

Advocates

Entrenched

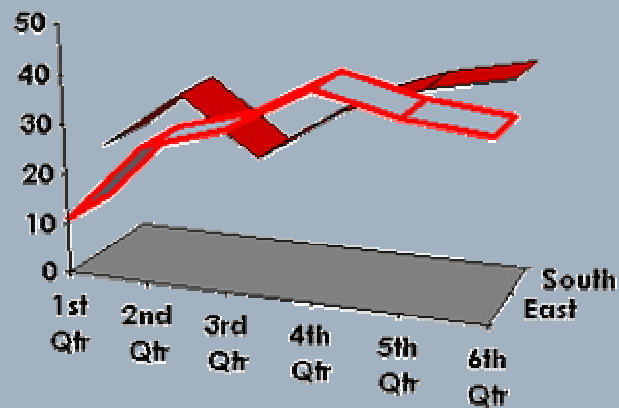
Satisfied

Customers

C-SEAM

Customer – **S**atisfaction **E**ntrenchment &
Advocacy **M**easurement

Tracking the construct



Customer satisfaction is only one aspect

... more important aspects are – entrenchment & advocacy a brand gets from its customers

Presenting **C-SEAM**

Scope of C-SEAM

✎ Key objective of the study is to assess satisfaction, entrenchment and advocacy for brand amongst customers who have interacted with brand/ its services

✎ This involves 2 aspects:

Overview of satisfaction

- Assessing disposition structure – segmenting customer base into not satisfied, satisfied, entrenched and advocates for a brand
- Assessing composite satisfaction index among customers who have interacted with the brand

Diagnosis of satisfaction

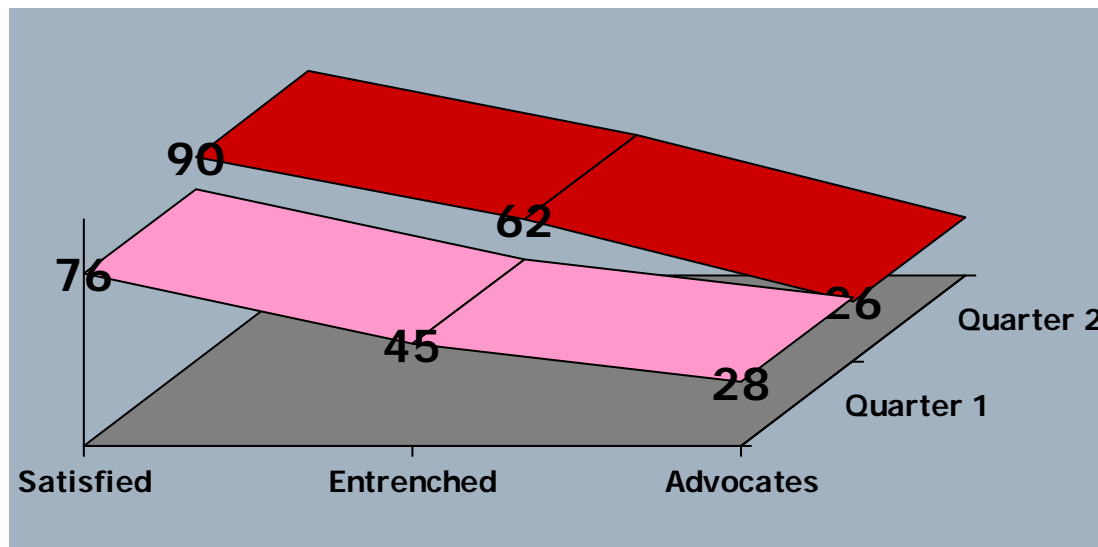
- Breakup of overall satisfaction into specific elements to arrive upon what is driving satisfaction or lack of it for the respective brands
- Analyze gap between customers' expectation from the brand & perceived delivery

Satisfaction overview

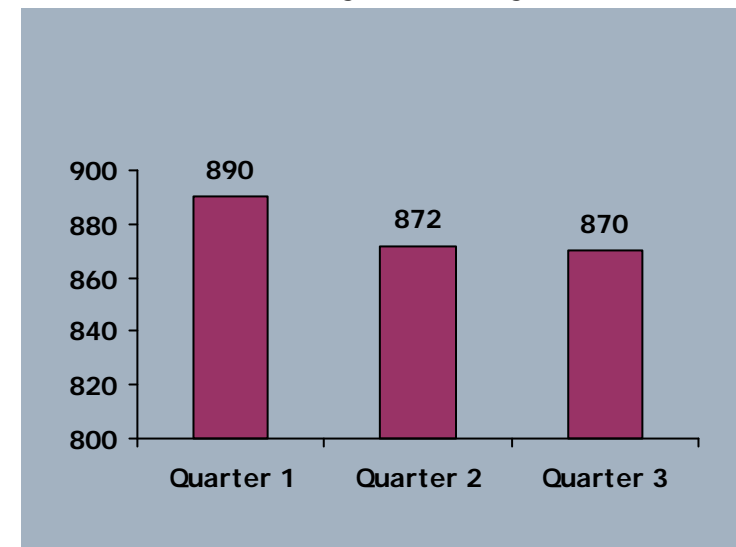
There are 2 aspects to overview of satisfaction in this system – both to be tracked over time

- Assessing disposition structure – segmenting customers into 4 customer types not satisfied, satisfied, entrenched and advocates for a brand - profiling each segment
- Assessing composite satisfaction index among customers who have interacted with the brand

Segmenting customers and tracking the construct



Assessing & tracking CSI



Diagnosing satisfaction

There are 4 corner stones for customer satisfaction – **at all touch-points** where there is a contact between service & customer

1. Tangible experience

The product, personnel and communication material – efficacy of the delivery. Represented in time, as desired etc). Represented by aspects of appearance

2. Responsiveness

The **willingness** to help customers and provide prompt service

3. Reliability

The ability to perform the promised service dependably and accurately. Represented by aspects like staff capability, knowledge, flexibility

4. Empathy

The **caring**, individualized attention the company provides its customers

Attributes which cover these factors have to be generated for each touch-point of their interaction with the company

Touch-points of customer interaction

There are multiple touch-points at which customer interacts with service and forms an opinion about the company

Two examples of this are giving below for 2 industries – Banking and Mobile operator

Banking service

1. Branch banking
2. ATM banking
3. Phone banking
4. Mobile banking
5. Net banking
6. FDs
7. Investment advisory
8. Trade & Forex

Mobile operator

1. Sales process
2. Activation process
3. Showroom Experience
4. Verification process
5. Credit limit
6. Network
7. Value added services
8. Value for money
9. Customer Care
10. Billing & payment

Composite Satisfaction Index is derived as a weighted average of satisfaction on all these touch-points. This is a derived index that is projected on a 1000 point scale

Measures & indices

Measures used for key questions are as given herewith:-

A) Overall – Rating on a five point scale

1. Overall satisfaction
2. Intention to continue
3. Willingness to recommend

B) Disposition scale

C) Key parameters on attributes on all touchpoints such that 4 cornerstones are represented

1. Importance of each attribute
2. Desired Level
3. Adequate level (ie., minimum acceptable)
4. Perceived level

These measures are generated for all relevant attributes on all touch-points for category

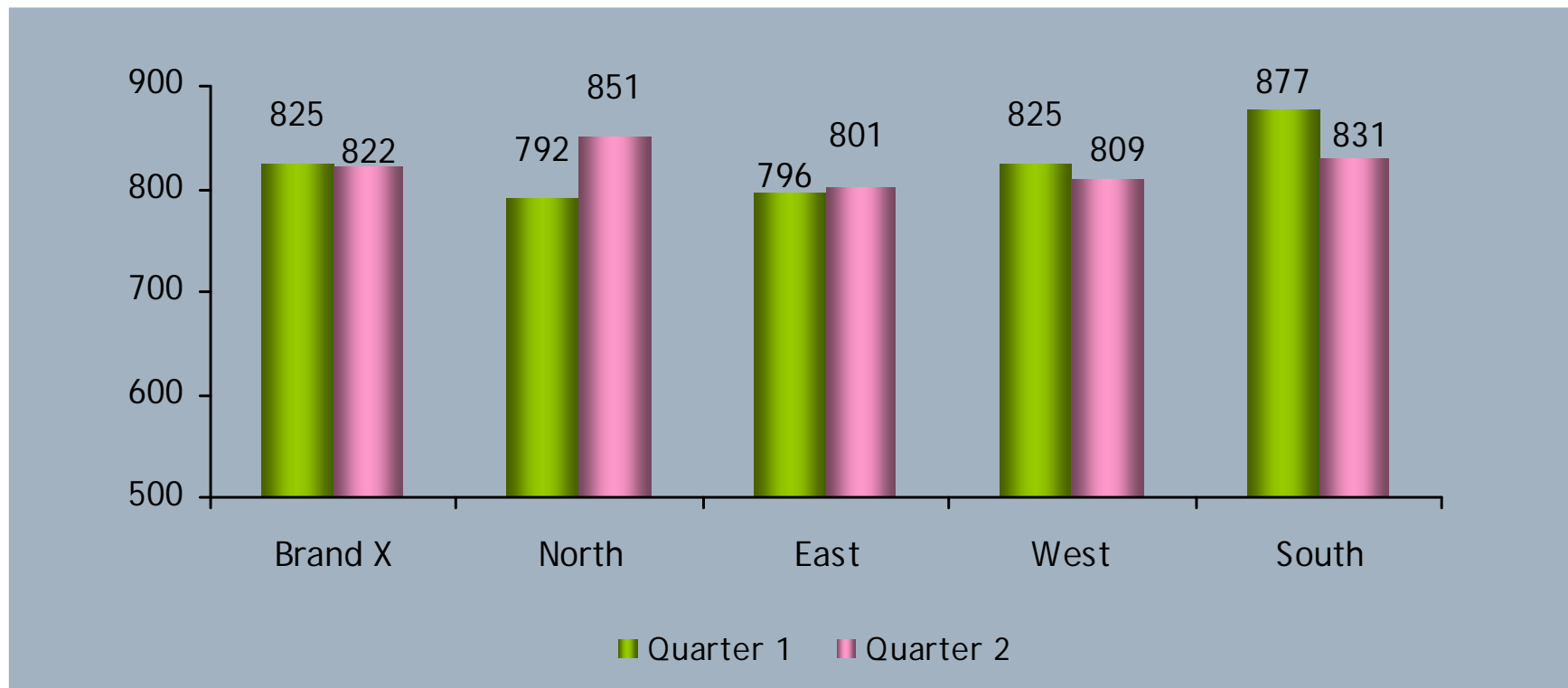
Key Outputs

The outputs of C-SEAM are explained in detail herewith:

1. Composite satisfaction index
2. Disposition distribution
3. Prioritization of key motivators
4. Zone of tolerance
5. Service delivery map
6. Drivers of satisfaction / dissatisfaction

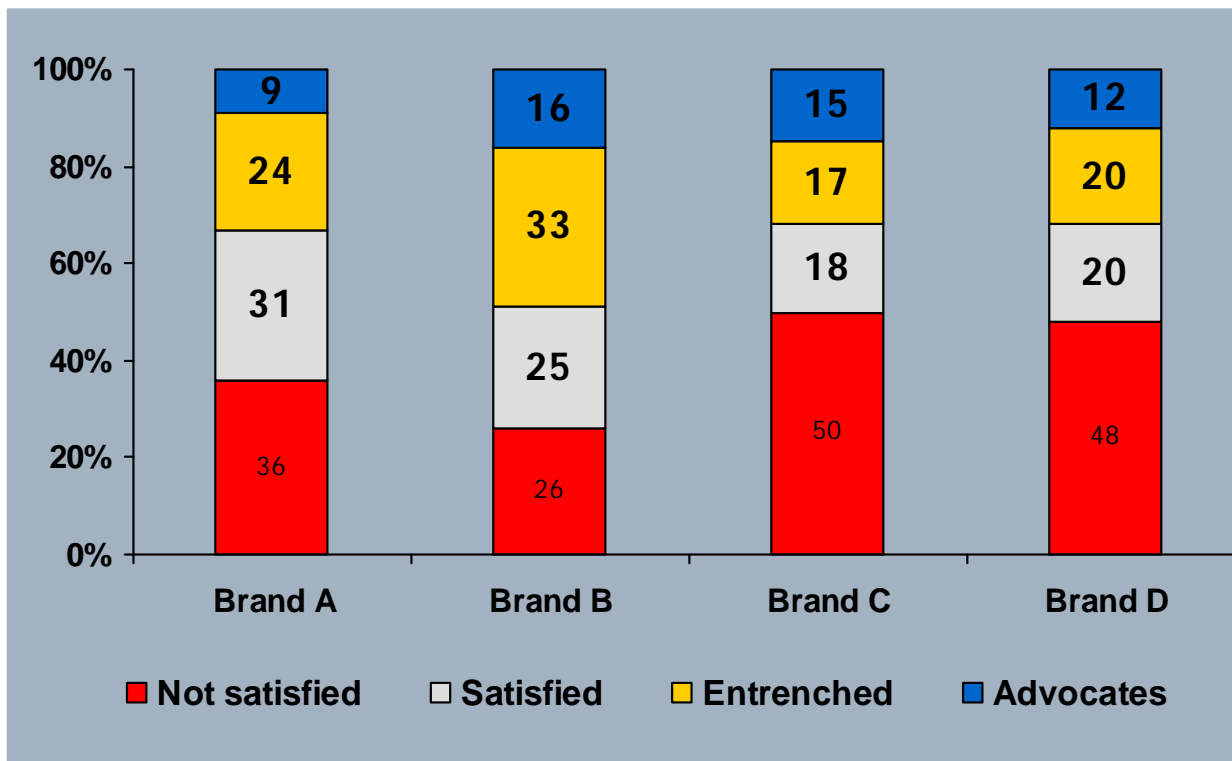
1) Composite Satisfaction Index

Given below is an example of CSI calculated for a banking service brand – derived as a weighted average of satisfaction on all touchpoints for banking service



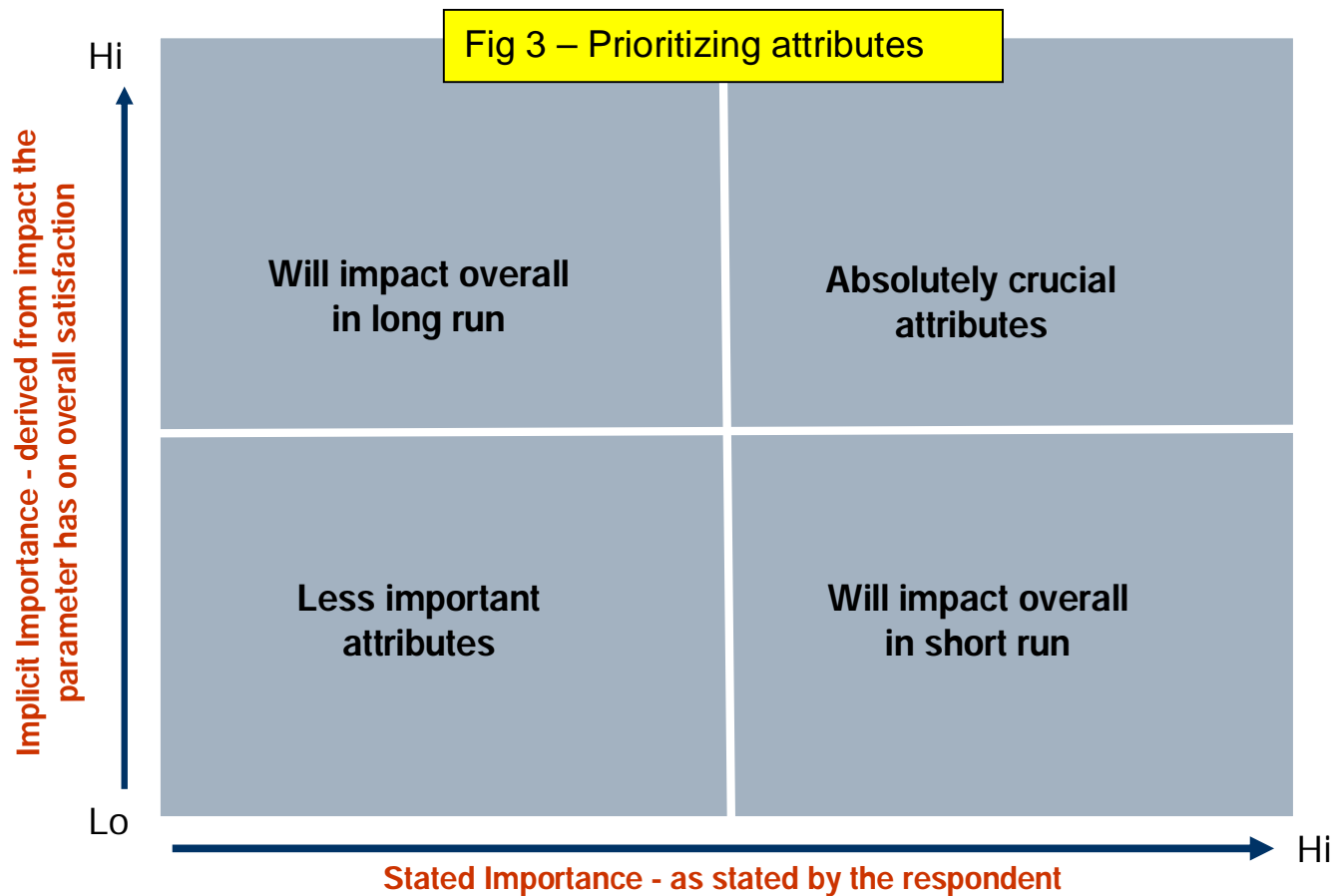
2) Disposition construct

Given below is an example of disposition construct to assess what is the % of customers who are entrenched OR are advocates for the brand – each of these segments can be profiled



- 1) Not satisfied – are not completely satisfied / have any complaint with service
- 2) Satisfied – have no complain with the interaction on any account
- 3) Entrenched - have no complaint AND will not consider shifting to any other service
- 4) Advocates – have no complaint, AND will not shift to any other service AND will recommend this service to their friends & relatives

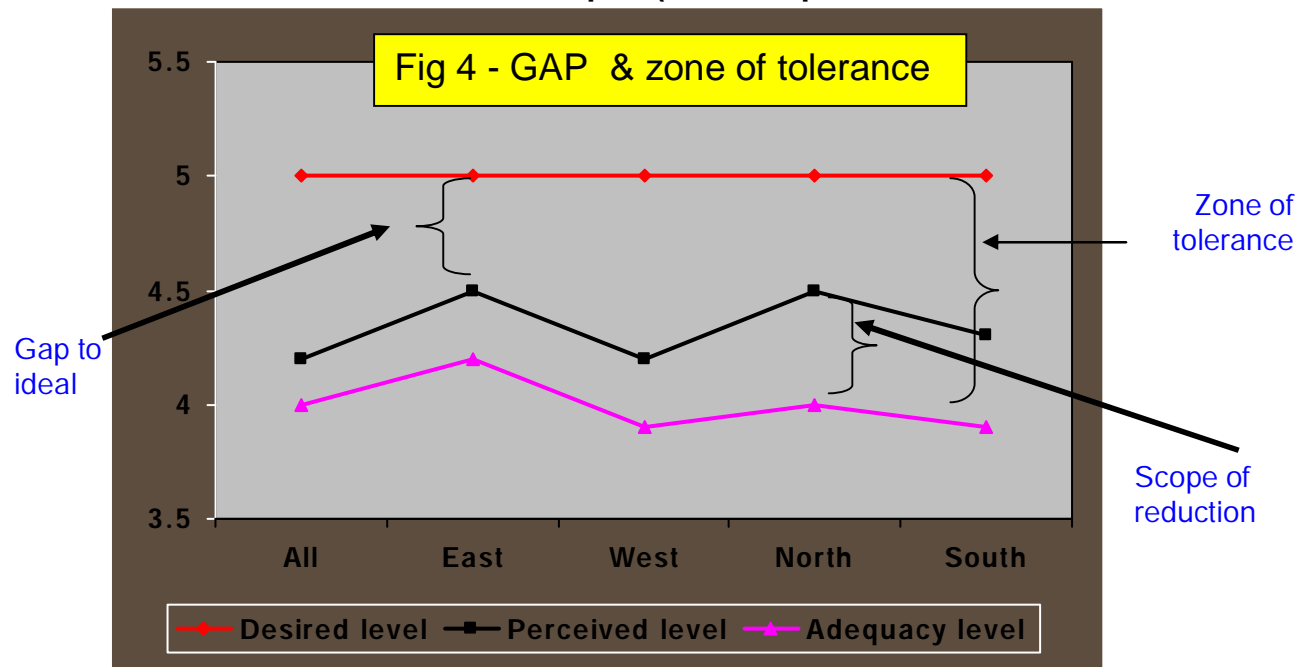
3) Prioritization of attributes



4) Zone of tolerance

The zone of tolerance measures the gap between the expected and the minimum acceptable performance from the customers' point of view

Attribute – Time taken for of repair (from a repair service case)



It is an indication of the degree of flexibility available to client on different parameters

When current delivery is assessed for each parameter, the areas where client is 'comfortable' and where it is 'threatened' are identified

5) Service Delivery Map

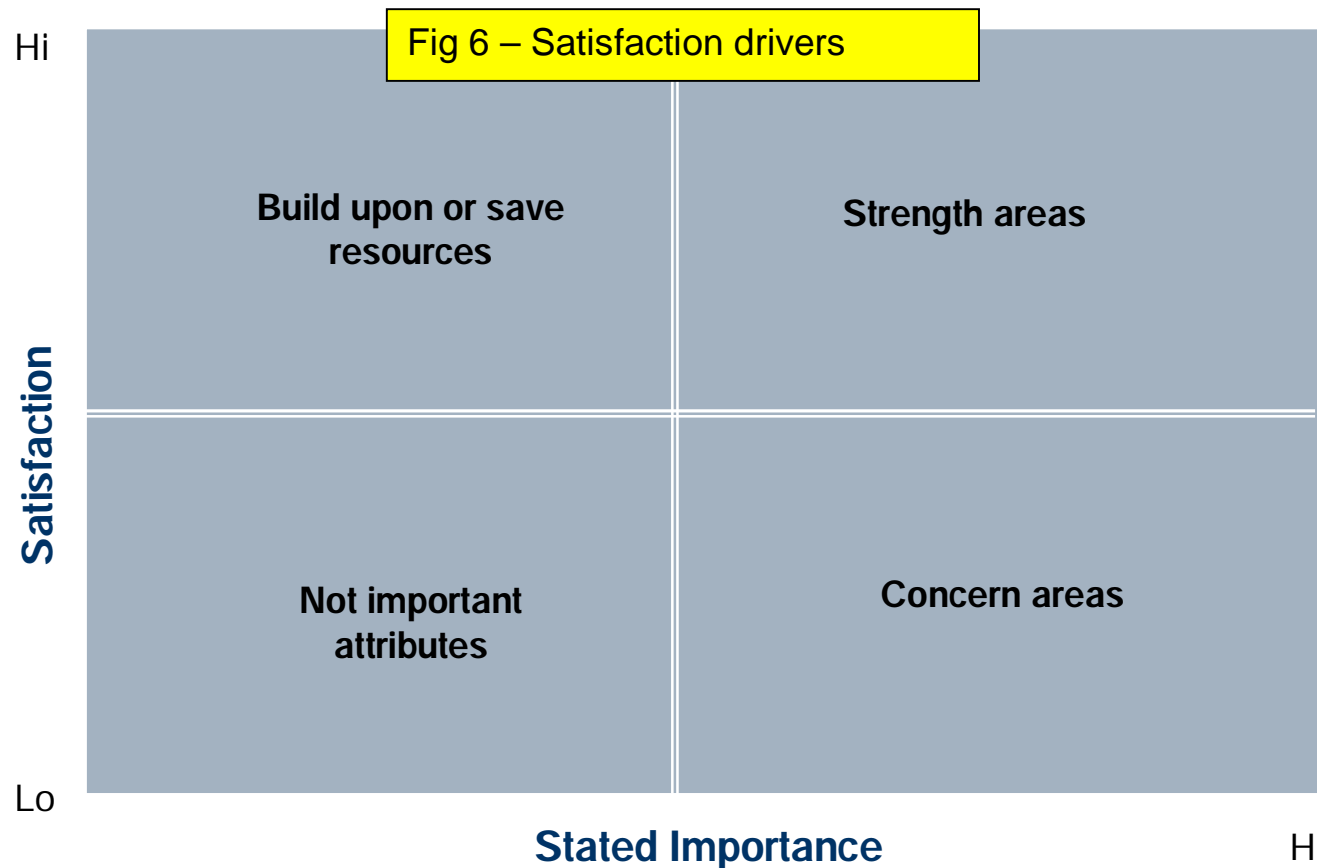
Fig 5 – Service Delivery Map

	Unacceptable	ZOT	Expected
Waiting time to give appliance	40%	30%	30%
Time taken for repairs	20%	60%	20%
Cost for repairs	20%	40%	40%

The above example shows that on the dimension of 'Waiting time to give appliance', a very high proportion of customers lie in the unacceptable zone.

Hence, an attempt should be made to reduce waiting time to take appliance

6) Satisfaction drivers



Customer – Satisfaction Entrenchment &
Advocacy Measurement

C-SEAM

For a detailed presentation on C-SEAM, please contact us

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