

## Customer Satisfaction Measurement Best Practices

1. **Web analytics is a key source of Customer Satisfaction Measurement data, but only provides quantitative results.** Web analytics provides key data on customers' behavior on the site, information for customer segmentation, and major sources of customer abandonment. However, it does not provide insight into true customer satisfaction – how they feel about your brand, customer service, the overall shopping experience, and how you interact with them.
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. Perform surveys and user testing as often as you can to obtain more qualitative user insights.
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 try to obtain this information for your best converting 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 customers.
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. Tie back your user testing results with quantitative data for a more powerful results set of data.
10. **Customer satisfaction is a leading indicator of your business.** Customer satisfaction is an indicator of how your customers will purchase from you in the future and how they might recommend your products. It's both PR as well as retention. Ensure you are garnering high customer satisfaction marks across your physical product sales, customer service, brand engagement, marketing, and more.

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# eCommerce Diligence™ Checklist

## CSM Key Questions to Ask Providers

### Company

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1. Are you primarily a technology provider or an outsource partner? Have you evolved to this role over time or has this always been the case?
2. How many clients do you have? How many have you lost, and why?
3. What size or types of clients fall into your “sweet spot”? Do you specialize in customer support/service or sales? Any key verticals?
4. What peripheral or support services do you offer (e.g., integration, CRM, consulting, training)?

### Products/Services

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1. Do you provide Surveys, Eye Tracking, Web Analytics analysis, VOC/CEM or several types of solutions?
2. Does your solution tie into web analytics systems? Which ones?
3. Do you provide support to create customer surveys, analyze data, recommend improvements, etc.?
4. Does your system compare our data to other companies’ data to give us a benchmark of where we stand?

### Features

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1. What key features are included in your solution?
  - a. Is there a key feature you have that no one else has?
  - b. What features are currently missing that many of your competitors have?
  - c. What features are on your roadmap?
  - d. What features does management love? What about shoppers?
2. What is your product’s competitive advantage over other packages? Why?
  - a. Price? Dashboard? Ease of use? Flexibility? Don’t say “all of the above”.
3. Can your solution provide survey feedback?
  - a. How many different surveys are possible at one time?
  - b. Can they be randomly assigned, assigned by customer group, by individual customer, by event? Please list all capabilities.
4. Can your solution tie into online, offline, phone, paper, etc., customer satisfaction sources of information? Into external surveys? Please describe.
5. Do you provide tools to help identify satisfaction metrics by customer group, by individual customer, or across all customers at one time?
  - a. How can your solution track metrics by customer groups? Does it help create the groups, or does it need them to be imported?
6. Can your solution provide voice of the customer feedback for a specific set of customers?
7. Does your solution utilize a customer satisfaction methodology? How does it compare to the ACSI Methodology?
8. Does your solution identify what’s driving customer satisfaction and what will have the greatest impact on behavior and financial performance?
9. How does your solution prioritize investments based on ROI?
10. Does the solution benchmark against competitors and leading websites?
11. How does the solution help with conversion?
12. Does your solution quantify the impact of a service or support experience on your customers’ perceptions about your organization and their likelihood to buy from you in the future?
13. Is post-sale analysis performed? How?
14. Does your solution publish and support APIs for integration with other systems (such as CRM, analytics, customer management), if I choose not to use your modules? If not, how do I integrate?

### Pricing

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1. For technology providers; do you charge by the user/month or perpetual license?
2. How do you charge for annual support? What about maintenance?
3. For outsource partners; do you charge by the hour, by the dedicated CSR or some other model?
4. What are the setup/training fees? What happens if calls to the center exceed forecast? What “value-add” services do you offer?

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