



## fact sheet

### Customer Loyalty Measurement Study

CMC has conducted Customer Loyalty Measurement Studies in almost one-hundred organizations. These studies provide current, objective, qualitative and quantitative performance measurements from the customer's perspective, and identify the attributes that have the greatest impact on customer loyalty and satisfaction.

The overall objective is to measure *the voice of the customer*, and to accelerate short- and long-term growth of sales. The identification of customer perceived strengths and weaknesses, and the diagnosis of service problems, provide action teams with additional customer-specific projects—that will significantly enhance your systems, processes and *business performance*.

#### Overview

Becoming customer driven requires you to bring the *voice of the customer* to life. And it requires that the *voice of the customer* be translated into managerial action—and integrated into your business strategy.

The marketplace is made up of lost accounts and potential accounts—customers who, for a variety of reasons, choose to do business elsewhere. Customer loyalty can be measured and analyzed to minimize customer turnover, and facilitate growth of key accounts. *A well-designed customer loyalty survey measurement and management system will have a positive impact on many of your business objectives.*

Our Customer Loyalty Measurement process is conducted to identify key customer drivers. This becomes a critical “scorecard” of your service and quality performance. The objective is straightforward—implement internal and external customer-focused improvement projects to create enthusiastic and loyal customers—and grow your top-line.

#### Survey Description

The process includes quantitative and qualitative analysis. After initial contact, custom questionnaires will be distributed to a significant cross-section of your customers. Subsequent phone contact culminates the data-gathering phase. A detailed report will analyze and interpret your customer's priorities, perceptions, and suggestions for improvement.

The survey questionnaire will be tailored to your unique needs. The survey typically contains approximately twenty- to twenty-five statements with five possible responses to each, ranging from “*not important*” to “*very important.*”

The survey and questions are divided into two categories:

1. Which services are important to the customer?
2. How well you perform those services for the customer.

The statements or questions are divided into six dimensions:

1. People performance, which shows perception of quality.
2. Conformance of product or service, which shows performance of service.
3. Systems and procedures, which show how user friendly you are.
4. Scope of service, shows if you are doing what the customer wants.
5. Scope of products/technology advances.
6. Price/value perception of product and service.

### **Steps for the Customer Loyalty Measurement Study**

1. Define the scope and purpose of the survey process
2. Planning and coordination
3. Determine how the data should be segmented
4. Determine the appropriate sample sizes
5. Design the instrument and develop the communication pieces
6. Develop open-ended questions
7. Structure the competitive analysis section
8. Prenotification of customers
9. Administer the survey
10. Follow-up (by phone) with each customer
11. Analyze and interpret findings
12. Develop the report in actionable format
13. Conduct an executive briefing/workshop
14. Develop and agree on appropriate performance indicators

### **Data Analysis, Interpretation, and Report**

Analysis will include a complete qualitative and quantitative study of all data. All major factors that currently influence customer perception, work climate and quality performance will be correlated and studied in detail. These data will include verbatims, and will be uniquely summarized in an actionable format. The qualitative assessment report increases the value of the Customer Loyalty report by providing added insight and understanding.

## **Management Briefing/Workshop**

We recommend a half-day briefing to ensure that the results are fully understood by the entire management team. It is important that this information be integrated into your business plan, key performance indicators, and product development plans.

The customer loyalty measurement study is a strategic project, and should be used to shape your business strategies to accelerate growth of sales—and to establish a preeminent competitive advantage.

## **Key Features and Benefits**

- ✓ Fast, flexible and accurate survey process with powerful reporting capabilities
- ✓ Platform and the reports are designed to maximize the value of the survey information, and lead to real action for accelerated growth of sales
- ✓ Immediate impact on sustainable sales that can support long-term growth
- ✓ More loyal customers, a healthier top- and bottom-line, and a sustained competitive advantage