

A Checklist for Rating Your Customer Experience.

You may think you've created an exceptional customer experience (CX), but how can you be sure?

There are a number of ways to measure and evaluate your CX and make sure you're delivering an experience that will win over customers, create loyal brand advocates and build better relationships.

Here's your checklist for seeing how your CX stacks up.



Check your NPS (Net Promoter Score)

Your Net Promoter Score is one of the more important KPIs (Key Performance Indicators) for measuring your CX, as it will tell you how likely people are to recommend your business to others. By measuring your NPS, you can see what percentage of people are strong brand advocates, what percentage are neutral and what percentage have a negative opinion of your brand.

In order to find your NPS, you simply send a survey asking how likely people are to recommend your business on a scale between 1 and 10.

- Customers who score your business between **0-6 are detractors**
- Customers who score it between **7-8 are passive or neutral**
- Customers who score it between **9-10 are promoters**

Your NPS can be determined by subtracting the percentage of detractors from the percentage of promoters. With this information in hand, you can benchmark your NPS against your competitors', work on improving your CX for customers who are detractors, and offer your promoters perks and rewards for referrals.

A key to NPS surveys is keeping them short to receive the most responses. Your NPS survey could simply look like this:

How likely are you to recommend our business to a friend or colleague?

0	1	2	3	4	5	6	7	8	9	10
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0 = Not likely at all 10 = Extremely likely

NPS can vary greatly between industries. For example, the [average NPS is +43 for professional services, while it's +35 for technology companies](#). So when evaluating your NPS, make sure to compare it against UK competitors in the same industry, as well as against global standards. The median global NPS is +44, and the top 25% of businesses register an NPS of +72 or higher.



Get familiar with your CSAT (Customer Satisfaction score)

In addition to measuring the likelihood of referrals, you can also use surveys to get a broader overview of your customer experience. Your CSAT, or Customer Satisfaction score, reflects a customer's overall satisfaction with their experience.

This information is obtained in the same manner as your NPS – through surveys – with your CSAT Score simply being your percentage of happy customers. You can use these surveys to dig a little deeper as well, and solicit feedback on why an experience was positive or negative – and how it could have been better.

A sample CSAT survey for an online retailer might look something like this:

Based on your recent shopping experience, how satisfied are you with the following?

	Not at all satisfied		←————→			Very satisfied	
	1	2	3	4	5	NA	
Selection of products:							
Price of products:							
Availability and ease of touchpoints:							
Design and usability of our website:							
Delivery options:							
Speed of your transaction:							
Quality of customer service:							
Returns policy:							
Newsletter/marketing communication frequency:							
Relevance of newsletter/marketing communication content:							

You can also go beyond simple numerical ratings by asking for feedback about specific products or services, as well as any friction the customer may have experienced on their journey.

Some further questions that you might want to ask include:

- What is your favourite aspect of the product?
- Is there anything about the product that you would improve?
- How can we improve your purchasing experience?
- Did you encounter any problems when trying to contact customer service?

For context on customer service expectations in the UK, you can look at the [UK Customer Satisfaction Index](#), which is published twice a year by the Institute of Customer Service.

Take account of your CES (Customer Effort Score):

Customers are much more likely to stay with a company that provides good service, and in fact [80%](#) of customers say that they will leave a business after just a single bad service experience. But what might be under-reported is the drag that a poor or high-effort user experience creates.

Customer journeys that require a high amount of effort on the customer's part might not be dealbreakers, but they can erode confidence in a business's ability to provide efficient, easy and timely interactions. These interactions can include everything from contacting customer support to searching knowledge databases to setting up and using a product or service. If these experiences aren't simple and streamlined, customers will be more hesitant to return to them.

In order to calculate your CES, you can ask customers to rate the ease of their experience. Improving your CES is one of the best ways to show customers that you value their time.



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Analyse your retention and churn rates:

Evaluating all of the scores and metrics above serves a single purpose: keeping the customer on your side. It makes sense, then, that you should also measure how well your business is doing just that. By looking at retention rate, or how many customers stay with your business, you'll get a good idea of how loyal your customer base is.

On the other hand, if you have a high churn rate (the amount of customers that leave your business during a certain time period), then you likely have some issues that need to be ironed out, whether it be in [improving service](#), engagement or the customer experience. For a benchmark, the [average customer churn rate in the UK is now about 33%](#).

Ready to go?

If you have deployed your surveys, analysed retention and churn rates, and sought to turn detractors into advocates, you're well on your way to creating a great CX. For your next step, you may want to review the analytics from your customer journey and make sure there are no bottlenecks or eyebrow-raising metrics. You may want to think about introducing [self-service portals](#), or flexible contact options like Messaging. Whatever you do, it's important to choose your path by following the most important signifier of success: the customer.

You can get started on your journey towards an exceptional CX by visiting [Trailhead](#), where you can brush up on your digital skills, learn more about data analytics and follow custom learning paths.