

Measuring Customer Satisfaction

With

Marcia Grace Byriel

How Satisfied are Your Customers?

- **Face to Face approach**
- **Paper approach**

**Up Close
and
Personal**

On Paper

The six areas of The Survey

1

Did You fulfil contact expectations and did you perform at the highest quality with consistency?

2

**Did you complete tasks
on time?**

3

Did you keep your customer informed and did you respond in a timely manner?

4

**Do you
have
accurate and timely
billing?**

5

**Does your customer feel
your price is competitive
for the quality of service
they are getting?**

6

**Does your customer
plan to continue to do
business with you?**

**Would they
recommend you to
other people?**

**How often should you
measure customer
satisfaction?**

Sharing Information

**Make Feedback a
Call to Action**



Bad Habits



Weak Links

Strategic Change

Multi-faceted Approach

Review

Checkpoint 1

Arrange one-on-one meetings with customers as frequently as they like- and you – feel are necessary

Checkpoint 2

Make sure your technician has plenty of time to check in with customers so that can ask how everything is going

Checkpoint 3

When administering a formal paper survey, make sure to include a postage paid envelope for returned forms

Checkpoint 4

Leave space on the survey for customers to write some comments – anonymously, if they desire

Checkpoint 5

Ask about satisfaction in a variety of areas including project management, contractual obligations, pricing and overall satisfaction.

Checkpoint 6

If you do not have a customer service manager, assign a person in your business to handle the administrative side of your survey, such as tallying.

Checkpoint 7

Report both positive and negative results in a constructive fashion to your team during a staff meeting

Checkpoint 8

- * Work with your team to develop a plan of action for resolving any complaints.**

**Start
Measuring
Your marketing
Success now ...**