

CUSTOMER SERVICE

Week 9

CUSTOMER SATISFACTION

- This is a Key Performance Indicator (KPI) for businesses used to determine if the products or services meet or surpass the customers needs or expectations.

WHY SHOULD WE MEASURE CUSTOMER SATISFACTION?

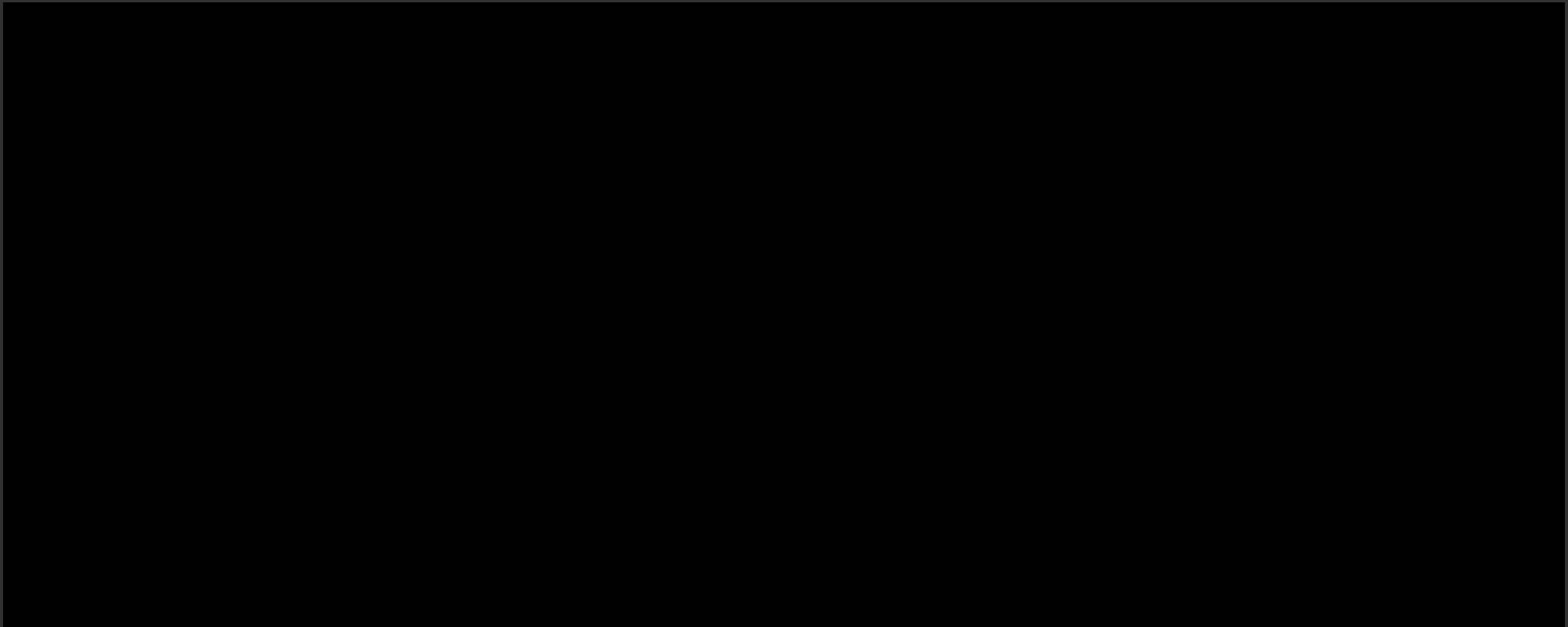
- Developing of new products
- Monitoring of new products
- Evaluating of new products
- To determine products or services success rate

MEASUREMENT GUIDE

Measuring Customer Satisfaction

(Slideshare.net, 2012)

HOW TO MEASURE CUSTOMER SATISFACTION?



(YouTube, 2015)

KEY PERFORMANCE INDICATORS

- **Safety**

 - Fatality

 - Reportable Dangerous Occurrence

 - Reportable Occupational Illness / Disease

- **Flights Ops**

 - Number of Flights

 - Number of Passengers

 - Available Flying Time

KEY PERFORMANCE INDICATORS

- **Environmental**

 - Spills / Releases / Discharges to Land

- **Financial**

 - Operating Margin

 - Revenue Per Available Seat/Room/Patron

- **Restaurant Ops**

 - Table Turnover

 - Number of Customer

 - Food, Dessert, Beverage Sales per head (Profitablehospitality.com, n.d.)



(YouTube, 2013)

MEASUREMENT METHODS

- **Surveys to Measure Overall Satisfaction**

Can be measured through a survey conducted from your customers after they finished the purchase process e.g. Floq, google forms, survey monkey

- **Objective Measurement Approach For Loyalty**

This Analyzes the historical records inside a CRM system – e.g. purchase scores or online behavior. These are then related to other metrics associated with the business model e.g. consistency of subscription renewals

- **Apps for Attributional Satisfaction**

E.g. Qualaroo, temper allows you to monitor the customer mood, spot frustrating experiences for further development, and clearly understand customer satisfaction regarding different pages, different products or scenarios (Userlike Live Chat, 2014)

MEASUREMENT METHODS

- **Measure your Exit and Abandonment Rates With Tracking Tools**

Use of pop up live chat window at regular intervals can get feedback from customers that will determine their satisfaction level

- **Net Promoter Score (NPS)**

The customer is asked how likely he would recommend you on a scale from 1 to 10. $NPS = \text{Promoters} - \text{detractors}$

- **Things gone wrong**

This measures the rate of complaints per product you sell. Having a good TGW score doesn't necessarily mean that things are going well. $TGW = \frac{\# \text{ of complaints}}{\text{total } \# \text{ of units sold}}$.

REFERENCE

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