

# Customer Satisfaction Assessment

The objective of assessment is to rapidly identify business problems within the context of a stream and to create solutions to resolve them. CS assessment is the process of working with client executives to identify and assess the end-to-end collection of activities that comprise the enterprise's streams and create results for the customers of the stream. The customer may be external to the enterprise or the internal. Why do customers buy from you vs. the competition? Our quantitative and qualitative research provides insight into the relative importance of the drivers of customer value and specific competitive comparisons for each of the value drivers.

Our processes focus on the prospective intentions of customers. This forward looking process defines the primary benefits customers receive and the future expectations they have regarding performance. Besides knowing what needs to be improved, you will know how much improvement is necessary for market recognition.

Our Customer Value Analysis models give a complete picture of what drives the purchase and repurchase intentions of customers. As part of our analysis, we will segment your customers and your competitor's customers based on the relative importance they place on the value drivers. As part of your report, we will provide specific recommendations that can be incorporated into sales and marketing plans, pricing policies, sales training and corporate strategic plans.

## **Professionally designed Customer Satisfaction Measurement and Management System will provide:**

1. Analysis of the relative importance of the satisfaction/performance factors of current, potential and competitor accounts.
2. Analysis of your Price/Value Relationship and comparisons with your competition.
3. Comparisons of your distinctive competence to that of your competitors ... in short, why do they buy from you and why do they buy from your competitors?
4. Determination of potential improvements (and by how much) to assure that you are meeting customer expectations and performing better than the competition. This information is presented by evaluating your Key Performance Indicators and showing how much improvement is required.
5. Statistically valid response rates that assure confident decision-making.
6. Identification of the buying criteria used either to select a new supplier or to renew and expand the relationship with a current supplier.
7. Clear and precise comparisons of your performance and your competitor's performance.
8. Our approach surpasses other methods of measuring customer satisfaction. Our survey methods and tools permit not only an assessment of customer satisfaction with you and your competitors, but also detailed customer value analysis.

## **Your assessment report will provide your management team with:**

1. The relative importance of the drivers of customer satisfaction and loyalty. How drivers, other than price, influence the buying decisions of your customers and your competitor's customers.
2. Comprehensive information on your performance as well as your competitor's performance for each of the drivers of customer satisfaction and loyalty.
3. Specific recommendations on what to improve and by how much. Our models identify the required level of performance needed in order to improve customer satisfaction and establish your distinctive competence in the market.
4. The results of the quantitative analysis are presented with Action Items providing detailed recommendations to increase customer satisfaction, loyalty and sales.
5. Using an executive session and follow-up work sessions, we will help you create a Balanced Scorecard that includes your specific predictors of customer satisfaction, supply chain performance and measures of overall operational and financial effectiveness.