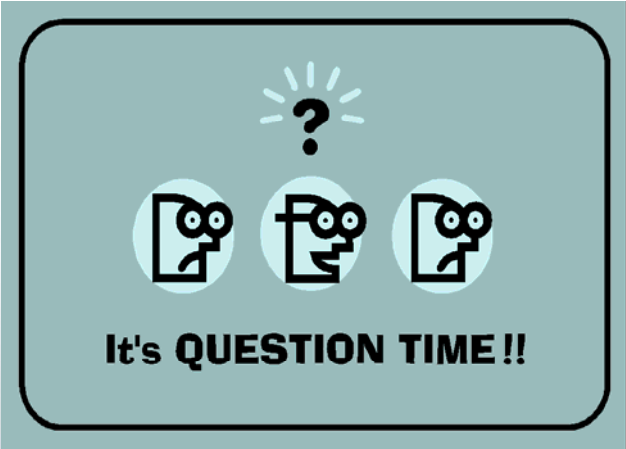



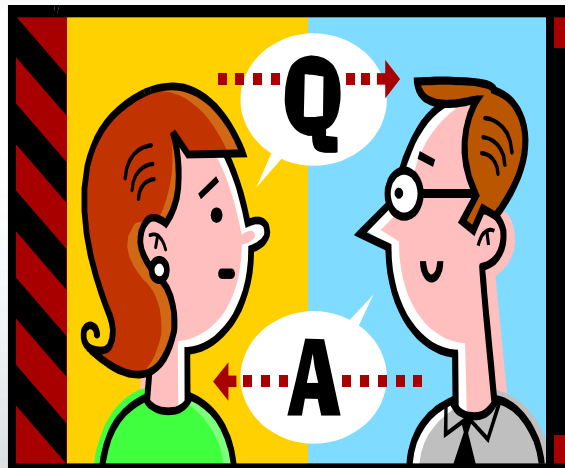
Customer Satisfaction
Do you measure by the numbers?

0011 0010 1010 1101 0001 0100 1011

HDI Association of Nebraska
Chapter Meeting
April 10, 2008



It's **QUESTION TIME !!**



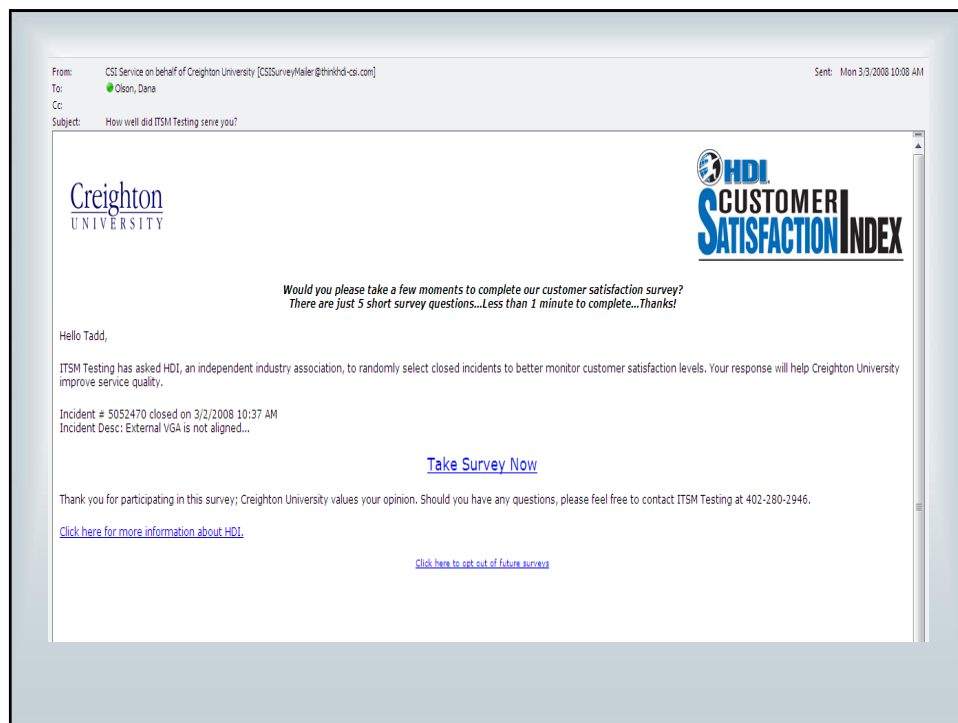
Why are you collecting customer satisfaction data?

Basic Survey Rules

- Get feedback immediately
 - Feedback collected immediately after an event is 40 percent more accurate than feedback collected 24 hours after the event.
- Ask only questions the respondent understands
- Ask one question at a time

Basic Survey Rules

- Don't ask too many questions
 - Some say six to eight focused questions
 - Others say 10 to 14
- Use open-ended questions
 - Is there anything we could do better?
 - Is there anything we have done very well?



Creighton
UNIVERSITY

HDI
CUSTOMER
SATISFACTION INDEX

English Deutsch 日本語 Français Svenska Español Italiano

Hello EDWARD,

Creighton University has asked [HDI](#), an independent industry association, to randomly select closed incidents to better monitor customer satisfaction levels.


Incident #: 42764
 Incident closed: 3/5/2007 1:50 PM
 Incident description: Test of HDI Customer Satisfaction Survey.

How satisfied are you with:	 Very Dissatisfied	 Very Satisfied
The courtesy of the analyst?	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>
The technical skills/knowledge of the analyst?	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>
The timeliness of the service provided?	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>
The quality of the service provided?	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>
The overall service experience?	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>

Additional feedback

What do you do with the Results?

0011001010101101000101001011





- Read the results
- Put out fires
- Analyze
- Adjust / Coach
- Re-Evaluate
- Share

1 2

4 5

This survey was submitted on 3/7/2007 9:23 AM



	 Very Dissatisfied			 Very Satisfied	
How satisfied are you with:					
The courtesy of the analyst?	-	-	-	-	X
The technical skills/knowledge of the analyst?	-	-	-	-	X
The timeliness of the service provided?	-	-	-	-	X
The quality of the service provided?	-	-	-	-	X
The overall service experience?	-	-	-	-	X

Additional feedback

Ed was really pleasant and professional, and updated my anti-virus software besides installing the time change patch. Thank you, Ed!

Positive Outcome: Thank and show appreciation for good work.

This survey was submitted on 2/28/2007 7:06 PM

	 Very Dissatisfied			 Very Satisfied	
How satisfied are you with:					
The courtesy of the analyst?	-	-	-	-	X
The technical skills/knowledge of the analyst?	-	-	-	X	-
The timeliness of the service provided?	X	-	-	-	-
The quality of the service provided?	-	-	-	X	-
The overall service experience?	-	-	X	-	-

Additional feedback

It took 3+ weeks for this to get fixed - I do not care that daylight savings time is an issue, someone could have handled this faster. Besides, turnaround time is usually pretty slow. I understand that the techs are stretched, and have been happy with them (once they make it to my office) as they are just doing the best they can.

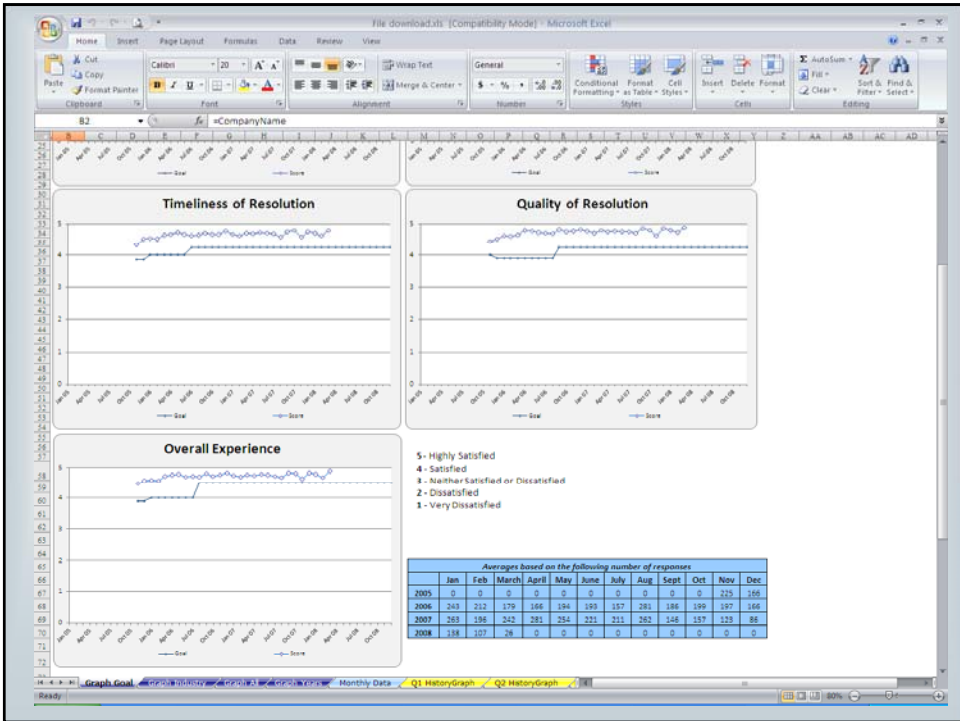
Negative Outcome: Use to coach and provide feedback. Keep note of the good as well as the not so good.

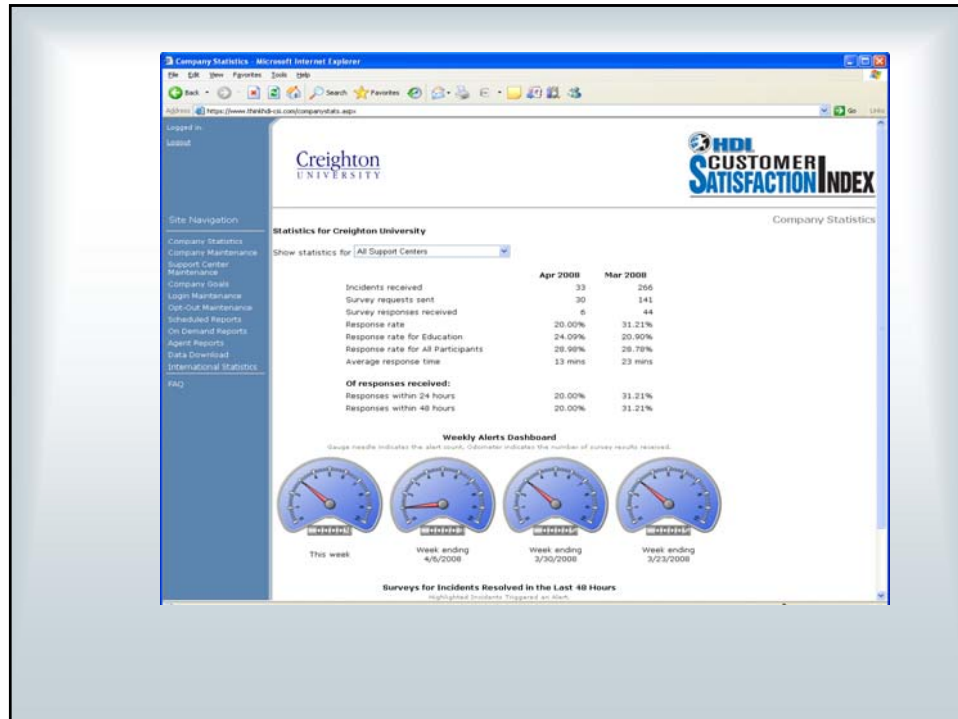
CSI Reports

001 0010 1010 1101 0001 0100 1011

- Monthly
- Weekly
- On Demand
- Agent Reports

1
2
4
5





What others are doing?

001 0010 0100 0100 0100 0100 0100 0100

- HDI 2007 Support Practices Survey
 - How is Customer Satisfaction being measured?
 - 17.5% don't conduct a survey
 - 43.9% random sampling of closed incidents
 - 21.5% annual survey
 - What is the Customer Satisfaction Rating?
 - 76% score 4 to 5 on a 1-5 scale
 - 20% score 3 to 4

1
2
4
5

Why do you collect customer satisfaction data?

0011 0010 1010 1101

Measurement to improve the quality of service.



Resources

0011 0010 1010 1101

- “Common Mistakes in Customer Satisfaction Measurement” by Greg Levin www.icmi.com. August 2007
- “How to Measure Customer Satisfaction” by Alan Roos. HDI Library

