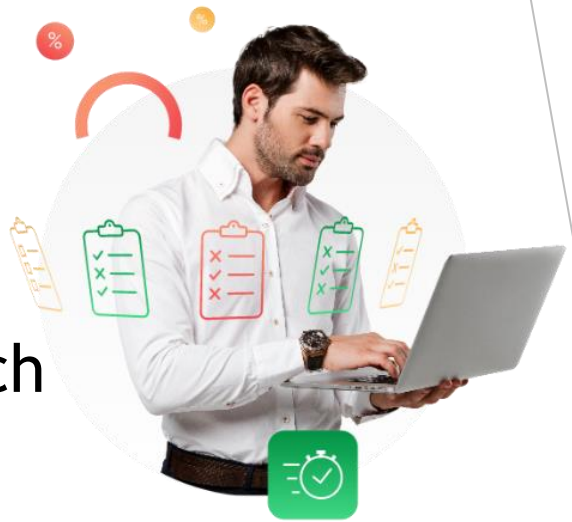
MEASURING OF CUSTOMER EXPERIENCE (SATISFACTION) IN SERVICES

1. What is MR?
2. Own x agency MR
3. Basic methods of primary research
4. Selected methods of qualitative research
5. Customer experience
6. Mystery shopping



"Stealing ideas from one person is a plagiarism, stealing ideas from many people is a research."
John Milton

1. WHAT IS MARKETING RESEARCH (MR)?

- Systematic and objective search and analysis of information relevant to the identification and solution of any problem in the field of marketing.

- A purposeful process that aims to obtain certain specific information that cannot be obtained otherwise.

- Listening to consumers.

MARKETING RESEARCH IN SERVICES

- **Online surveys.**
- **Qualitative research.**
- **Social science applications.**

- Greater demands on researchers (speed, price, quality, subsequent strategic recommendations).
- Technology (statistical software, special technical equipment).
- Interpretation and integration of information from multiple sources.
- Focus on WoM (social networks, discussion forums, blogs).

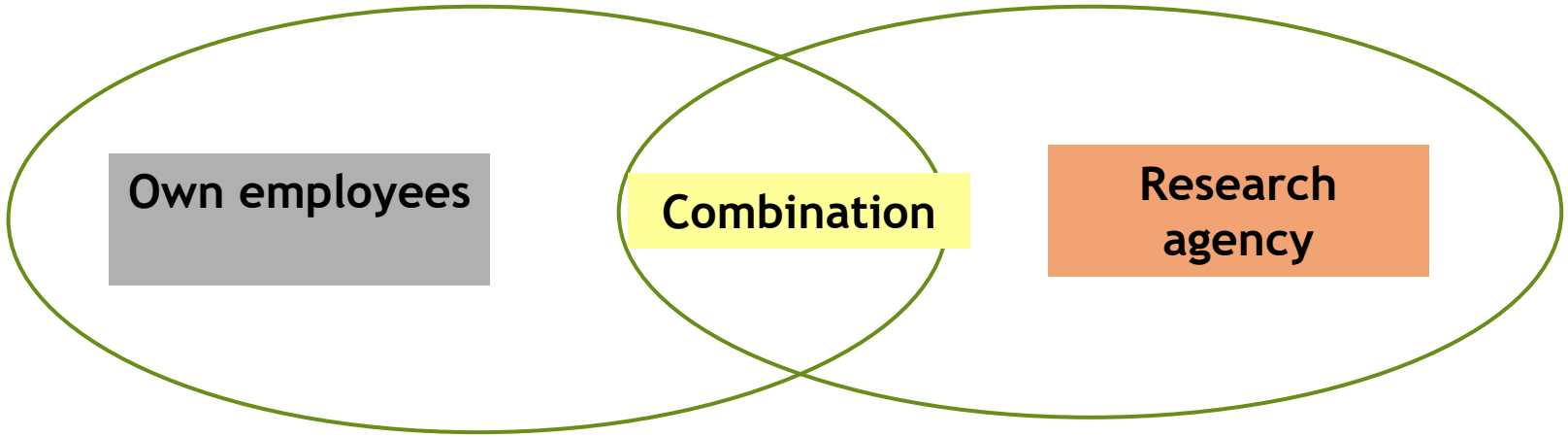
SELECTED BASIC TERMS FROM MR

- Interviewer x Respondent
- Quantitative research - how much? X Qualitative research - why?
- Primary research X Secondary research (internal, external)
- One-time (ad hoc) research X Continuous research
- Method x Technique
- Basic file x Selection file
- TOM X Spontaneous Knowledge X Knowledge with help
- Omnibus - research for multiple clients (3-4)
- Panel (households, stores, TV viewers) - *panel effect!*

SELECTED BASIC TERMS FROM MR

- **P+ P** (Paper + **P** encil)
- **CAPI** (**Computer** Assisted Personnel Interview) ⇨ **Questioning with computer support**
- **CATI** (**Computer** Assisted **Telephone** Interview) ⇨ **Telephone interviewing with computer support**
- **CAWI** (**Computer** Assisted Web Interviewing) ⇨ **Questioning based on the use of the Internet**

2. OWN X AGENCY MARKETING RESEARCH



- Significance of the research problem.
- Funds.
- Difficulty of the research project.
- Experts, technical equipment available.
- Time period for completion of the research project.
- References and trust in external research agency.

3. BASIC PRIMARY DATA COLLECTION METHODS

- **Questionning**
  - in person, by phone, in writing, online
- **Observation**
  - use of technical equipment (video camera, psychogalvanometer, tachistoscope, eye camera, pupil meter, audiometer, people meter, RFID chips – Heat maps , …)
  - **MYSTERY SHOPPING!**
- **Experiment**
  - Laboratory, field, online experiment

4. SELECTED METHODS OF QUALITATIVE MR

- **Individual in-depth interview** (1 hour, experienced interviewer, time-pressed respondents, intimate topics).

- **Group interview (focus groups)**
  - Experienced interviewer - moderator.
  - Recording (camera, wiretapping).
  - 8 – 10 participants.
  - Online group discussions.
  - Brainstorming (searching for topics, innovations, forecasting trends - no criticism, quantity of ideas, unusual ideas).
  - Testing of advertising concepts, designs of logotypes and brands, positioning of brands, determination of purchase or consumer opinions.

SELECTED METHODS OF QUALITATIVE MR

- **Association tests and procedures** (completion of sentences, dialogues and stories, ...).

- **Projective techniques** (bubble test, color test, collages, physiognomic test, ...).

- **Polarity profile** – transferring a qualitative characteristic, such as the respondent's idea of a product, brand, institution, into a quantitative form (**bipolar characteristics**, the use of a scale).

5. CUSTOMER EXPERIENCE, CE,CX

- **CEM** is an abbreviation of term Customer Experience Management. It is a system (activity) that deals with the needs and feelings of customers.

- **Customer experience** is the summation of all interactions a customer has with an organization, including their overall experience with the brand as such.

- Customer experience is measured in multiple channels: web, app, phone, chat, branch, SMS, social media, …

CUSTOMER EXPERIENCE, CE,CX

- In general, there are several needs that customers most often have:

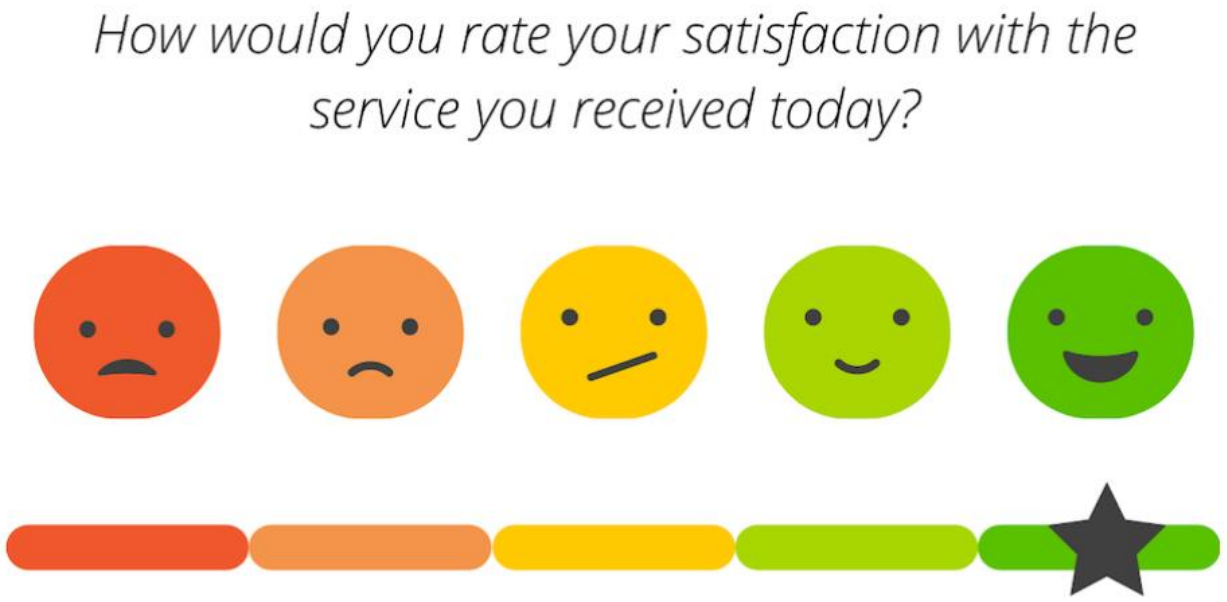
- **functionality and reliability of the service,**
- acceptable **price**,
- **convenient and simple operation**,
- **compatibility** with other services that the customer uses,
- **reliable service**,
- **great customer care**,
- **positive and pleasant tone of communication,**
- **fairness and transparency,**
- have **a choice**
- **good information.**

CX – VoC METRICS (VOICE-OF-THE-CUSTOMER)

- **NPS** - Net Promoter Score – measures customer loyalty.
- **CSAT** - Customer Satisfaction Score – measures customer satisfaction.
- **CES** - Customer Effort Score – measures the ease of use of the service.
- First Contact Resolution Rate (FCR)
- Average Handle Time (AHT)
- Customer Lifetime Value (CLV)
- Customer Churn Rate
- Customer Retention Rate

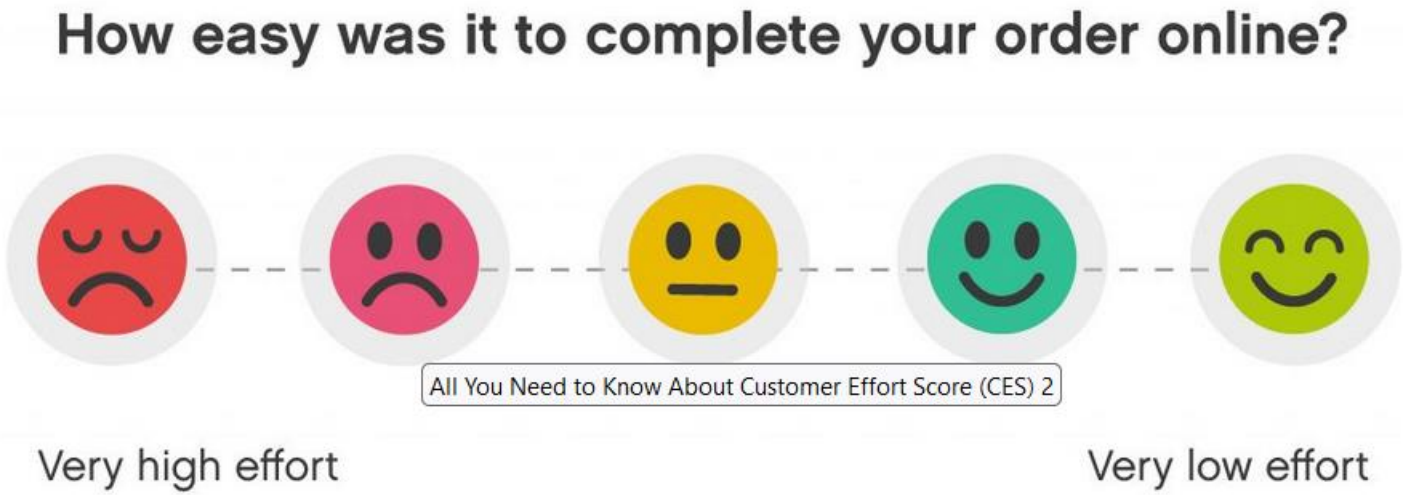
CUSTOMER SATISFACTION SCORE - CSAT

- CSAT scores are measured on a scale of 1 to 5. CSAT surveys can be customized, using visual rating scales such as stars or smileys instead of the typical numerical categories .
- The CSAT score is the percentage of people who rated their satisfaction as a 4 or 5.



CUSTOMER EFFORT SCORE - CES

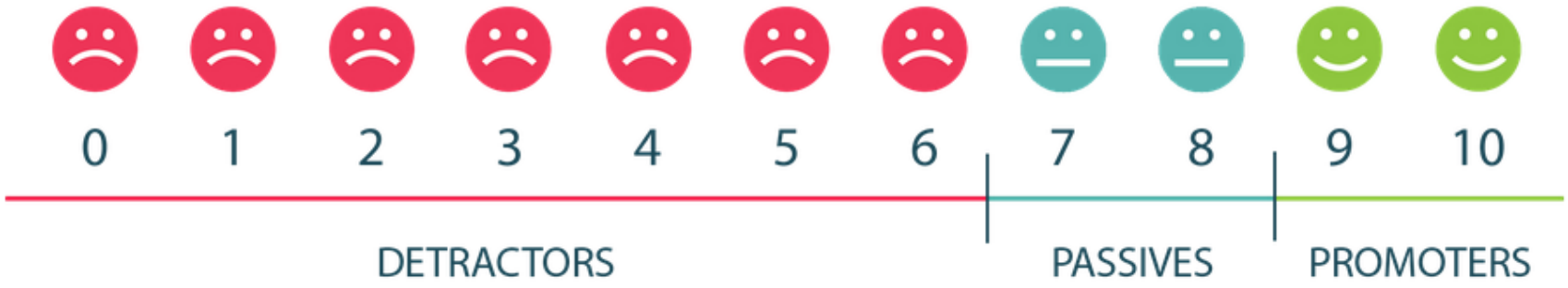
- Customer Effort Score (CES) calculates the effort your consumers have to put in while interacting with brand. This interaction can be of any kind physical as well as virtual.
- Similar to the CSAT, the CES score is the percentage of people who rated their satisfaction a 4 or 5 on the scale.

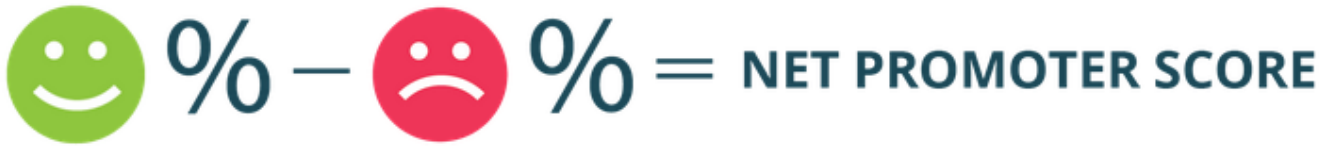


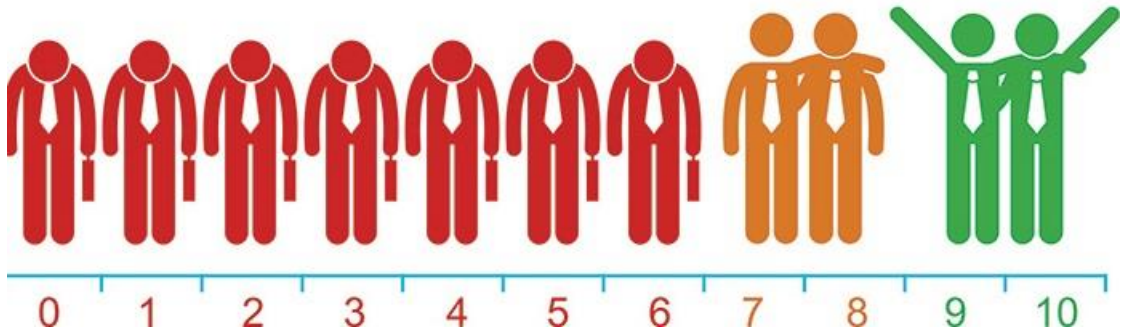
NET PROMOTER SCORE - NPS

- **Net Promoter Score is a tool for finding, processing and reporting customer feedback.**
- NPS = Customer Experience + Customer Loyalty
- Answer to the question: **How likely is it that you would recommend brand XY to a friend?** **(0 - not at all X 10 - definitely yes)**
- Customers according to NPS: **promoters (9-10), passives (7-8) and detractors (0-6).**
- NPS = %promoters - %detractors.
- NPS greater than 0 = good.
- NPS greater than 50 = excellent.

NET PROMOTER SCORE - NPS







6. MYSTERY SHOPPING

- A specially trained person (mystery shopper) pretends to be an existing or potential customer of the monitored company or institution and makes a fictitious purchase of products.
- Mystery sightings, mystery visits, mystery calling , mystery mail, mystery delivery , mystery recruitment , mystery online chat, …
- Real customer mystery Shopping! ⇨ financial services, health services.

BENEFITS OF MYSTERY SHOPPING

- **Obtaining of objective information.**
- Basics for effective employee development.
- Increasing of customer satisfaction.
- Increasing of the performance of the company.
- Increasing of the image of the company.