

## Customer Satisfaction Measurement Best Practices

1. **Although solid web analytics is a key source of Customer Satisfaction Measurement data, it only gives quantitative results.** Web analytics, if done properly, will provide key data on customers' behavior on the site, information for customer segmentation, and major sources of customer abandonment. However, it will not give you any qualitative information, such as why did something happen, what was the customer's motivation?
2. **Qualitative information supplements quantitative data to complete Customer Satisfaction Measurement.** Surveys, Focus Groups, Eye Tracking studies, Voice of the Customer and Customer Experience Management systems can be used to find the reasons behind customers' behavior. Having the qualitative information is the missing link in most retail customer satisfaction initiatives.
3. **Tie your quantitative to your qualitative measurements.** Having solid quantitative and qualitative information for different customer groups may be misleading and provide inaccurate recommendations. The ultimate goal is to tie both sets of information to the same customer segment and complete this for your top customer segments first.
4. **Customer Satisfaction Measurement involves all channels.** Determining how customer satisfaction in one channel affects satisfaction in other channels or how it affects purchasing behavior on other channels is key to understanding your customer.
5. **Measure satisfaction throughout the entire purchase lifecycle.** Measuring customer satisfaction right after customers complete the purchase online will give you insight into the purchase process. However, it will not give you the same quality insight in other key areas like site navigation, as it is not as fresh in their minds, and it will not provide post-order information like timeliness, packaging, and returns.
6. **Make sure you employ a rigid, statistically robust methodology.** Having complete and comprehensive information for a single customer group representing 5% of your customers/orders or having incomplete information for all customer groups is nearly worthless. Having a process in place to gather complete information and to identify the target customer groups is important to determine differences and improvement opportunities across your business. Later, once satisfaction has been improved, targeted satisfaction measurement of the group representing 5% may be worthwhile.
7. **Design surveys to provide valid, relevant and complete information.** If cart abandonment is your key issue for a survey, ask several questions on all usual cart abandonment issues: shipping rates, delivery times, promotion, taxes, etc.. Make sure your survey covers all the aspects of an issue.
8. **Design questions to enable accurate answers.** Before a survey is implemented, make sure the questions are worded in a way to enable customers to provide clear and consistent answers. A vague text answer may invalidate the rest of the answers from an otherwise good survey submission. Scientific survey methodologies require and produce consistent and complete responses to a comprehensive survey.
9. **Do not make decisions based on incomplete information.** For each event, there may be several ways to interpret the causes. Only once you have complete information can the accurate cause be ascertained and a plan of action formulated.
10. **Customer satisfaction is a leading indicator.** Customer satisfaction is an indicator of how your customers will purchase from you in the future and how they might recommend your products. Think about your needs in terms of current improvements and future initiatives.