

Customer Survey Results

Company ABC | 2016



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Introduction

About the Survey

The ABC Customer Survey was designed to capture feedback about the following theme that make up the customer experience:

- ❖ Theme 1
- ❖ Theme 2
- ❖ Theme 3
- ❖ Theme 4
- ❖ Theme 5
- ❖ Theme 6

This Report Insight Pack has been prepared by PeoplePulse to provide insight to your organisation's strengths and where improvements can be made to further increase customer satisfaction and to support future customer retention and customer attraction strategies.

Survey Preview

Preview of Customer Survey: [insert link](#)

Author

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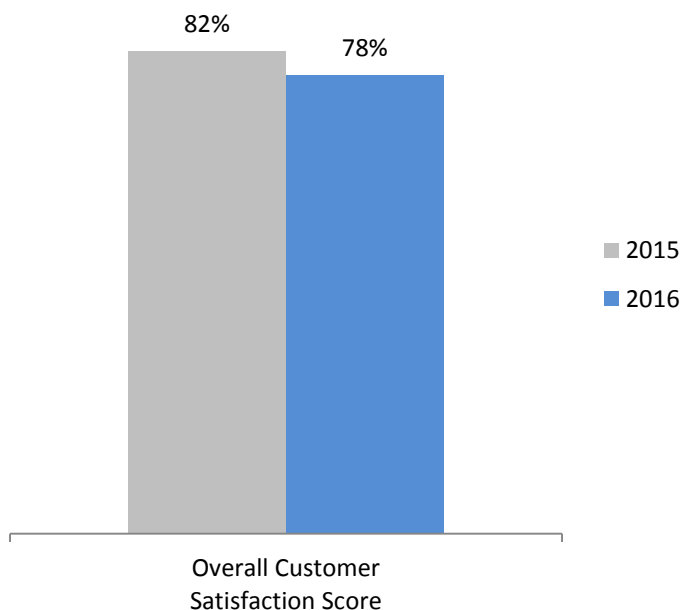
2016 customer survey response rate

Customer Type	Surveys Sent	No. Completed Surveys	Completion rate
Type 1	100	15	15%
Type 2	100	32	32%
Type 3	100	7	7%
Type 4	100	32	32%
Type 5	100	12	12%
Type 6	100	8	8%
	600	106	18%

How has our customer satisfaction score changed?

The overall satisfaction score has decreased by 4% since in the last 12 months.

The overall satisfaction score is obtained from just one question in the survey which uses 5 weighted answer options to calculate a **weighted satisfaction score**:

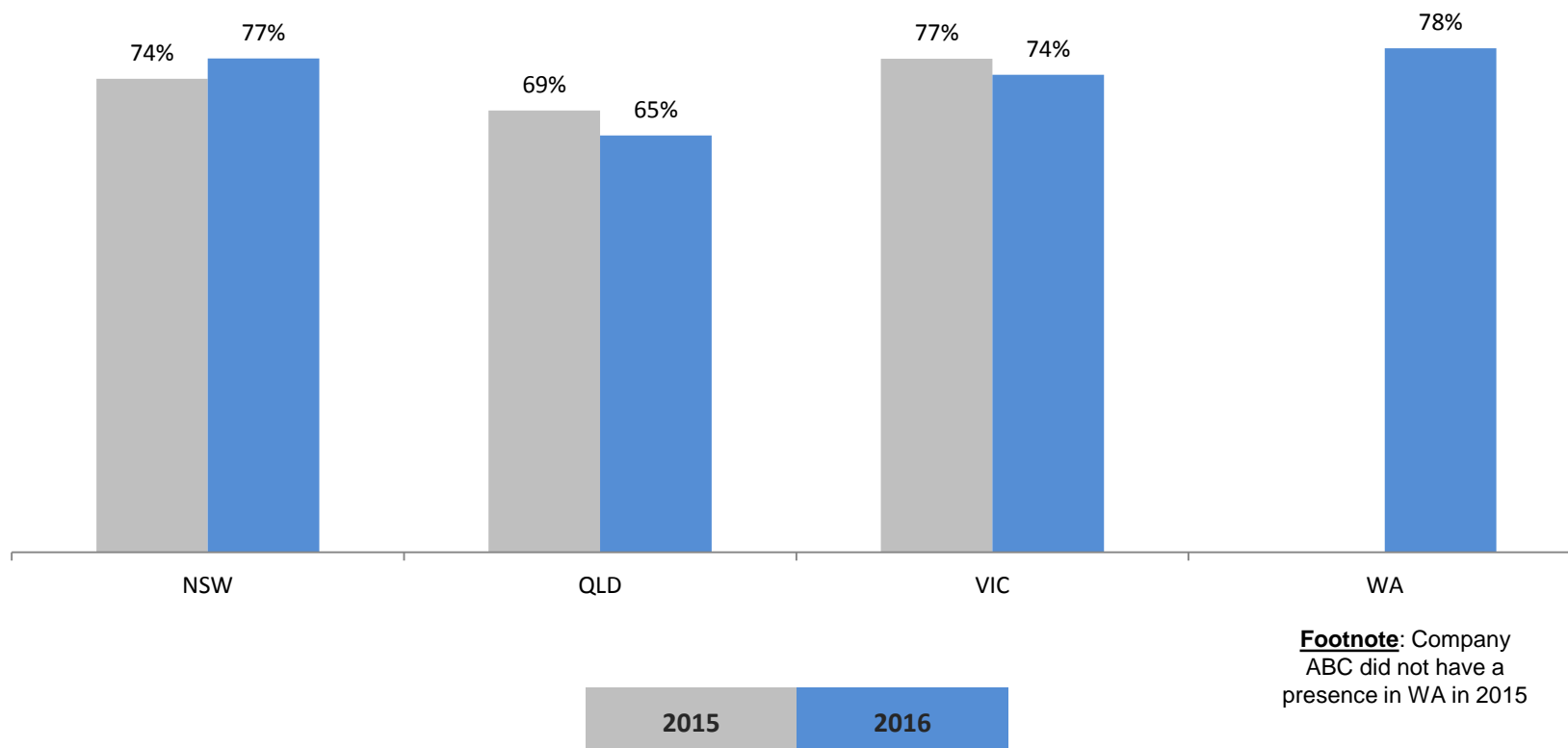


“Overall, how satisfied are you with ABC?”

- Very satisfied (4 points = 100%)
- Somewhat satisfied (3 points = 75%)
- Undecided (2 points = 50%)
- Somewhat dissatisfied (1 point = 25% = 0%)
- Very dissatisfied (0 points)

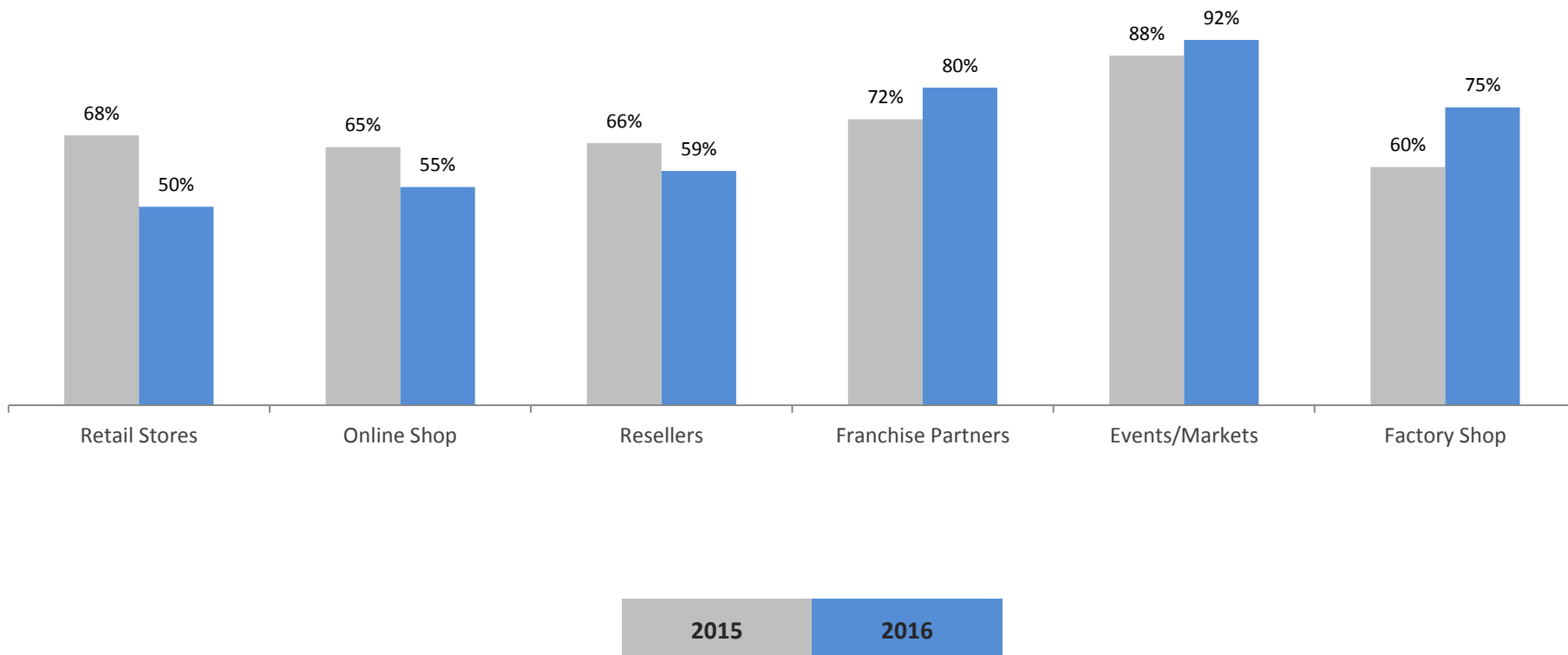
Customer satisfaction scores per each state

Below is a column chart comparing the customer satisfaction score for each state and how it has changed since last year.



Customer satisfaction scores per each service channel

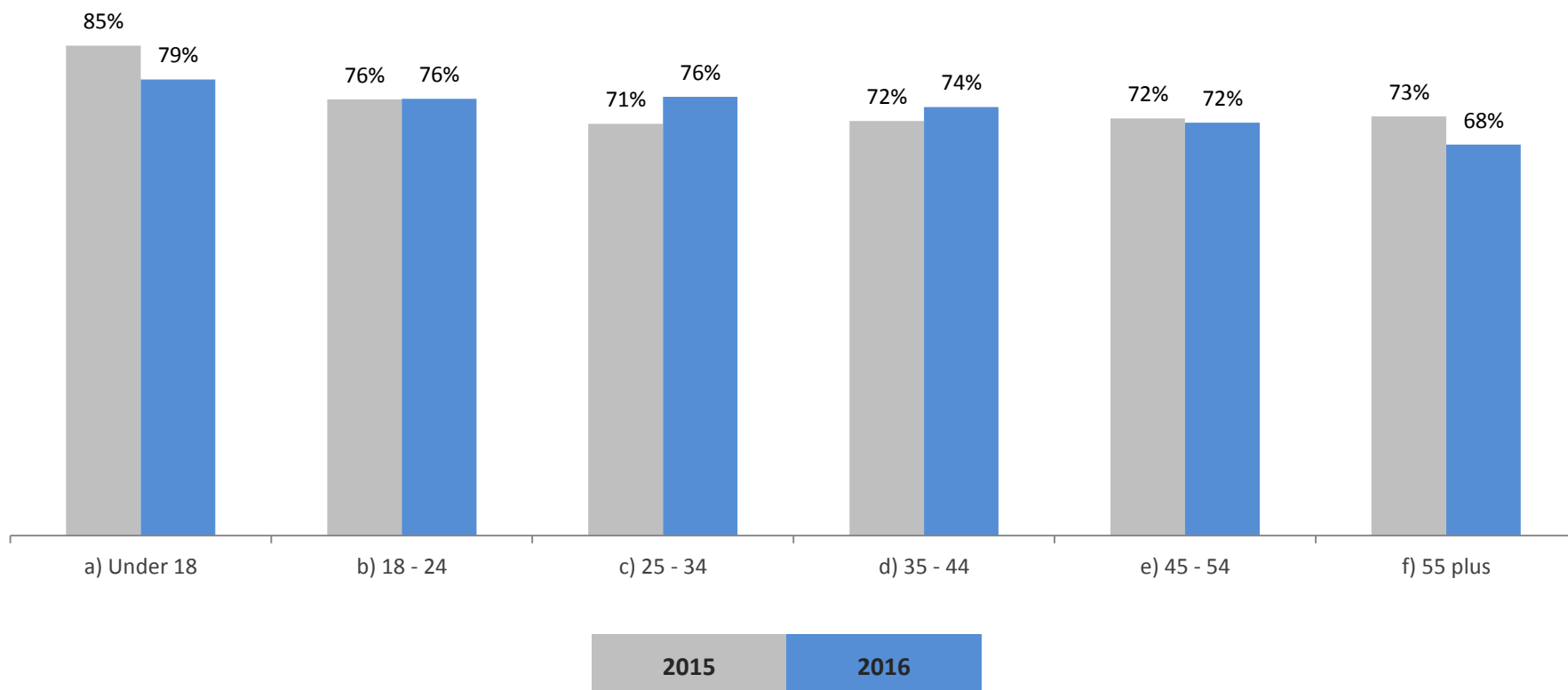
Below is a column chart comparing the customer satisfaction score for each service channel and how it has changed since last year.



Customer satisfaction scores per customer age group

Below is a column chart comparing the customer satisfaction score for each customer age group.

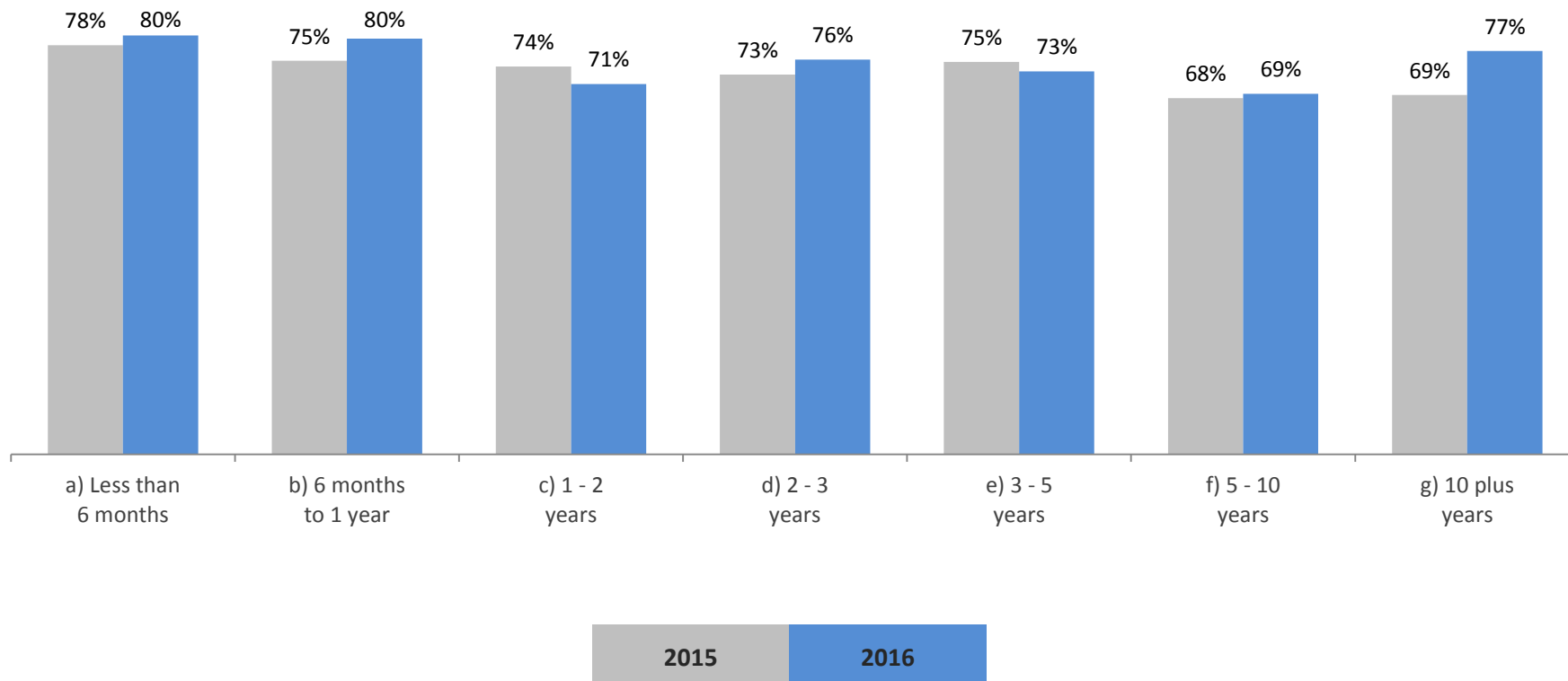
In 2016 there is a trend in declining satisfaction for customers above the age of 45.



Customer satisfaction scores per customer tenure

Below is a column chart comparing the customer satisfaction score for different customer tenure groups.

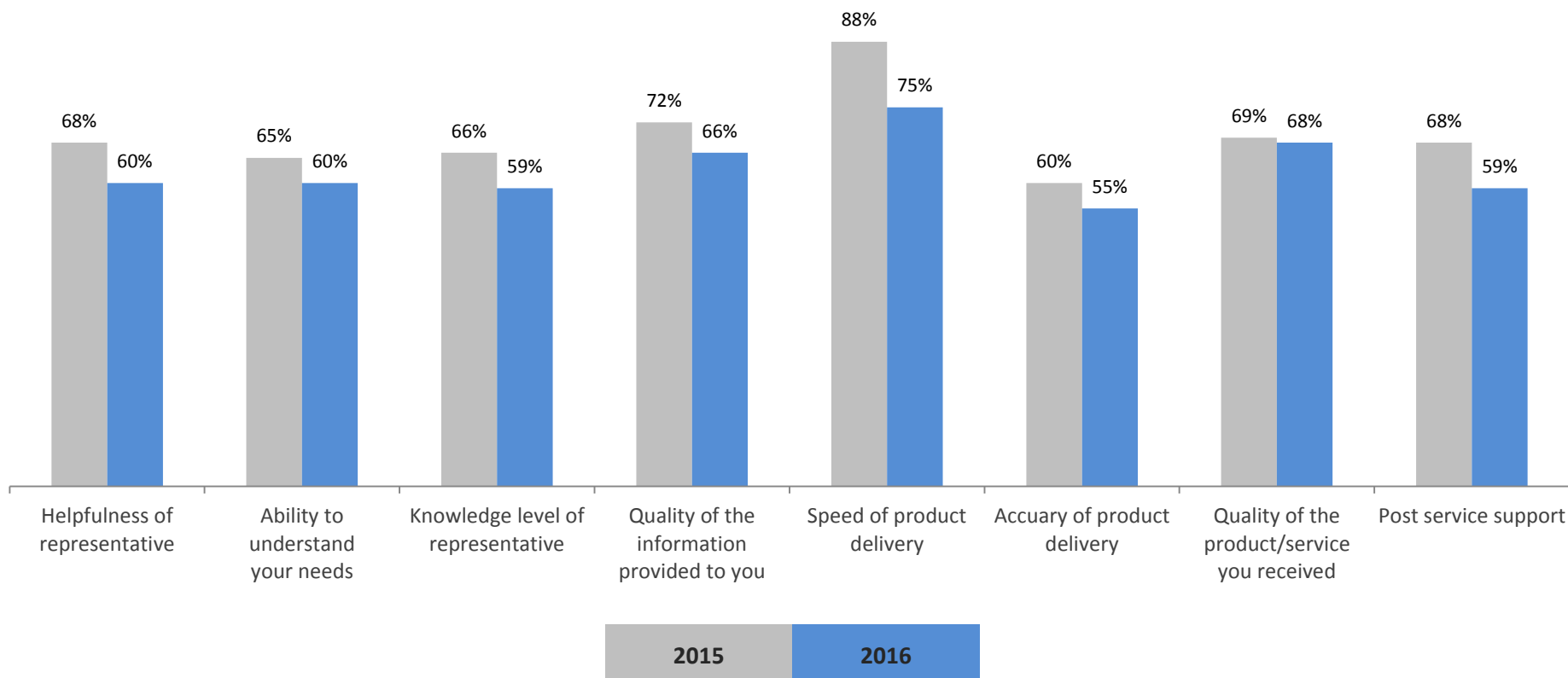
There has been a significant satisfaction increase for customers who have been with us 10 year or more. This is likely to be linked with the introduction of our customer loyalty program which rewards customers for doing 10 years of business with us.



Key theme comparison

Below is a column chart comparing customer satisfaction across each component of the full customer experience.

All key themes have declined in satisfaction in the last 12 months – Speed of product delivery, Post Service Support & Helpfulness of the Rep have declined the most and are of most concern.



Where have we **improved** the most since 2015?

The table below represents the ten questions which have **the largest increase in positive responses** since 2015.

Improvement Rank	Survey Question	% Positive Responses October 2015	% Positive Responses June 2016	% Increase in Positive Responses Since 2015	
				↑	
1	Question 1	43.6%	58.0%	↑	14.4%
2	Question 2	62.9%	76.2%	↑	13.3%
3	Question 3	48.5%	60.2%	↑	11.7%
4	Question 4	55.3%	65.7%	↑	10.4%
5	Question 5	73.9%	83.3%	↑	9.5%
6	Question 6	45.7%	54.3%	↑	8.6%
7	Question 7	68.4%	75.9%	↑	7.6%
8	Question 8	68.0%	74.7%	↑	6.7%
9	Question 9	74.2%	80.9%	↑	6.6%
10	Question 10	53.3%	59.9%	↑	6.6%

Where have we **declined** the most since 2015?

The table below represents the ten questions which have **the largest increase in negative responses** since 2015.

Improvement Rank	Survey Question	% Negative Responses October 2015	% Negative Responses June 2016	% Increase in Negative Responses Since 2015	
1	Question 1	10.3%	12.4%	↑	12.0%
2	Question 2	5.5%	7.1%	↑	11.6%
3	Question 3	6.2%	7.4%	↑	11.2%
4	Question 4	0.3%	1.2%	↑	10.9%
5	Question 5	7.2%	8.0%	↑	9.8%
6	Question 6	1.4%	2.2%	↑	6.8%
7	Question 7	2.4%	3.1%	↑	5.7%
8	Question 8	0.0%	0.6%	↑	4.6%
9	Question 9	0.3%	0.6%	↑	2.3%
10	Question 10	7.9%	8.0%	↑	1.1%

What are our ten strongest questions in 2016?

The following table lists the top ten strongest survey questions across the whole survey. The questions are ranked by the **highest number of positive responses** each questions achieved.

Rank	Question	Positive	Neutral	Negative
1	Question 1	94%	4%	2%
2	Question 2	94%	5%	1%
3	Question 3	90%	6%	4%
4	Question 4	85%	8%	7%
5	Question 5	85%	10%	5%
6	Question 6	82%	11%	6%
7	Question 7	82%	13%	5%
8	Question 8	81%	17%	2%
9	Question 9	80%	13%	7%
10	Question 10	78%	16%	5%

What are our ten weakest questions in 2016?

The following table lists the top ten weakest survey questions across the whole the survey. The questions are ranked by the **lowest number of positive responses** each questions achieved.

Rank	Question	Positive	Neutral	Negative
1	Question 1	39%	39%	21%
2	Question 2	51%	27%	22%
3	Question 3	55%	30%	15%
4	Question 4	58%	27%	15%
5	Question 5	59%	27%	14%
6	Question 6	63%	21%	17%
7	Question 7	65%	23%	12%
8	Question 8	65%	23%	12%
9	Question 9	66%	27%	7%
10	Question 10	67%	22%	11%

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What high value customers saying in 2016?

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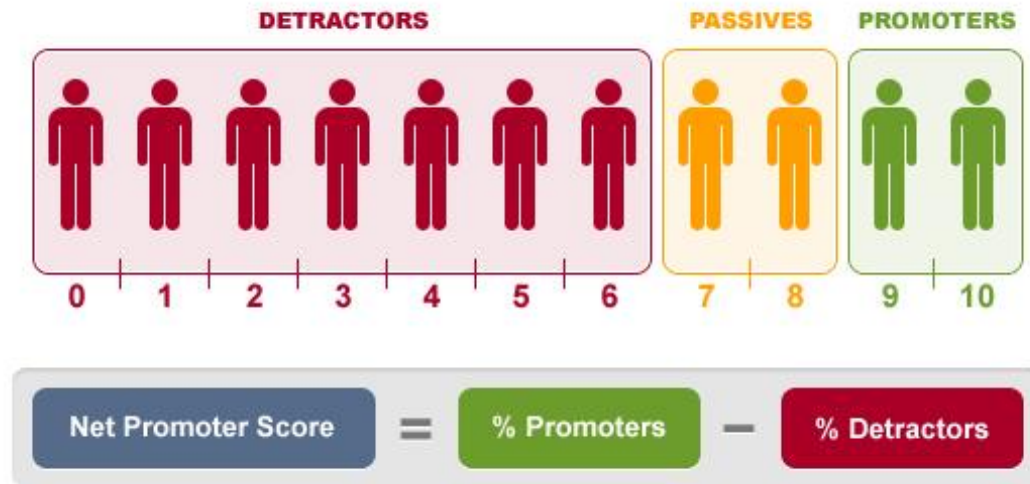
What is Net Promoter Score (NPS) and how is it used?

The Customer Satisfaction Survey asks our customers a question that uses the **Net Promotor Methodology (NPS)**.

“On a scale of 0-10, how likely would you be to recommend ABC to a family member, friend or business associate?”

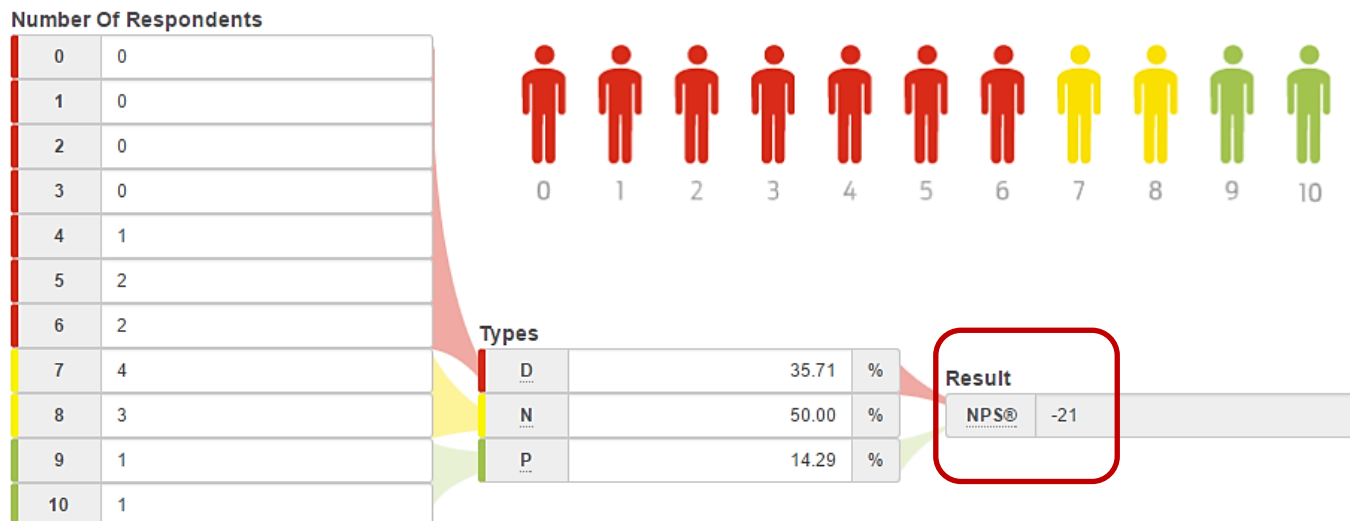
Net Promoter Score (NPS) is a methodology that is used globally by marketers to aid in the measurement of brand reputation and growth. It uses just one simple question to determine the amount of potential positive recommendations happening about your brand or company versus the amount of potential negative recommendations. - <https://www.netpromoter.com/know/>

Respondent results are divided into three groups: **promoters, passives and detractors**. The NPS score is generated by using the following formula:

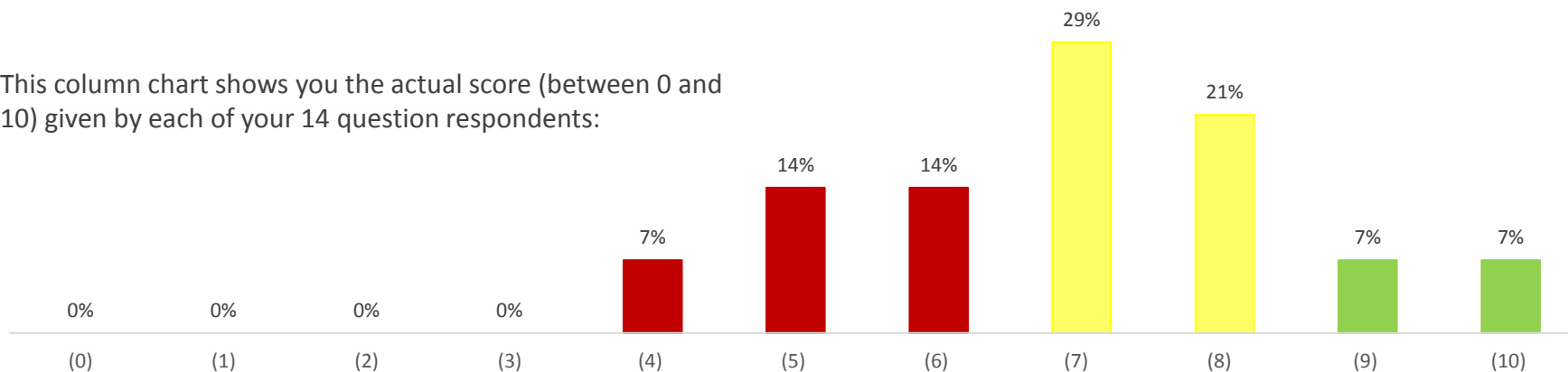


What is our Net Promoter Score (NPS) in 2016?

This table calculates your overall NPS Score which is **-21%**



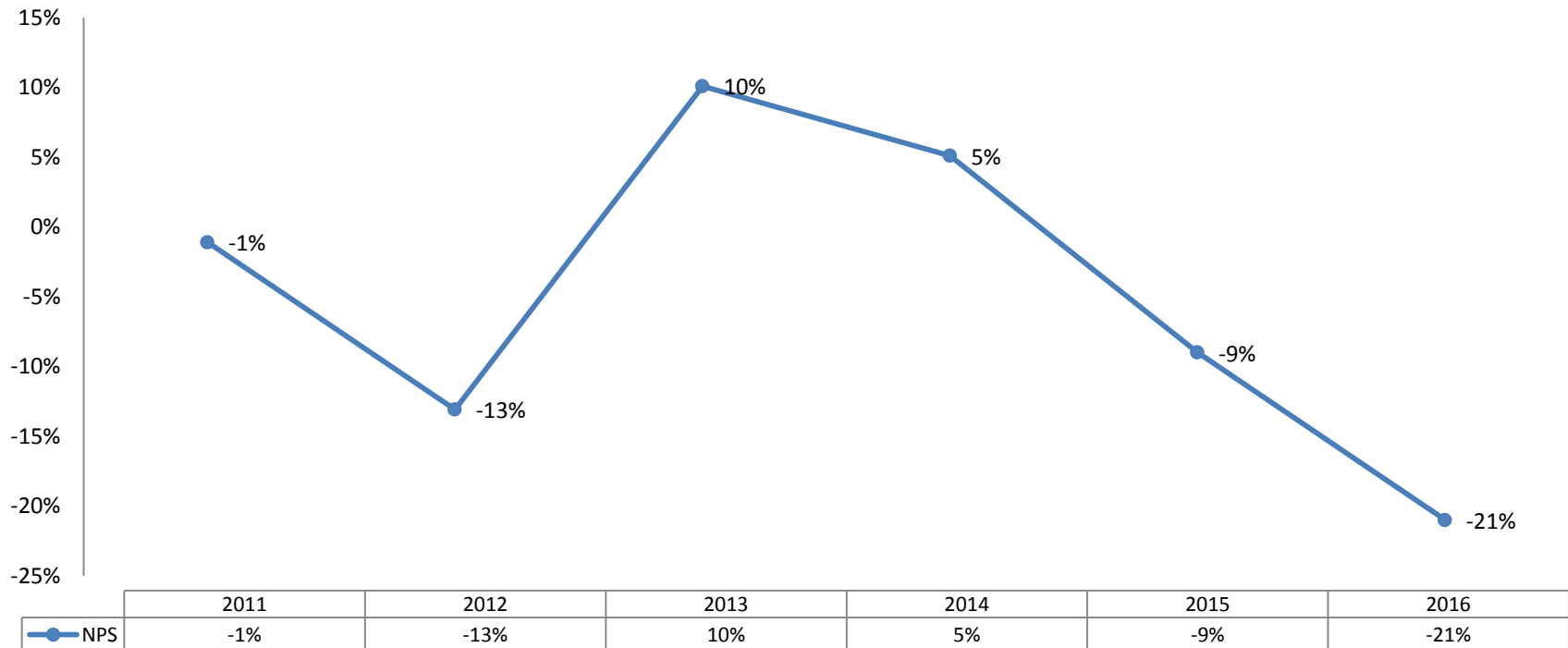
This column chart shows you the actual score (between 0 and 10) given by each of your 14 question respondents:



How has our Net Promoter Score (NPS) been trending?

The line chart below represents our annual NPS scores since 2011 which as a concerning negative trend.

NPS



Why did our promoters give us a score of 9 or 10?

This is a word cloud taken from the reasons why your promoters scored your NPS 9 or 10. The word cloud searches for key words or phrases that repeats themselves in the comments. The larger and darker the font the more the word or phrase has been repeated.



Why did our **passives** give us a score of 7 or 8?

This is a word cloud taken from the reasons why your passives scored your NPS a 7 or 8. The word cloud searches for key words or phrases that repeats themselves in the comments. The larger and darker the font the more the word or phrase has been repeated.



Why did our detractors give us a score of 6 or below?

This is a word cloud taken from the reasons why your detractors scored your NPS 6 or less. The word cloud searches for key words or phrases that repeats themselves in the comments. The larger and darker the font the more the word or phrase has been repeated.



What areas have the most **opportunity for improvement**?

- ❖ More regular customer account reviews
- ❖ Need for quicker decision making
- ❖ Improved communication about new products and improvement to increase customer awareness
- ❖ More personalised communication with customers – stop sending generic marketing communications to all customers
- ❖ Simplified customer contract documents to make them easier to understand

What are targets are we aiming for in 2017?

- ❖ Overall satisfaction average score to be above 84% (currently 78%)
- ❖ Increase NPS score from -21% to be a positive score of 10% or more
- ❖ Average relationship strength rating to be above 75% (currently 65%)
- ❖ Achieve a survey completion rate of at least 30%