

CUSTOMER EXPERIENCE PARTNERS

Is Your Satisfaction Survey Causing Customer Dissatisfaction?



The Gartner Group recently explored the issues surrounding customer feedback. They substantiated something we've been talking about for years. The good news from their study is that customer satisfaction measurement has become universal. According to Gartner, 95% of U.S. businesses collect feedback from customers. An amazing finding! Now the bad news. The same study goes on to report that only 50% of the companies disseminate their surveys' findings throughout their organizations. But the bad news gets worse. A relatively small percentage of companies actually acts on the feedback to improve their customers' experiences.

Wasted Time; Unrealistic Expectations

Let's review the situation. A majority of U.S. companies are imposing on their customers to complete surveys that they'll never act on. And, perhaps worse still, raising expectations that products or services will be improved (based on the volunteered feedback) while they fail to distribute the learnings and overlook opportunities for improvement. This means when well-meaning customers: 1) raise potentially useful questions, or 2) provide details of specific corporate failures, or 3) even ask to learn about or buy additional products and services – chances are they are being ignored.

So we have to ask the painful question: Is all this satisfaction surveying ironically causing customers to be more dissatisfied? While corporations may exclude the survey process from the more integral components of their performance (i.e., their product or service, their marketing programs, their sales process, their customer service, etc.), to most customers every action the company takes is all part of the **total Customer Experience**. Customers fail to recognize internal functional division of responsibilities; instead they see a company in total. When it's time to make their next purchase, or when a friend asks if they would recommend the brand, every *touchpoint* and *experiential component* will weigh in their response. If the corporation has raised the customer's expectations by telling them their feedback is desired, and suggesting they want to improve, but yet it ignores the problems raised or the questions asked -- then the corporation has done more harm than good. It would have been better off saving the money and never fielding the satisfaction study!

Customer Experience Partners has extensive experience in helping clients better understand and more effectively manage their **total customer experience**. Please call us or visit our website to learn more:

www.customerexperiencepartners.com.

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