CustomerThermometer












How to use CT to keep close to customers in **2021** →

Assume everything will be virtual and remote **until further notice**





Regular customer (and staff) touchpoints have been disrupted, forcing customer strategies to adapt





There's no point waiting for a return to normal – make longer-term plans instead



Understanding customers and delivering a great experience is now more important than ever

Internal teams are scattered, making employee engagement crucial too


CustomerThermometer
Response Volume
5
4
3
2
1
26 Oct 2020
2 Nov 2020
9 Nov 2020
16 Nov 2020
23 Nov 2020
30 Nov 2020
7 Dec 2020
14 Dec 2020
21 Dec 2020
28 Dec 2020
Customer Happiness
Onboarding feedback CSAT
Happy
20
Unhappy
43
Customer Happiness
75.1%
This period
74.2%
Last period
Ratings Count
Content quality feedback
This period
542
Last period
531
20
43
32
13
Satisfaction Ratings
Key Client ABC Co Monitor
20
43
32
13
Number of responses
202
This period
324
Last period
NPS Dial
Support team NPS
20
43
Happiness factor
75.1%
This period
74.2%
Last period
onboarding
training
marketing
support
recommend
salesforce

Covid has **accelerated** established trends

80% of customers consider their experience with a company to be as important as its products

Salesforce, 2019 Research





75% of organizations have proved that customer satisfaction leads to revenue growth through increased customer retention or lifetime value

Gartner, 2020



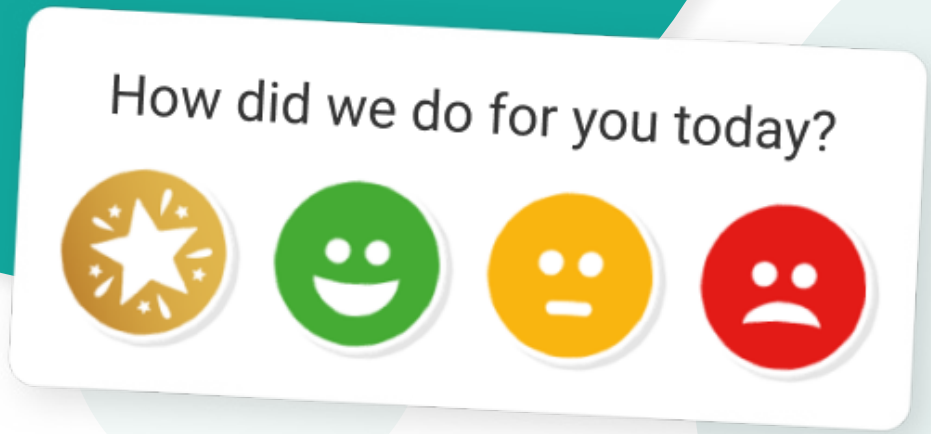
Almost half of consumers are budgeting and choosing more carefully since the pandemic began

McKinsey, 2020





Know what's important to each customer



- All recurring revenue models rely on happy customers that don't churn
- Every customer has a unique experience
- This experience changes all the time…and may be influenced by numerous triggers

Some of the reasons why customers leave:

- Unresolved technical issue
- Not successful with product
- Too slow to respond
- Believe vendor is indifferent
- No added value
- Apparent lack of technical skills
- Inappropriate scope of services
- Perceived dip in service quality
- Lack of proactive engagement
- Put off by corporate values
- Price uncompetitive

Customer feedback insights are **good for business**

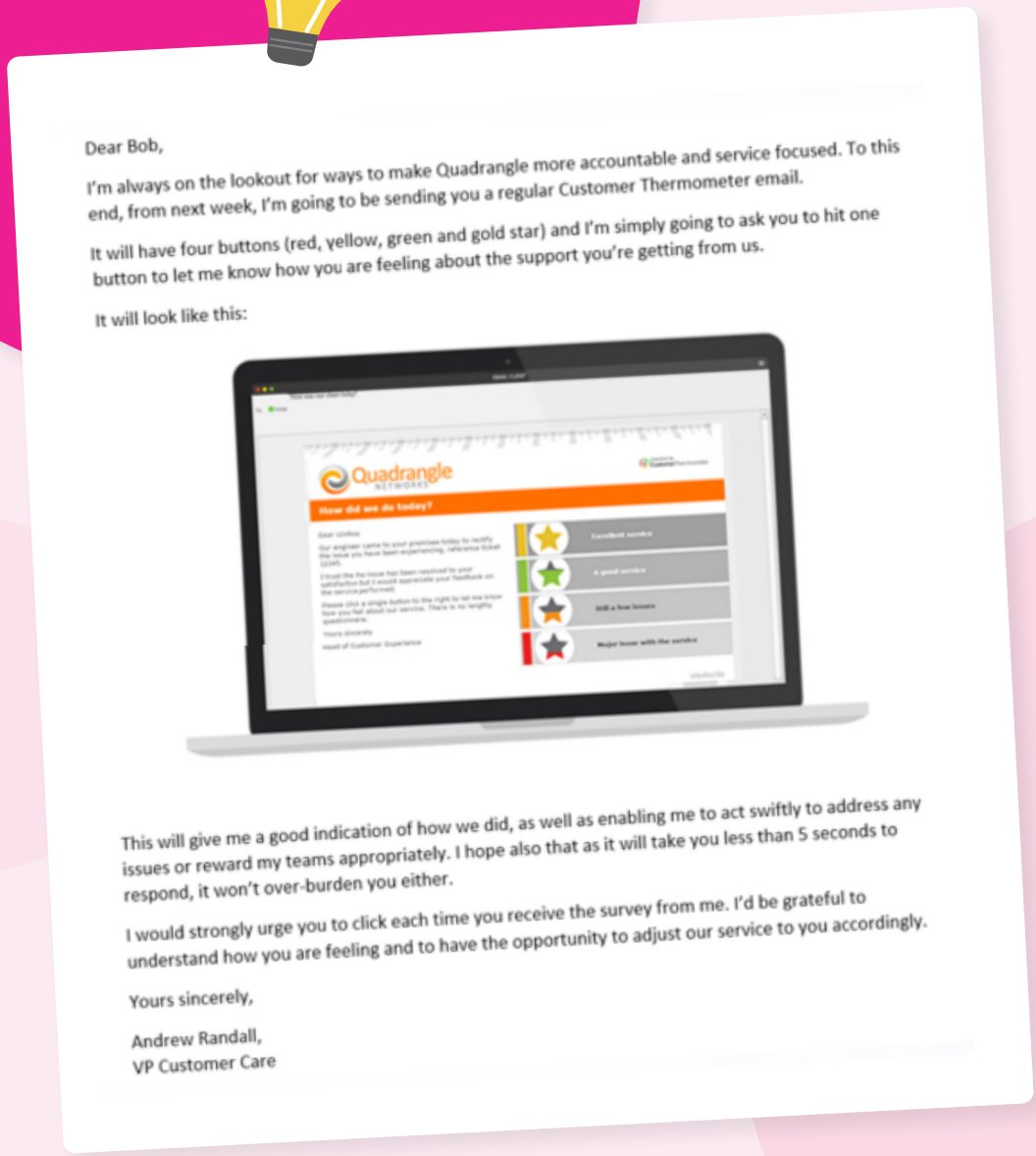


- Understanding customers better enables cross-selling and upselling success
- Building a customer-centric service reputation attracts new customers
- Today, successful companies start with the customer

Using feedback insights to increase customer LTV:

- Reflect customer insights in advance of contract renewals / business reviews
- Target customer needs with appropriate propositions
- Design new services based on what customers ask for
- Showcase benefits of additional services through real case examples
- Respond quickly to new technical requirements
- Respond quickly to new business challenges

Tip #1



Dear Bob,

I'm always on the lookout for ways to make Quadrangle more accountable and service focused. To this end, from next week, I'm going to be sending you a regular Customer Thermometer email.

It will have four buttons (red, yellow, green and gold star) and I'm simply going to ask you to hit one button to let me know how you are feeling about the support you're getting from us.

It will look like this:

This will give me a good indication of how we did, as well as enabling me to act swiftly to address any issues or reward my teams appropriately. I hope also that as it will take you less than 5 seconds to respond, it won't over-burden you either.

I would strongly urge you to click each time you receive the survey from me. I'd be grateful to understand how you are feeling and to have the opportunity to adjust our service to you accordingly.

Yours sincerely,

Andrew Randall,
VP Customer Care

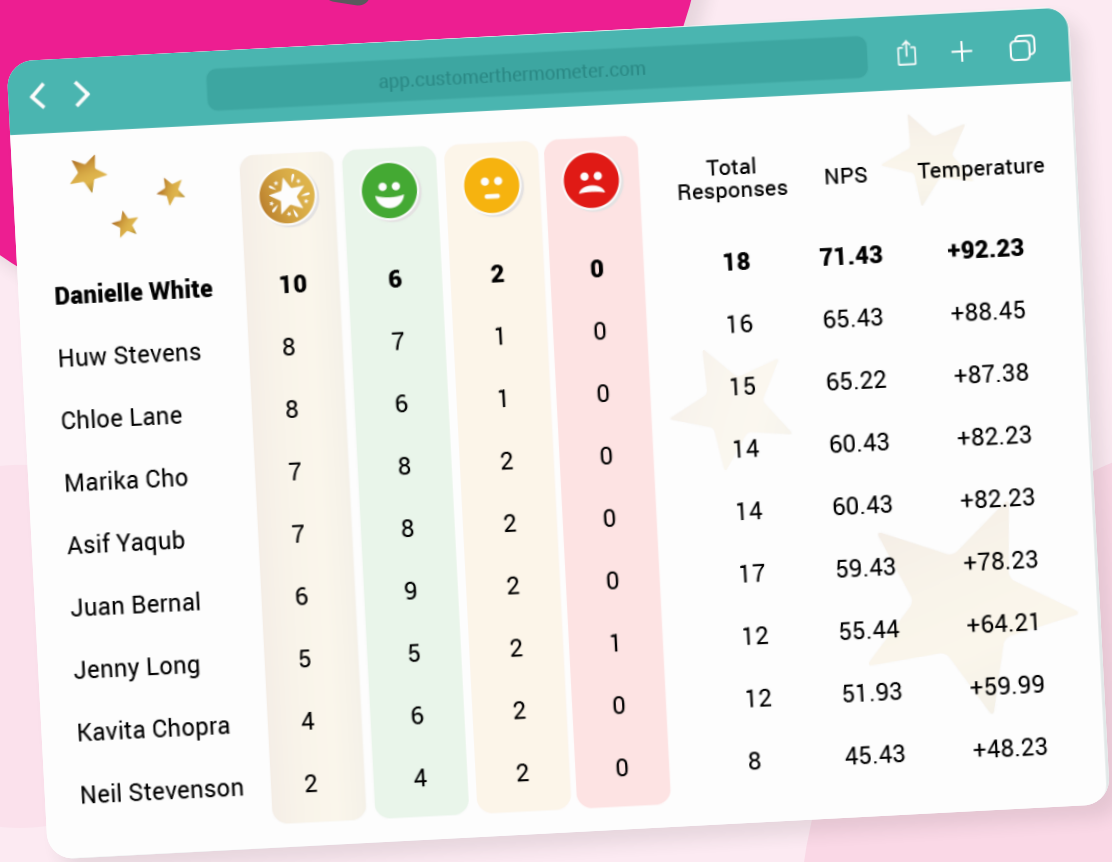
Explain why you're asking for feedback

Before sending any form of survey, make sure you've told recipients what you're going to be doing and WHY!

Write or email them to explain why it's important they feed back to you after each relevant interaction. And, even more importantly, let them know what you're going to do about it if they do.

If customers aren't happy, what service level response will you implement? If they are, will you be rewarding the agent/team involved?

Tip #2



					Total Responses	NPS	Temperature
Danielle White	**10**	**6**	**2**	**0**	**18**	**71.43**	**+92.23**
Huw Stevens	8	7	1	0	16	65.43	+88.45
Chloe Lane	8	6	1	0	15	65.22	+87.38
Marika Cho	7	8	2	0	14	60.43	+82.23
Asif Yaqub	7	8	2	0	14	60.43	+82.23
Juan Bernal	6	9	2	0	17	59.43	+78.23
Jenny Long	5	5	2	1	12	55.44	+64.21
Kavita Chopra	4	6	2	0	12	51.93	+59.99
Neil Stevenson	2	4	2	0	8	45.43	+48.23

Celebrate high-achieving individuals and teams

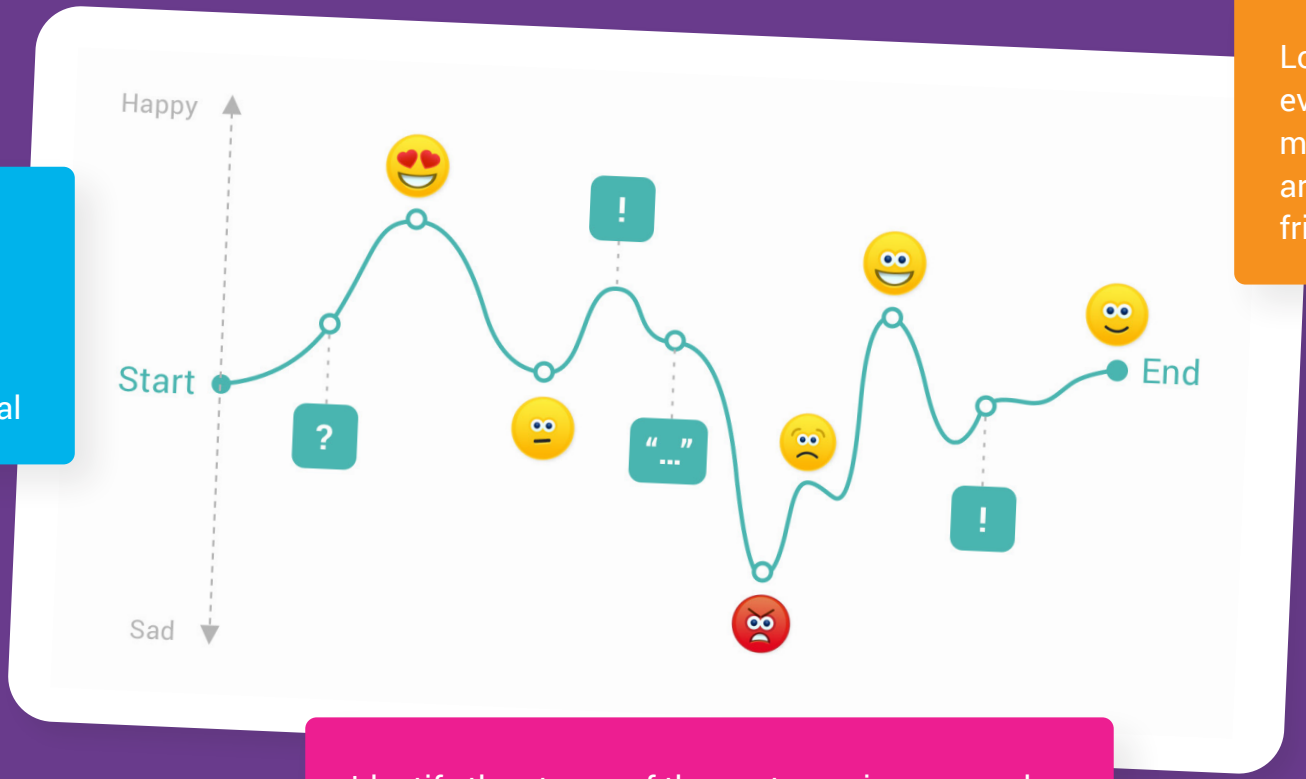
League tables can both measure and incentivize team member performance, and help you identify stars.

Some businesses create ‘service dollars’ which are given for each Gold Star piece of feedback and can be saved and redeemed for treats or vouchers. Other businesses run monthly or quarterly Gold Awards where a trophy and cash bonus is given to the individual or team who’s achieved the best results for customers.

Think about the carrot – not just the stick. Use ratings to reward and coach, not solely to chastise.

Before anything else:
map the customer journey

Understand and map every customer touchpoint; physical and virtual



Look out for key events, customer motivations and areas of possible friction

Identify the stages of the customer journey and where it makes sense to measure satisfaction

Touchpoints are **manifold**



- You needn't manufacture a reason for customers to provide feedback
- 'Asking for feedback' can hitch a ride on one of your many existing customer touchpoints
- Map the customer journey to uncover them all

Asking for feedback...

- Is like asking a favour, so make it a small one (one question at a time)
- Shouldn't fatigue your customers, so make it quick and easy to do
- Shows you're listening, so ensure a rapid response
- Needs questions that fit into the context of each touchpoint

The main touchpoints you already cover are a **good start**



- Customer service teams and expert support centres are increasingly applying feedback mechanisms at the close of each interaction
- These provide valuable snapshots, but not the whole picture
- There are lots more opportunities to garner and utilize customer feedback to support your business goals

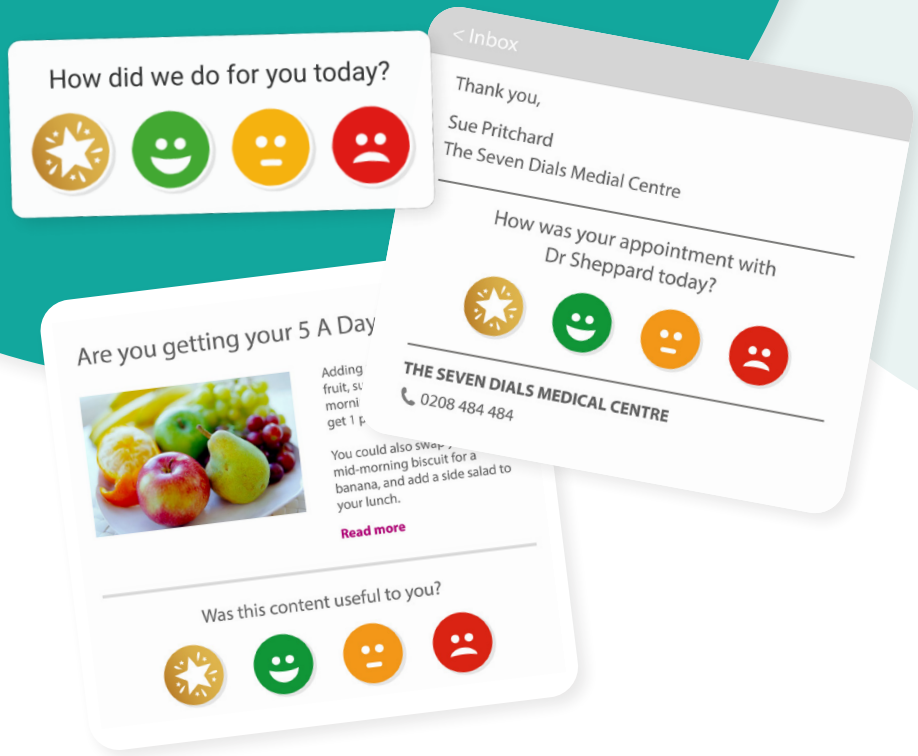
Customer feedback can be used to:

- Attract new customers
- Optimize the sales process
- Improve onboarding efficiency
- Increase customer success and LTV
- Maximize NPS
- Minimize staff churn
- Drive product development, marketing and other business processes



Attracting New Customers →

Feedback drives **value**



Outbound

- Sales emails
- Marketing promotions
- Newsletters

Fine-tune marketing investments

Do more of what's working

Inbound

- Onsite widgets
- Case studies
- Review sites

Externalize what happy customers say

Demonstrate you listen and care about customer experience



Onboarding →

Feedback Gets Onboarding Right 1st Time



Touchpoints

- Discovery Audits
- Billing Initiation
- Switchover Day
- Training

- Tell customers why feedback is important before you start collecting
- Fuel continual improvement of onboarding process
- Are they getting what they expected?
- Are they getting what they need?
- What else can you do to make them happy?



Customer Success →

Prepare to Respond to Feedback **Optimally**



- Work out how you'll respond to different kinds of feedback with a feedback response planner
- Ask simple, non-disruptive questions
- Make customers feel valued for the feedback they give
- Ensure integrations are in place between feedback tools and CRM, service desks, dashboards, etc.

- Get senior leadership buy-in on the value of customer feedback
- Develop a culture of learning from the 'voice of the customer'
- Incentivize and reward any employees who garner great feedback

Tip #4



Create a comprehensive feedback response planner

Consider simple actions for every kind of customer response.









Customer Support & Service →

Maximize Responses to the Service and Experience Provided

- Support and Ticketing
- Monthly Pulse
- NPS
- Post-Cancellation Surveys

Take action in real time

- Route positive feedback to ‘thank you’ and ‘how could we improve further?’
- Route negative feedback to apology, factfind and remedy
- Accelerate escalation wherever possible

Improve performance

- People
- Process

Gather data outside of critical events, not just post-ticket

Alert flatlining customers, even when the flatline is ‘good/ok’

Tip #5

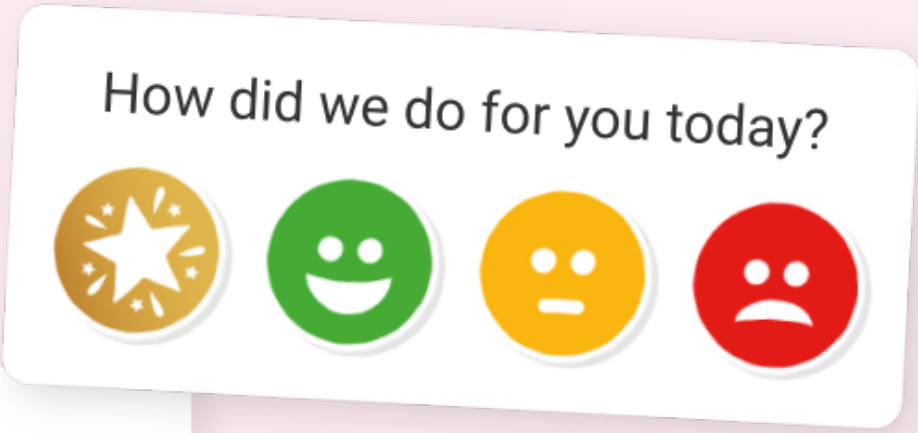


Have a ‘disappointed customer’ process

Ensure you are instantly alerted to customers who have hit a negative response. Many businesses build a red and yellow alert process into their business, so that they make sure they call the customer to find out more about the problems they are facing and fix it on the spot.

This process might include internal targets such as “a director will call every red or yellow customer within 2 hours.”

Tip #6



Force people to have an opinion

Everyone has an opinion when it comes to a service being delivered. It's impossible to be ambivalent about an experience with something or someone. You are either happy or disappointed with it, to a greater or lesser extent.

Offering the middle choice of 'average' will tell you nothing about that interaction.

Why use a 4-point rating system?

It cuts decision fatigue. Adding a 5th or 10th option just encourages deliberation and cuts response rates.

Average can equal don't care, don't know or can't be bothered. A 4-point scale ensures that a response with a real opinion is captured.

A response with an opinion means that you can take action. A neutral response means you cannot.

You want as much as possible to understand emotional response. Emotions and feelings are never ambivalent.



Monthly/Quarterly QBRs →

Control the Agenda for **Change**



Demonstrate value

- Put standard metrics into context with how they've said it went
- Show how you fixed, responded and improved
- Have more to talk about than the very latest issue that they will have front of mind

Be less defensive

- Good feedback should mean no surprises
- Get agreement that their feedback is accurate, and rectify if it isn't
- Show where you mean to improve, even if satisfaction is high
- Spend more time building the case for upselling/cross-selling



Using CT Across the Journey Map →

Operational Surveys

89% of customers would be open to changing providers right after a poor experience

Labtech.com

For using straight after an event/service interaction

Avoid missing disgruntled customers impacted by a negative event

Benefit from the service recovery paradox

- Where customers are more satisfied after a failure you fixed then if the failure never happened

Build into QBRs

Benchmark and improve

Lifecycle Surveys

Evaluate the relationship NPS, not just the transactional NPS

Milestone, rather than event driven

- Onboarding
- Renewal
- Service Upgrades
- Cancellation

Chart changing customer perception throughout lifecycle

Remove emotional bias from feedback scores

Optimize LTV

A Simple Recipe for Optimum Service CSAT



Boost Brilliant Basics

A program to make the customer experience easier

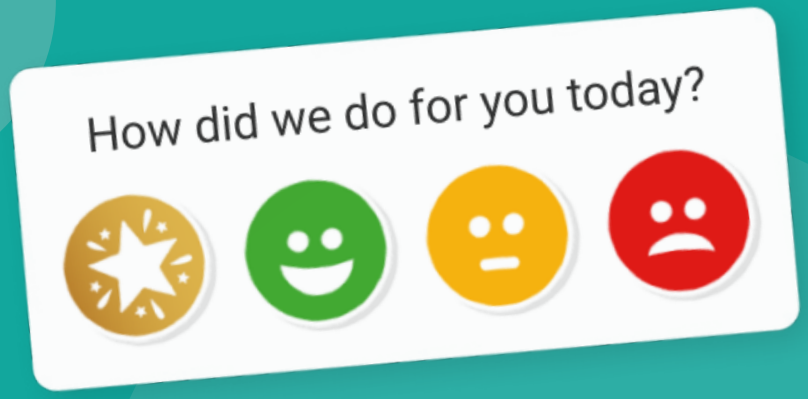
- Is your day-to-day interaction process seamless for them?
- What else can you do to reduce friction or hassle?
- Are you asking them to complete online forms repeatedly?
- Make unnecessary calls?
- Repeatedly log in?

Magnify Magic Touches

A program to get talked about and remain memorable

- To add enjoyment and a smile to their day
- This could be something as small as adding a chat system that supports Giphy, or sending welcome packs with candy in at the start of engagements.
- Work out what makes sense for you and your brand.

CustomerThermometer



Get your free trial of Customer Thermometer here →

customerthermometer.com/trial-account/