

# Customer Satisfaction Surveys

*‘If you cannot measure it  
you cannot improve it’*

**CBC** can help you to develop your own customer satisfaction measurement instrument according to the needs of your company by:

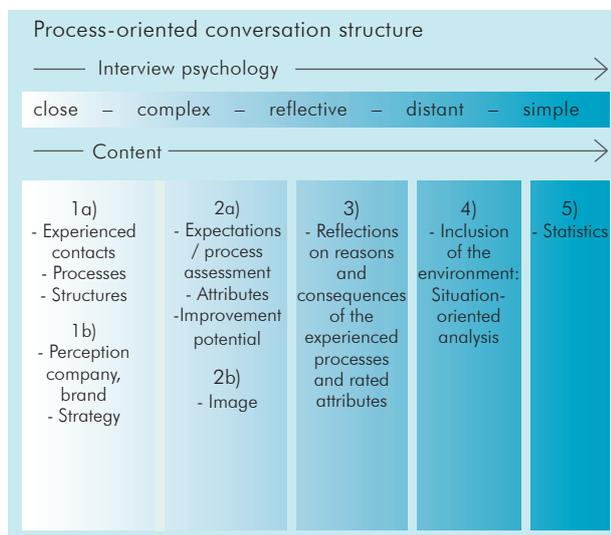
- Recommending survey design
- Analyzing your data
- Defining a benchmark together with you
- Comparing branches and regional outcomes according to your own benchmark
- Recommending programs for improvement

*‘You can manage  
what you can measure’*

# Scientific Survey Methodology

Process-Oriented Survey Model	
<b>Processes</b> Communication Service Customer loyalty Innovation, etc.	<b>Loyalty Criteria</b> Transparent Warmhearted Generous Flexible, etc.
<b>Organization</b> Sales Hotline Support Administration, etc.	<b>Phases</b> Expectation Decision Process experience, etc.

Results provided by **CBC** customer surveys are particularly close to reality due to the fact that customers are interviewed in a “process-oriented” way about their everyday experiences with products and services and about their reasons for frustration or enthusiasm. A multi-dimensional model ensures that ratings regarding service quality can be attributed to the relevant organizational area. This method helps to locate the reasons behind customer satisfaction ratings, and singles out improvements.



# Action Priorities

The aspects investigated are illustrated in the 4 quadrants (see diagram opposite). They explain which aspects are important for customer loyalty and how these aspects are rated. Considerable potential for optimization lies for example outside the purchase price of a product or service, because loyalty is shaped by soft factors and so-called "motivators": This is in accordance with the motivation theory, which says that factors such as personal recognition, choice and integration keep customers coming back. These factors are different from the so-called "dissatisfaction criteria", such as the price, which can lead to a negative attitude towards a product, service or company only when expected levels are not met.

In the presentation portfolio, features shown in quadrant 1 are classified as strengths requiring little effort for improvement but having a strong effect on customer loyalty. Resources can be withdrawn from quadrant 2 where overachievement creates unnecessary costs, in order to implement strategic measures which will improve aspects in quadrant 3.



# Customer Segmentation

CBC's portfolio illustration makes sure that actions are taken in places where the effect on customer satisfaction can be achieved in the most efficient way. At the same time, the model also allows actions to be focused on specific customer segments.



Customer surveys based on standard satisfaction attributes result in about 80% "satisfaction." Consequently, it is rather difficult to identify the need for action. Online customer satisfaction surveys seem to provide simple and trouble-free solutions. But due to the automated sequence of questions no communicative effort is needed and consequently the learning effect is low. Written customer surveys cannot express emotional satisfaction or decisive factors.

In order to analyze results of customer satisfaction surveys, experience and methodology expertise is necessary. It is crucial to detect the "leverage" components in customer satisfaction, which have an impact on increasing customer loyalty. In the end, these loyalty components contribute to sustainable value and profit.

**CBC** offers professional support for qualitative and quantitative surveys: concepts, mystery-shopping and secondary research, focus group moderation, implementation, and communication consulting.

**CBC** Marketing Research is a partner of Switzerland-based konso, the institute of consumer and social research, the TQMCenter.com, which is a non-profit organization for business excellence on the basis of EFQM, the European Foundation for Quality Management, and the Swiss Association for Quality (SAQ).

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**Proposed Services**

1. Evaluation workshop: Structure and evaluate existing data about customer satisfaction, interpret results with benchmarks, and assess the improvement potential.

Price: starting from EUR 2,350 / USD 3,500 / RMB 23,800

2. Design and execute customer surveys: By phone, the internet or as a structured customer in-person interview. Modules include: briefing workshop, questionnaire compilation, chart analysis, data supply and presentation, analysis, reporting, interactive presentation and implementation guidance.

Price: starting from EUR 6,000 / USD 9,000 / RMB 61,200

3. Communicate and implement results with lasting effects: Workshops offer strategy development and communication guidance. The "Learning alley", a step-by-step approach in analysis and understanding of results of customer and staff satisfaction surveys, leads to self-teaching and self-improvement.

Price: starting from EUR 3,350 / USD 5,000 / RMB 34,000

**Learning Alley:**  
Turn feedback into concrete improvements

1.) raw data and models

2.) develop solutions, reach consensus

3.) record results, plan actions

4. Outsourcing: Project execution, administration, consulting and coaching.

Price: starting from EUR 60 / USD 90 / RMB 610 per hour, for 1 to 6 months with a work load of 40%-70%