

# CUSTOMER SERVICE MEASUREMENT TOOLS

It is impossible to imagine an exceptional service that doesn't evoke positive emotions in the client. Excellent service leads to trust, guest loyalty and, as a result, to an increase in financial performance. It would seem that service evaluation is an ephemeral concept, but in fact, the level of customer service can be easily assessed.

Below, we suggest that you familiarize yourself with several of these methods and find out the level of customer satisfaction. Customer service quality can be measured throughout the entire customer journey.

**1. Know your client:** The more we know or try to learn about our client, the better we can provide him with the services he needs.

- Find out who your customers are, what they expect
- Create customer profiles by collecting information about geographic, demographic and psychographic characteristics
- Collect and analyze the needs of your customers through feedback forms






**2. Map the Customer Journey Map:** identify all customer touchpoints, identify the most important ones for the customer, and develop methods to measure the effectiveness of each touchpoint.

To build a map, you need to take the following steps:

- Understand needs and identify stages in the customer journey
- Describe all touchpoints
- Identify main touchpoints
- Constantly measure impressions at touchpoints

Explore the customer experience at every touchpoint when interacting with your company. The positive experience that a guest receives at the touchpoint allows you to associate the received positive emotions with your brand, product or service.

# Customer Journey Map

| STAGE                              | AWARNESS   | CONSIDERATION  | DECISION   | SERVICE   | LOYALTY   |
|------------------------------------|--|--|--|---|---|
| Customer's Activities              | Knowing the products through Social media, friends   | Research products and compare  | Purchasing the product   | Receive product, contact customer care, read documentation  | Repeat purchase and share customer experience   |
| Different Touchpoints              | Traditional & social media, over word of mouth   | Words of mouth, website and social media   | Website, mobile app, phone conversation  | Chat, Email, Phone  | Words of mouth, social media, review sites  |
| Customer Experience                | Interested but hesitant<br> | Curious and excited<br> | Excited<br> | Frustrated<br> | Satisfied and went out<br> |
| Key Point Indicators               | People reached   | Latest Website visitors  | Conversion rate, online sales  | Reviews rating and waiting time   | Customer retention ratio and satisfaction score   |
| Business Objectives                | Boost awareness and interest   | Increase website visitors  | Increase conversion rate, online sales   | Increase customer service and minimize waiting time   | Create positive reviews, boost retention ratio  |
| Team Members/ Departments involved | Communication & Marketing  | Marketing & comination approaches, sales   | development via online, sales, marketing and csustomer servicee                              | Customer service & customer success   | Online development, customer service and customer success   |

Continuous measurement of impressions at important touchpoints leads to continuous improvement in the customer experience.

Also, by identifying key touchpoints, you can identify key points where the level of service “sags”. Identify problem areas and develop solutions accordingly.

### 3. Select metrics to measure the level of customer service:

- CSS (Customer Satisfaction Score) helps to understand what your customers or guests think of the product or service; This is the average measure of customer satisfaction with the interaction with the company.

By evaluating CSS, you can ask any type of question and almost instantly assess the level of satisfaction with the answer.

Using this indicator, it is best to ask questions, the answers to which will be displayed in the form of a scale. For example:

**Please rate the delivery speed from 1 to 5, where 1 is completely dissatisfied, 5 is completely satisfied.**

**Please rate the speed of delivery**

And although this indicator does not assess the level of customer loyalty, it can be used to evaluate direct customer experience with the company at the touchpoints on the customer journey map. As soon as one of the points starts to "sag", it will be quickly noticeable on the map, which will allow you to quickly solve the problem.

- CES (Customer Effort Score) helps to understand how easy and comfortable it was for the clients to solve the issue on their own. Simplification of the service, the ability to quickly and easily solve problems help to develop customer loyalty.

In order to assess this indicator, it is best to ask questions, the answers to which also involve a scale, but in this case, you must either agree with the statement or refute it.

**For example: Indicate how much you agree or disagree with this statement, where 1 - completely disagree, 10 - completely agree: Site search is clear and convenient.**

Once again, the essence of the indicator is to determine the efforts that the client makes to perform various tasks related to your company (search on the site, contacting technical support, and so on).

The results of the index will show in which part of the interaction with your company the client experiences the greatest difficulties. And where the experience of your products or services gets worse.

- Another way to calculate customer experience is the Customer Retention Rate (CRR). This is a quantitative indicator that shows the company's ability to retain customers for a certain period of time (month, quarter, year). Formula for calculation is:

$$CRR = (CE - CN) / CS * 100,$$

where

CE=number of clients at the end of the period under review;

CN = the number of new customers who came to you during the period;

CS = number of clients at the beginning of the period.

According to a Bain & Company report, a 5% increase in customer retention results in a 95% increase in business revenue. There are no clear parameters for what exactly counts as a high CRR: it depends on the industry and the goals of the company. But in general, the higher this ratio, the better. To get started, you can compare your CRR performance over multiple periods.

- NPS (Net Promoter Score) - sincere loyalty index helps to understand the readiness of the client to recommend your products or services. To measure this indicator, a company should ask only one question to the client, using a scale from 0 (1) to 10 in the options. **And this question is: how likely is it that you will recommend us / our services / our products to your friends?**

(1) - I will never recommend, (10) - I will definitely recommend.

Depending on the answers, you can calculate how many customers have loyal customers. Such people are called promoters, and they put 9-10 points.

There are also categories of neutrals - the probability of 7-8 points. These are indifferent clients who will not recommend you.

And detractors - probability 0-6 points. These are customers who really disliked the interaction with the company and are willing to leave negative feedback about their experience. After counting the customers in those categories, you need to calculate the difference between promoters and detractors.

A good result is a number greater than 0, and the higher the better. A score well below 0 means that most of your customers are dissatisfied.

The best clients are those who come through referrals. It is simply impossible to achieve exceptional service without knowing the level of customer satisfaction. And customer feedback helps companies find new advanced and progressive solutions, move forward on the path to excellence.

Customer satisfaction consists of the following parts:

- high-quality products and services,
- ...provided by caring and friendly staff,
- ...fast and hassle-free,
- ...with an effective problem and complaint resolution process.

How satisfied are customers with the level of service in your company? Often new people come to you through word of mouth, positive reviews and recommendations from existing customers or those who have previously dealt with you. Ineffective feedback handling or ignoring it leads to negative comments that scare away potential customers and negatively affect the company's reputation.

It is extremely important to establish feedback with customers in such a way that when complaints arise, you receive information directly.

For this:

- actively ask people about their experience with your company;
- ask customers how you can improve your products and services (for example, feedback forms and online surveys are suitable for this);
- accept any feedback and respond positively and politely;
- respond to what is said and, where possible, implement the proposed changes.

### **Feedback forms: where to start?**

There are many companies that can develop contact forms for you. While working in hotels, I used several professional forms and surveys; but they tend to be quite expensive. So, if you are a small or medium business, this may be out of your budget. Nevertheless, the option of compiling a feedback form on your own is quite available to you! The great American motivator, author of such books as *The Art of Selling*, *Secrets of the Deal* and dozens of others, Zig Ziglar puts these questions on the shelves.

First of all, you need to know that effective feedback forms are precise in wording and do not require a long time to fill out, as well as regular and systematic. They are often anonymous, but this is optional. After all, knowing who the feedback was received from, you can return to this person with a solution to his problem.

How and where can you collect feedback?

- On the spot: directly interacting with the client during the provision of a service, when purchasing a product/service, etc.
- Immediately after the purchase / provision of the service, through a mobile application.
- Via email (using surveys, special services or Google Forms, Survey Monkey).
- Gathering focus groups of people who are your customers.

And, if you want to inspire the team to positive changes in the service, motivate them to provide outstanding service, increase customer loyalty, or if you have any questions, write to me

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FOR ANY ADDITIONAL INFORMATION,  
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