

CUSTOMER EXPERIENCE PARTNERS

Delight Analysis – Focus Gets the Job Done



In previous issues we've discussed: 1) that striving to merely satisfy won't buy loyalty; and 2) that one needs to score customers to identify which ones should be given offers and extended special treatment. In this third installment we discuss how to actually improve conditions. The key is prioritization, focusing on the most important and responsive issues.

Ever wonder why with customer satisfaction being so ubiquitous, that things (from the customer's viewpoint) don't seem to be getting that much better? Customer satisfaction measurement and the widely touted Net Promoted Score (NPS) have become accepted as standard components of the CEO's "dashboard". As such, each reporting period's scores prompt a furtive cry from the CEO to "fix things" and do so as quickly as possible. While the spirit of the cry is understandable, there is generally a lack of any accompanying directive strategy. An appalling oversight. You see, an organization won't succeed if it tries to "fix everything"! It's uneconomical, it's unrealistic, and it's impractical. But, like the emperor without clothes, no one seems willing to confront impatient CEOs with the advice that, "We can't fix everything, we need to focus on one or two issues to fix first those issues which will do the most good"!

It's Prioritization, Stupid!

Integral to our **Delight Analysis** is the philosophy of prioritizing failpoints according to how much leverage fixing each will provide to the improvement of overall satisfaction. Fixing some issues just won't increase overall satisfaction that much. And so, one requires a measure of response functions to rank order each period's shortcomings according to how much impact fixing each will have to customers' overall satisfaction. By concentrating improvement efforts and resources on those issues with the greatest impact on overall satisfaction or NPS, we maximize ROI for our initiatives. And, we increase the likelihood that future satisfaction measures will reflect the improvements made.

Customer Experience Partners has helped develop Delight Analysis. In doing so, we're one of the few consultancies that can provide clients with the insight a satisfaction program needs to make it more responsive to the information customers are providing in their periodic assessments. **Delight Analysis** and **Action Planning** are two of our services that make satisfaction tracking so much more responsive to customers' needs and desires.

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