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Support Community



*Customer Satisfaction Index Service*

# HDI Customer Satisfaction Benchmarking Report

August 2010



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## About HDI

HDI is the world's largest IT service and technical support membership association and the industry's premier certification and training body. Guided by an international panel of industry experts and practitioners, HDI is the leading resource for help desk/support center emerging trends and best practices. HDI provides members with a vast repository of resources, networking opportunities, and the largest industry event, the HDI Annual Conference & Expo. Headquartered in Colorado Springs, CO, HDI offers training in multiple languages and countries. For more information, call +1 719.268.0174 or visit [www.ThinkHDI.com](http://www.ThinkHDI.com).

## About the HDI Customer Satisfaction Index Service

Developed by 47 industry practitioners and customer satisfaction experts, for support centers, by support centers, the HDI Customer Satisfaction Index Service is a user-friendly, secure, web-based service, providing an affordable way for you to understand your customers' satisfaction. Easily benchmark in real-time, download on-demand reports, automate negative response alerts, and more. To learn more about this service, visit [www.ThinkHDI.com/csi](http://www.ThinkHDI.com/csi). Take a tour, download a brochure, or signup for one of our online demos.

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## Executive Summary

### Purpose/Background

More support centers are measuring customer satisfaction in recent years, but how is the technical support and service industry actually performing in the eyes of its customers? Recent research by HDI indicates that about 80% of support centers are measuring customer satisfaction in some fashion. More specifically, the July 2010 HDI Research Corner reported 67% of support centers send incident-based surveys to their customers after closing incidents to measure satisfaction levels. A large portion of the surveyed population wants to gain insight into their customers' perception, which suggests a growing awareness of the importance of customer service in the technical support and service industry.

Similar to the Customer Satisfaction Benchmarking Study that HDI conducted in 2007, the purpose of this study is to measure the level of customer satisfaction across a diverse group of support centers in the technical service and support industry. By using the HDI Customer Satisfaction Index—a standardized, incident-based evaluation tool—it is possible to assess the performance of frontline technical support analysts from the customer's perspective across many different areas.

In addition to illustrating the technical support industry's performance in terms of customer satisfaction, this report provides a benchmarking opportunity for support center managers. The overall results are provided as well as results broken out by demographic area, such as support center size, industry, location, type of support, maturity, and customer location. This segmentation allows benchmarking from many different perspectives. Individual support centers can compare their customer satisfaction ratings to the industry as a whole, as well as to support centers similar to their own.

### About This Report

The results of this report are based on 208,334 customer satisfaction surveys completed by the customers of 348 support centers representing 158 companies (a company may have more than one support center). Customer satisfaction survey data was collected from April 15, 2010 through July 15, 2010.

All data collected in this study are from support centers using the HDI Customer Satisfaction Index. This is a five-question, standardized customer satisfaction survey sent to the support center's customer via e-mail from a third party at the close of an incident.<sup>1</sup> See the appendix for a copy of the survey the customer receives.

Surveys were collected from support centers in eleven countries, comprising support centers located in the United States (91%), Canada (5%), Sweden (2%), and Barbados, England, India, Ireland, Malaysia, the Netherlands, China, and Switzerland (less than 1% each). Of those in the United States, 45% of surveys are from support centers in the Eastern region, 46% are from support centers in the Central region, and 9% are from support centers in the Western region.

The study includes surveys from companies in 27 industries, with support center staff sizes ranging from 10 or less to over 5,000. These support centers provide support to internal and/or external customers. Internal support centers make up the majority (51%) of the surveys in this study. Those that provide only external support contribute 6%, while those that provide both internal and external support make up 37%. Support centers that did not respond to this demographic are included in the overall results, and make up 6% of the surveys received.

<sup>1</sup> For more information on the HDI Customer Satisfaction Index used in this study, go to <https://www.thinkhdi.com/csi>

Of the customers who use the support centers represented by this study, 13% are at a single site in a single country, 47% are at multiple sites in a single country, and 36% are in multiple countries. This field was left blank by 3% of survey respondents. The number of customers supported by individual support centers ranges from 50 customers to over 100,000 customers.

## Results

Customer satisfaction ratings from the overall analysis in the 2007 HDI Customer Satisfaction Benchmarking Study were higher than expected. In the 2010 study, the results were even higher. Most support center customers report being at least somewhat satisfied. Using a five-point scale—1 being “very dissatisfied” and 5 being “very satisfied”—the means (averages) are in the high 4’s.

The survey asks one question about their satisfaction with the overall service experience and four questions about the customer’s satisfaction with specific factors regarding their incident resolution: courtesy of the analyst, technical skills/knowledge of the analyst, timeliness of the service provided, and quality of the service provided. Consistent with the 2007 study, while all five areas have higher scores than were anticipated, customers are consistently most satisfied with the courtesy of the analyst and least satisfied with the timeliness of the service provided. Analysts are meeting expectations with their “soft skills,” but the incidents are not being resolved as quickly as customers expect them to be.

## How To Read This Report

The first section of this report addresses the overall study results. It includes a summary of all surveys collected in this study. These results are presented in a “frequency of response” table, as well as a table of the means (averages) for each question on the survey.

A breakdown of results by demographic area follows the overall results. The customer satisfaction ratings are divided into sections based on industry, type of support (i.e., internal, external, or blended), customer base size, customer location, and support center location (U.S. regions only).

In each section, the number of support centers, number of companies, and number of surveys analyzed for each demographic are included in a table at the beginning of the section. For each demographic analysis, the customer satisfaction scores are reported in three ways for each question: (1) frequency of response, (2) mean (average) score, and (3) total percent satisfied. Total percent satisfied was calculated by combining the percent of “somewhat satisfied” (i.e., a rating of 4) responses and “very satisfied” (i.e., a rating of 5) responses to determine the total percent of customers satisfied with the experience in each of the five areas measured.

By breaking down the customer satisfaction survey results in this manner, as well as by the various demographics, this report can be a useful tool as it provides several benchmarking opportunities for individual support centers.



## Overall Results

The table below displays the percent of responses to the five standardized survey questions for all surveys in the study. For example, over the three-month collection period, 82% of all support center customers were “very satisfied” with the overall service experience.

Overall Survey Results April 15, 2010 to July 15, 2010	Very Dissatisfied (1)	Somewhat Dissatisfied (2)	Neutral (3)	Somewhat Satisfied (4)	Very Satisfied (5)	% Satisfied (Combined 4/ 5 rating)
# of companies = 158						
# of centers = 348						
# of surveys = 208,334						
1. The courtesy of the analyst?	1%	1%	3%	9%	86%	95%
2. The technical skills/knowledge of the analyst?	1%	1%	4%	12%	82%	94%
3. The timeliness of the service provided?	2%	2%	4%	11%	81%	92%
4. The quality of the service provided?	2%	1%	3%	10%	84%	94%
5. The overall service experience?	2%	2%	4%	11%	82%	93%

The survey responses are given ratings of 1 through 5, with 1 being “very dissatisfied” and 5 being “very satisfied.” Below are the mean (average) scores for each question.

Overall Average Scores	(# of Surveys = 208,334)
1. The courtesy of the analyst?	4.80
2. The technical skills/knowledge of the analyst?	4.72
3. The timeliness of the service provided?	4.67
4. The quality of the service provided?	4.72
5. The overall service experience?	4.70

## Breakdown of Results

### Industry

Surveys were collected from support centers in 27 industries. All of these industries' data are included in the overall results. Results are also broken down in this section for nine of the industries. Each of the nine industries has at least six support centers from at least six different companies, collectively representing more than 3,000 surveys.

Industry	# of Support Centers	# of Companies	# of Surveys
Computers-Software	20	14	8,555
Education	87	38	29,402
Financial Services-Banking	18	8	7,220
Financial Services-Insurance	27	12	15,591
Government	13	10	15,836
Healthcare	74	28	75,358
Legal	6	6	3,746
Manufacturing (Non-computer)	15	7	7,391
Utilities/Energy	7	6	6,500

Consistently, customers in the legal and banking industries appear to be more satisfied with the service they receive than those in other industries, while those in education and computers-software tend to be less satisfied than the other industries' customers.

Satisfaction with... The courtesy of the analyst.	Very Dissatisfied	Somewhat Dissatisfied	Neutral	Somewhat Satisfied	Very Satisfied	Mean
Computers-Software	1%	1%	3%	12%	83%	4.76
Education	1%	1%	4%	11%	84%	4.74
Financial Services-Banking	0%	0%	1%	5%	93%	4.90
Financial Services-Insurance	1%	1%	3%	10%	86%	4.80
Government	1%	0%	3%	9%	87%	4.82
Healthcare	1%	1%	3%	8%	88%	4.83
Legal	0%	0%	1%	4%	94%	4.91
Manufacturing(Non-computer)	1%	0%	3%	10%	86%	4.79
Utilities/Energy	1%	1%	2%	9%	87%	4.81

Satisfaction with... The technical skills/knowledge of the analyst.	Very Dissatisfied	Somewhat Dissatisfied	Neutral	Somewhat Satisfied	Very Satisfied	Mean
Computers-Software	1%	1%	5%	14%	78%	4.65
Education	2%	2%	5%	13%	79%	4.65
Financial Services-Banking	1%	0%	2%	8%	90%	4.85
Financial Services-Insurance	1%	1%	5%	13%	80%	4.70
Government	1%	1%	4%	12%	82%	4.71
Healthcare	1%	1%	3%	10%	85%	4.77
Legal	1%	1%	2%	6%	91%	4.86
Manufacturing(Non-computer)	1%	1%	4%	12%	82%	4.73
Utilities/Energy	1%	1%	3%	12%	83%	4.75

Satisfaction with... The timeliness of the service provided.	Very Dissatisfied	Somewhat Dissatisfied	Neutral	Somewhat Satisfied	Very Satisfied	Mean
Computers-Software	3%	3%	5%	13%	76%	4.55
Education	3%	2%	5%	12%	79%	4.61
Financial Services-Banking	1%	0%	2%	7%	90%	4.85
Financial Services-Insurance	2%	2%	4%	11%	81%	4.69
Government	2%	1%	4%	11%	82%	4.70
Healthcare	2%	1%	3%	9%	85%	4.73
Legal	1%	0%	2%	5%	91%	4.84
Manufacturing(Non-computer)	2%	2%	4%	11%	81%	4.66
Utilities/Energy	2%	2%	4%	11%	82%	4.67

Satisfaction with... The quality of the service provided.	Very Dissatisfied	Somewhat Dissatisfied	Neutral	Somewhat Satisfied	Very Satisfied	Mean
Computers-Software	2%	2%	4%	13%	79%	4.64
Education	2%	2%	4%	11%	81%	4.65
Financial Services-Banking	1%	1%	1%	6%	91%	4.87
Financial Services-Insurance	2%	2%	4%	11%	82%	4.71
Government	2%	2%	4%	10%	83%	4.72
Healthcare	1%	1%	3%	8%	86%	4.77
Legal	1%	0%	1%	5%	92%	4.87
Manufacturing(Non-computer)	2%	1%	3%	10%	84%	4.73
Utilities/Energy	2%	1%	3%	10%	85%	4.74

Satisfaction with... The overall service experience.	Very Dissatisfied	Somewhat Dissatisfied	Neutral	Somewhat Satisfied	Very Satisfied	Mean
Computers-Software	2%	2%	5%	14%	77%	4.61
Education	3%	2%	5%	12%	79%	4.63
Financial Services-Banking	1%	1%	1%	7%	91%	4.86
Financial Services-Insurance	2%	2%	4%	12%	81%	4.69
Government	2%	2%	4%	11%	82%	4.70
Healthcare	2%	1%	3%	9%	85%	4.76
Legal	1%	1%	1%	6%	92%	4.86
Manufacturing(Non-computer)	2%	2%	4%	11%	82%	4.70
Utilities/Energy	2%	2%	3%	11%	83%	4.72

Percent satisfied for each question  
(Combined 4/ 5 rating)

	The courtesy of the analyst	The technical skills/knowledge of the analyst	The timeliness of the service provided	The quality of the service provided	The overall service experience
Computers-Software	95%	92%	89%	92%	91%
Education	94%	92%	90%	91%	91%
Financial Services-Banking	98%	97%	97%	97%	97%
Financial Services-Insurance	96%	93%	93%	93%	93%
Government	96%	93%	93%	93%	93%
Healthcare	96%	95%	94%	95%	94%
Legal	98%	97%	96%	97%	97%
Manufacturing(Non-computer)	96%	94%	92%	94%	93%
Utilities/Energy	96%	95%	92%	94%	94%

## Type of Support

Support centers may provide support to internal customers only, external customers only, or a blend of both. This section reports the results for each type of support. For all five questions, the external support center customers tend to rate the lowest. Also, blended customers rate slightly higher than the purely internal customer base.

Type of Support	# of Support Centers	# of Companies	# of Surveys
Blended	124	73	76,948
External	32	17	12,022
Internal	160	81	107,124

Satisfaction with... The courtesy of the analyst.	Very Dissatisfied	Somewhat Dissatisfied	Neutral	Somewhat Satisfied	Very Satisfied	Mean
Blended	1%	0%	2%	8%	88%	4.83
External	1%	1%	4%	13%	81%	4.72
Internal	1%	1%	3%	10%	86%	4.79

Satisfaction with... The technical skills/knowledge of the analyst.	Very Dissatisfied	Somewhat Dissatisfied	Neutral	Somewhat Satisfied	Very Satisfied	Mean
Blended	1%	1%	3%	10%	84%	4.76
External	2%	2%	6%	16%	73%	4.56
Internal	1%	1%	4%	12%	82%	4.72

Satisfaction with... The timeliness of the service provided.	Very Dissatisfied	Somewhat Dissatisfied	Neutral	Somewhat Satisfied	Very Satisfied	Mean
Blended	2%	2%	4%	10%	83%	4.71
External	3%	3%	6%	14%	74%	4.54
Internal	2%	2%	4%	11%	81%	4.67

Satisfaction with... The quality of the service provided.	Very Dissatisfied	Somewhat Dissatisfied	Neutral	Somewhat Satisfied	Very Satisfied	Mean
Blended	2%	1%	3%	9%	86%	4.76
External	3%	3%	5%	14%	75%	4.56
Internal	2%	1%	3%	10%	83%	4.72

Satisfaction with... The overall service experience.	Very Dissatisfied	Somewhat Dissatisfied	Neutral	Somewhat Satisfied	Very Satisfied	Mean
Blended	2%	1%	3%	9%	85%	4.74
External	3%	3%	6%	15%	74%	4.54
Internal	2%	2%	4%	11%	82%	4.70



Percent satisfied for each question  
(Combined 4/ 5 rating)

	The courtesy of the analyst	The technical skills/knowledge of the analyst	The timeliness of the service provided	The quality of the service provided	The overall service experience
Blended	96%	95%	93%	94%	94%
External	94%	89%	88%	89%	89%
Internal	96%	94%	92%	94%	93%

## Number of Customers

This section breaks down the results based on the number of customers the support center supports, whether that customer base is internal, external, or blended. There is no direct correlation between customer size and ratings; however, it is interesting to note that the two extremes (i.e., 1–200 customers and 30,000+ customers) consistently received the lowest scores, with analyst courtesy continuing to top the list and timeliness of service continuing to be the most difficult customer expectation to meet.

Number of customers	# of Support Centers	# of Companies	# of Surveys
1-200	25	10	1,562
201-500	13	11	1,912
501-1,000	36	30	11,056
1,001-2,000	39	25	10,970
2,001-3,000	36	24	12,346
3,001-5,000	36	30	23,319
5,001-10,000	25	22	22,138
10,001-20,000	48	23	49,526
20,001-30,000	18	12	22,544
More than 30,000	18	11	31,020

Satisfaction with... The courtesy of the analyst.	Very Dissatisfied	Somewhat Dissatisfied	Neutral	Somewhat Satisfied	Very Satisfied	Mean
1-200	1%	0%	3%	10%	85%	4.78
201-500	0%	0%	3%	7%	90%	4.85
501-1,000	1%	0%	2%	8%	89%	4.84
1,001-2,000	0%	0%	2%	8%	89%	4.85
2,001-3,000	1%	1%	3%	9%	88%	4.82
3,001-5,000	1%	1%	3%	9%	87%	4.81
5,001-10,000	1%	1%	3%	10%	86%	4.79
10,001-20,000	1%	1%	3%	9%	86%	4.80
20,001-30,000	1%	1%	3%	8%	87%	4.81
More than 30,000	1%	1%	3%	10%	85%	4.78

Satisfaction with... The technical skills/knowledge of the analyst.	Very Dissatisfied	Somewhat Dissatisfied	Neutral	Somewhat Satisfied	Very Satisfied	Mean
1-200	1%	1%	5%	11%	82%	4.71
201-500	1%	1%	3%	9%	87%	4.80
501-1,000	1%	1%	3%	11%	84%	4.77
1,001-2,000	1%	1%	3%	10%	86%	4.80
2,001-3,000	1%	1%	4%	11%	83%	4.75
3,001-5,000	1%	1%	4%	11%	83%	4.74
5,001-10,000	1%	1%	4%	12%	82%	4.72
10,001-20,000	1%	1%	4%	12%	82%	4.71
20,001-30,000	1%	1%	4%	10%	84%	4.75
More than 30,000	1%	1%	5%	12%	80%	4.68

Satisfaction with... The timeliness of the service provided.	Very Dissatisfied	Somewhat Dissatisfied	Neutral	Somewhat Satisfied	Very Satisfied	Mean
1-200	3%	2%	4%	11%	80%	4.63
201-500	1%	1%	3%	9%	85%	4.75
501-1,000	2%	2%	4%	10%	83%	4.70
1,001-2,000	1%	1%	4%	10%	84%	4.75
2,001-3,000	2%	2%	4%	11%	82%	4.70
3,001-5,000	3%	2%	4%	10%	81%	4.65
5,001-10,000	3%	2%	4%	11%	81%	4.65
10,001-20,000	2%	2%	4%	11%	81%	4.68
20,001-30,000	2%	2%	3%	10%	83%	4.70
More than 30,000	2%	2%	4%	11%	81%	4.66

Satisfaction with... The quality of the service provided.	Very Dissatisfied	Somewhat Dissatisfied	Neutral	Somewhat Satisfied	Very Satisfied	Mean
1-200	2%	1%	4%	11%	82%	4.70
201-500	1%	1%	3%	7%	88%	4.80
501-1,000	1%	1%	3%	10%	85%	4.77
1,001-2,000	1%	1%	3%	9%	87%	4.80
2,001-3,000	1%	1%	3%	10%	85%	4.75
3,001-5,000	2%	1%	3%	9%	84%	4.73
5,001-10,000	2%	1%	3%	10%	83%	4.71
10,001-20,000	2%	1%	3%	10%	83%	4.72
20,001-30,000	2%	1%	3%	9%	85%	4.75
More than 30,000	2%	2%	3%	11%	82%	4.69

Satisfaction with... The overall service experience.	Very Dissatisfied	Somewhat Dissatisfied	Neutral	Somewhat Satisfied	Very Satisfied	Mean
1-200	2%	2%	4%	12%	81%	4.68
201-500	1%	1%	3%	7%	87%	4.79
501-1,000	1%	1%	3%	10%	84%	4.75
1,001-2,000	1%	1%	3%	10%	86%	4.78
2,001-3,000	1%	1%	3%	11%	84%	4.74
3,001-5,000	2%	2%	3%	10%	83%	4.71
5,001-10,000	2%	2%	3%	11%	82%	4.68
10,001-20,000	2%	2%	4%	11%	82%	4.69
20,001-30,000	2%	1%	3%	9%	84%	4.73
More than 30,000	2%	2%	4%	12%	81%	4.67

Percent satisfied for each question  
(Combined 4/ 5 rating)

	The courtesy of the analyst	The technical skills/knowledge of the analyst	The timeliness of the service provided	The quality of the service provided	The overall service experience
1-200	95%	93%	91%	93%	93%
201-500	97%	96%	94%	95%	95%
501-1,000	97%	95%	93%	95%	95%
1,001-2,000	97%	96%	94%	96%	95%
2,001-3,000	96%	95%	93%	95%	94%
3,001-5,000	96%	94%	91%	94%	93%
5,001-10,000	95%	94%	91%	93%	93%
10,001-20,000	96%	93%	92%	93%	93%
20,001-30,000	96%	94%	93%	94%	94%
More than 30,000	95%	93%	92%	93%	92%

**Customer Location**

Many support centers provide service to customers not only at a single location, but at multiple locations, possibly in multiple countries. This next section looks at customer satisfaction ratings based on customer location. Of the three types of customer demographics below, it appears that support centers with customers in multiple countries score slightly lower in customer satisfaction than those with customers in a single country.

Customer Location	# of Support Centers	# of Companies	# of Surveys
Single site/single country	72	37	27328
Multiple site/single country	165	84	98392
Multiple countries	83	55	75769

Satisfaction with... The courtesy of the analyst.	Very Dissatisfied	Somewhat Dissatisfied	Neutral	Somewhat Satisfied	Very Satisfied	Mean
Single site/single country	1%	1%	3%	8%	88%	4.81
Multiple site/single country	1%	1%	2%	8%	88%	4.83
Multiple countries	1%	1%	4%	11%	83%	4.75

Satisfaction with... The technical skills/knowledge of the analyst.	Very Dissatisfied	Somewhat Dissatisfied	Neutral	Somewhat Satisfied	Very Satisfied	Mean
Single site/single country	1%	1%	4%	10%	84%	4.75
Multiple site/single country	1%	1%	4%	11%	84%	4.75
Multiple countries	1%	1%	5%	13%	79%	4.67

Satisfaction with... The timeliness of the service provided.	Very Dissatisfied	Somewhat Dissatisfied	Neutral	Somewhat Satisfied	Very Satisfied	Mean
Single site/single country	2%	2%	4%	10%	83%	4.69
Multiple site/single country	2%	1%	4%	10%	83%	4.72
Multiple countries	3%	2%	5%	12%	77%	4.59

Satisfaction with... The quality of the service provided.	Very Dissatisfied	Somewhat Dissatisfied	Neutral	Somewhat Satisfied	Very Satisfied	Mean
Single site/single country	2%	1%	3%	9%	85%	4.74
Multiple site/single country	2%	1%	3%	9%	85%	4.75
Multiple countries	2%	2%	4%	12%	80%	4.66

Satisfaction with... The overall service experience.	Very Dissatisfied	Somewhat Dissatisfied	Neutral	Somewhat Satisfied	Very Satisfied	Mean
Single site/single country	2%	1%	3%	10%	84%	4.72
Multiple site/single country	2%	1%	3%	10%	84%	4.74
Multiple countries	2%	2%	4%	13%	78%	4.63

Percent satisfied for each question

(Combined 4/ 5 rating)

Single site/single country

Multiple site/single country

Multiple countries

	The courtesy of the analyst	The technical skills/knowledge of the analyst	The timeliness of the service provided	The quality of the service provided	The overall service experience
Single site/single country	96%	94%	92%	94%	94%
Multiple site/single country	96%	94%	93%	94%	94%
Multiple countries	94%	92%	90%	92%	91%

**Support  
Center  
Locations  
(U.S. Regions)**

Since 88% of the surveys in this study represent support centers located in the United States, the following section reports the results based on location of the U.S.-based support centers, broken out by region: Eastern, Central, or Western. The Eastern region includes Connecticut, Delaware, Florida, Georgia, Maine, Maryland, Massachusetts, New Hampshire, New Jersey, New York, North Carolina, Pennsylvania, Rhode Island, South Carolina, Vermont, Virginia, Washington D.C., and West Virginia. The Western includes Alaska, California, Hawaii, Oregon, and Washington. The Central region includes Alabama, Arizona, Arkansas, Colorado, Idaho, Illinois, Indiana, Iowa, Kansas, Kentucky, Louisiana, Michigan, Minnesota, Mississippi, Missouri, Montana, Nebraska, Nevada, New Mexico, North Dakota, Ohio, Oklahoma, South Dakota, Tennessee, Texas, Utah, Wisconsin, and Wyoming. The breakdown is based on location of the support center, not necessarily the location of its customers.

U.S. Regions	# of Support Centers	# of Companies	# of Surveys
East	127	57	81,944
Central	152	68	84,629
West	37	19	15,864

Satisfaction with... The courtesy of the analyst.	Very Dissatisfied	Somewhat Dissatisfied	Neutral	Somewhat Satisfied	Very Satisfied	Mean
East	1%	1%	3%	8%	88%	4.82
Central	1%	1%	3%	9%	87%	4.80
West	1%	0%	2%	8%	89%	4.84

Satisfaction with... The technical skills/knowledge of the analyst.	Very Dissatisfied	Somewhat Dissatisfied	Neutral	Somewhat Satisfied	Very Satisfied	Mean
East	1%	1%	3%	10%	85%	4.76
Central	1%	1%	4%	11%	82%	4.72
West	1%	1%	4%	11%	83%	4.74

Satisfaction with... The timeliness of the service provided.	Very Dissatisfied	Somewhat Dissatisfied	Neutral	Somewhat Satisfied	Very Satisfied	Mean
East	2%	1%	3%	9%	84%	4.73
Central	2%	2%	4%	11%	81%	4.67
West	2%	2%	4%	10%	83%	4.70

Satisfaction with... The quality of the service provided.	Very Dissatisfied	Somewhat Dissatisfied	Neutral	Somewhat Satisfied	Very Satisfied	Mean
East	2%	1%	3%	8%	86%	4.76
Central	2%	1%	3%	10%	84%	4.72
West	2%	1%	3%	9%	85%	4.74

Satisfaction with... The overall service experience.	Very Dissatisfied	Somewhat Dissatisfied	Neutral	Somewhat Satisfied	Very Satisfied	Mean
East	2%	1%	3%	9%	85%	4.75
Central	2%	2%	4%	11%	82%	4.70
West	1%	2%	4%	10%	84%	4.73

Percent satisfied for each  
question  
(Combined 4/ 5 rating)

	The courtesy of the analyst	The technical skills/knowledge of the analyst	The timeliness of the service provided	The quality of the service provided	The overall service experience
East	96%	95%	93%	95%	94%
Central	96%	94%	92%	94%	93%
West	97%	94%	93%	94%	94%

## Appendix: Sample HDI Customer Satisfaction Index Survey



English    Deutsch    日本語    Français    Svenska    Español    Italiano



Hello Web,

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

Incident #: SurveySample202

Incident closed: 11/5/2007 9:54 AM

Incident description: Visitor is interested in seeing a CSI Survey in English.

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

Additional feedback

If you have further questions/issues, you may contact CSI Example Center directly at 719-555-2222 ext 1.

Please have the support center contact me.

(Select N/A if this survey does not pertain to your experience.)