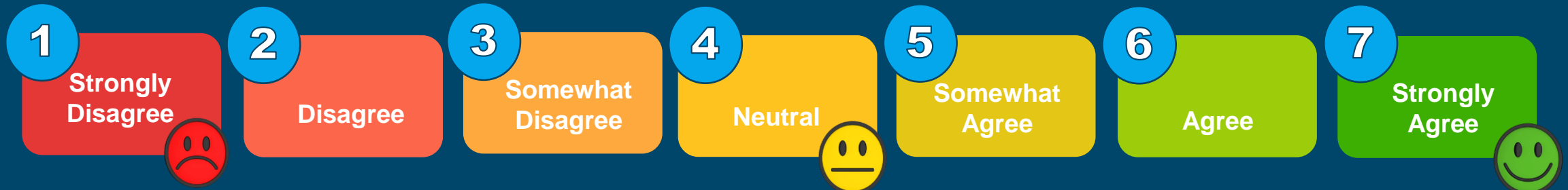
CES measures how easy it was for your customers to interact with your business (e.g. making a purchase or resolving an issue). The effort question is asked immediately after an interaction.

CES is usually calculated on a Likert scale by adding together all survey scores and dividing the result by the number of responses which yields a rating between 1 and 7*.

* Some companies use a scale of 1 to 5 to mirror CSAT, whilst others use a scale of 1 to 10 to align with NPS

To what extent do you agree or disagree with this statement?

“The company made it easy for me to resolve my issues”



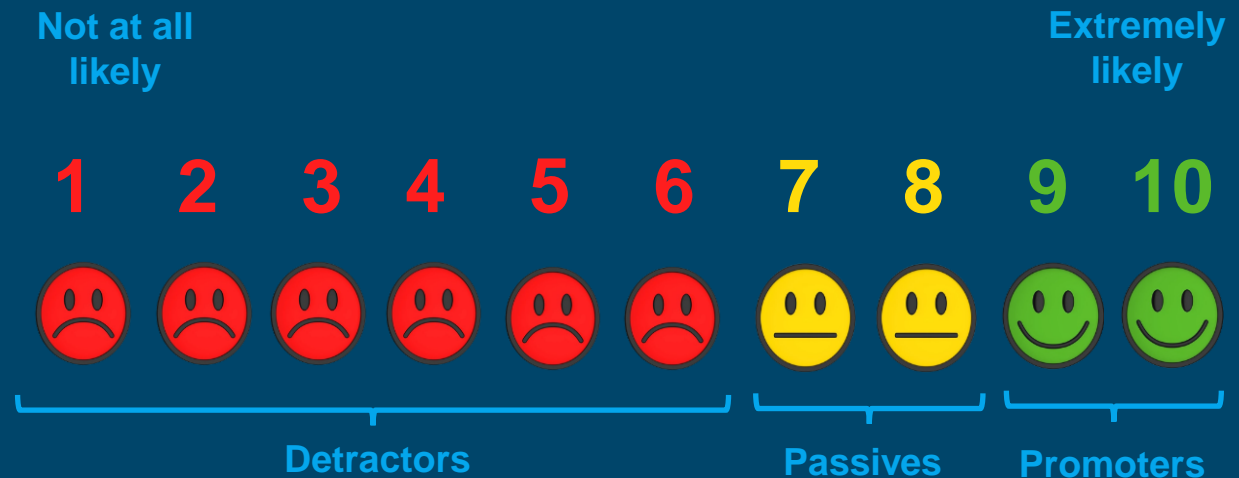
3. Net Promoter Score (NPS)

Net Promoter Score (NPS) measures on a scale of 1 to 10 (with 10 being most likely) how likely a customer is to recommend your brand, product, or service to someone else.

NPS is calculated by subtracting the percentage of detractors (people who rate you 9 or 10) from the percentage of promoters (people who rate you 6 or lower).

NPS is expressed as a percentage between -100% and +100%

How likely are you to recommend us to a friend or colleague?



$$\text{NPS} = \% \text{ 😊 } \text{Minus } \% \text{ 😞 }$$

4. Star Ratings

Star ratings are obtained by asking customers to go online and rate the product they have bought or the service they have received by selecting 1, 2, 3, 4 or 5 stars.

Useful for social proof and essential for e-commerce businesses, star ratings can be displayed on Google, Facebook or dedicated ratings sites such as Trustpilot, Feefo, and Bazaarvoice

Google

Reviews

Review summary



Which Measurements Do You Use?

Most businesses deploy a variety of customer satisfaction measurement methods.

CSAT, CES, and Star Ratings are used to understand short term customer satisfaction with your products and services.

You can also add an additional question such as “What could we do better next time?” to obtain specific, actionable feedback to help you deliver better products, services, and experiences in the future.



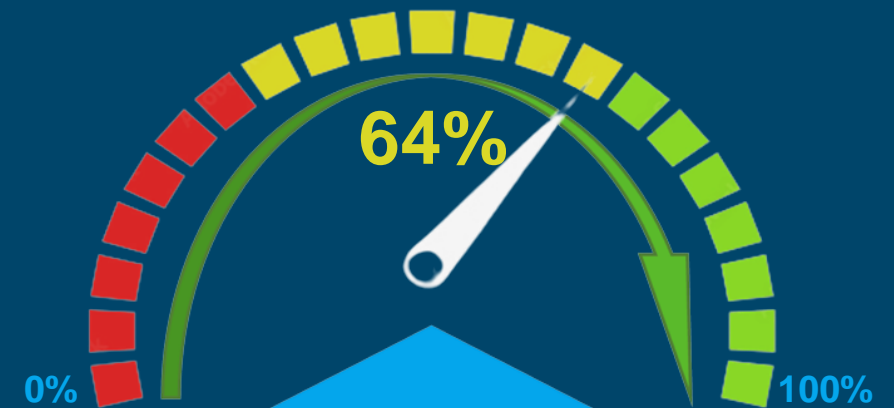
Customer Satisfaction Versus Advocacy

Tracking CSAT, CES and Star Ratings over time helps you understand whether your customers are becoming more or less satisfied.

However, these KPIs do not necessarily tell you if customers are becoming more or less likely to buy again in the future.

NPS is used instead to measure advocacy and loyalty.

NPS can also be used to compare against your industry peers since NPS is always measured in the same way



CSAT



NPS

Looking To Drive Profitable Revenue Growth By Delivering Outstanding Customer Experience?

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