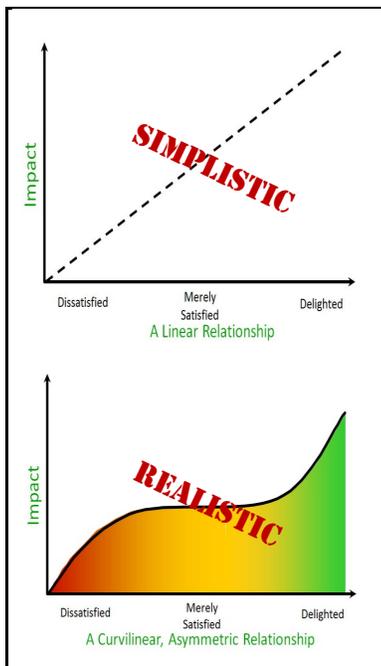


CUSTOMER EXPERIENCE PARTNERS

You Won't Survive with Merely Satisfied Customers!



We've discussed the poor track record American businesses have posted in improving their customer satisfaction scores over the last 17 years. One of the most critical mistakes they've made is settling for mediocre results. Organizations and CEOs may point to improved mean satisfaction ratings (advancing from a 6.9 to a 7.3) as progress, but this isn't the sort of increase that bonds customers to a business—even if the industry benchmark is a 7.1!

In extensive work we've found that companies have to make very substantial improvements in performance to increase customer loyalty. **The Customer Delight Principle** is a guide we've created to coach successful improvement initiatives. It's based on a better understanding of how performance and satisfaction are actually related and how they lead to loyalty and share of spending. You see, managers have proceeded as if performance and satisfaction were linearly related. In a linear relationship an improvement of 10% in performance would result in a similar 10% increase in satisfaction levels. But satisfaction and performance aren't linearly related!

The Customer Delight Principle teaches that performance and satisfaction are actually related in a curvilinear and asymmetric manner. This is a much more complex relationship and makes improvements far more taxing. With a curvilinear and asymmetric relationship, one shouldn't expect a 10% increase in satisfaction if one has succeeded in improving performance by 10%!

Delight Principle #1: Expect performance and satisfaction to be more complexly related than you've previously imagined. Take this understanding and the effort you'll need to expend to improve satisfaction into account as you plan improvement initiatives.

Customer Experience Partners is uniquely qualified to apply *Delight Analysis* to customer satisfaction data, having created the process and written the book by the same name.

To learn more, visit our website: www.customerexperiencepartners.com or call us to discuss your ideas and reactions.

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