

The "7 x 7" Customer Satisfaction Survey

1 = Strongly Disagree

7 = Strongly Agree

- | | |
|---------------|--|
| 1 2 3 4 5 6 7 | I am highly satisfied with all aspects of customer service. |
| 1 2 3 4 5 6 7 | I definitely will make more purchases from this company in the future. |
| 1 2 3 4 5 6 7 | I commonly recommend this company to other customers. |
| 1 2 3 4 5 6 7 | This company is highly responsive to customer needs. |
| 1 2 3 4 5 6 7 | This company's service is faster than typical of the industry. |
| 1 2 3 4 5 6 7 | This company's employees are helpful and cooperative. |
| 1 2 3 4 5 6 7 | This company is good at resolving problems for customers. |

Overall Interpretation:

Overall score = _____ out of a possible 49 points. To convert to a percentage basis, divide score by 0.49. Interpret as you might a grade in a class. For instance, a score of 42 = 85.7% which is a B and not bad, but certainly leaves room for improvement. To have service that attracts new customers and brings back old customers for more, you probably need A level performance, which means a score of 45 or above.

Item-by-item Interpretation:

If your score

is low on item:

You need to focus on improving:

- | | |
|---|--|
| 1 | Overall customer service; focus on the entire process and consider retraining all employees. |
| 2 | Purchase intent; focus on delivering a quality experience and product and following up to make sure users are happy with their purchase. |
| 3 | Referrals; focus on boosting positive word-of-mouth by raising overall quality and in particular by making sure you notice any problems or critical incidents and resolve each one positively. |

- 4 Responsiveness; make sure you recognize and react to customer requests, complaints or problems quickly and visibly. Also train service employees to demonstrate more empathy (empathetic listening skills are needed).
- 5 Service speed; work on handling customer orders or needs more quickly and reliably.
- 6 Helpfulness; work on providing supportive service characterized by being accessible/available to customers and eager to meet their specific needs.
- 7 Problem resolution; make sure you have appropriate processes for identifying and resolving complaints or customer concerns, including ways of compensating customers for service interruptions.