

Lessons from Measuring Client Happiness

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Sintesis

Customer support service is essential for all businesses since how they're treated will define their whole perception of a company.

Missing feedback

When evaluating how the customer support is doing, CSAT (Customer Satisfaction Score) could be used, but it has a problem, how should you consider people who didn't submit an evaluation?

Implementing a new approach

A new approach was tried, it seemed good to infer the level of customer service with happy and unhappy stories based on different metrics, but when proven inefficient, patching it became complex and the company had to drop this idea out.

Fusing old and new

The approach now includes

CSAT

It was reintroduced, it's measured by getting the ratio of good ratings againsts bad ones.

SLA

A system of automatic tickets was implemented, where each one is given a priority depending on the status, time it's been waiting and other ones.

Comentarios

Based on the text, I could see that customer care requires continuous improvements in order to make'em happy.

This is a very concise and almost practical text that provided a good insight on the importance of customer care. Whenever I launch my business, I'll try to have this in my mind.