THE
CUSTOMER SATISFACTION SURVEY PLAYBOOK

*"Brilliant ideas from
Customer Thermometer's users across
the world"*

PRESENTED BY...

CustomerThermometer
Brilliant ONE CLICK email feedback

Stop churn in its tracks

How to never lose another customer

The value of any customer, particularly within a services business over a lifetime can be huge.
Even a customer paying just $50 per week could be worth $000's over the lifetime of a contract and so it makes sense to ensure they're happy after every interaction.

BUT HOW?

Surveys are too annoying and Yelp or other review sites are too public. That's why thousands of users have turned to Customer Thermometer.

Customer Thermometer can stop churn in its tracks.
It's like having your very own Personal Feedback Network.

As a Pennsylvania-based business told us recently:
"This is quite simply the complete opposite of a cost to my business".

We asked some of our thousands of users to tell us how they are using Customer Thermometer and what they're doing around the outside of the application to keep churn at bay.
This playbook summarizes their thoughts.

There are some fantastic ideas and tips in here – whether you're a seasoned Customer Thermometer user, just starting out (or have never heard of us!) there are tips in here for everyone.

Enjoy, and please feel free to share this with your industry colleagues if you think they would find it helpful.

Before you start asking for feedback, always communicate.

Before sending out any form of survey, make sure you've told your existing customers what you're going to be doing and *WHY!*

Write to them 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 they aren't happy, what service level response will you implement? If they are over-the-moon, will you be rewarding the agent or team who carried out the transaction?

Here's an example letter that you could send. There's a link to tips around doing this, and the full letter text here.

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

> **"Customers will only invest time in responding if they know it'll truly make a difference."**

Call a Town Hall or Employee Meeting

"Won't my employees dislike me 'snooping' on them?"

Clearly explain to employees what you are doing and why. It makes sense to explain the impact customer churn can have on everyone's livelihoods and therefore why you're introducing a new feedback process.

Explain what's being sent, how often it will be sent, and why you're asking for feedback following an interaction.

As one user said to us

"everyone makes mistakes – this isn't about assigning blame – this is about ensuring those mistakes don't cost the business a customer. If we get negative feedback, we want to ensure we all share it in a positive spirit so we can all learn from it."

Another business owner told us,

"Customer Thermometer makes the feedback feel real to my employees. Instead of it always being me (the boss) who shares customer issues, I can actually show my team what their customers said directly. It makes the world of difference to how they take that feedback on board."

In our experience, employees usually love getting real feedback they can attribute to real people. It makes the feedback process really transparent, and gives them a way they can clearly see how the work they are doing keeps customers happy, keeps them buying, and keeps them referring.

Take it online to your social media channels

The fun doesn't stop in the office.
A lot of businesses take it online too – to Facebook especially. Here are 2 great examples from Scrub! Residential Cleaning in Philly.

scrub! Residential Cleaning
October 16, 2014 ·
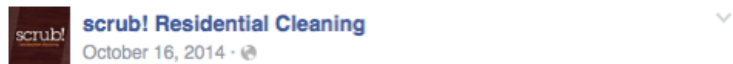
Congrats to Team Tasha: 1 Day, 3 Gold Stars and one sparkling microwave!
Great job Tasha, Tab, Christina and Heather!!!

Like · Comment · Share · 👍 7 💬 1

scrub! Residential Cleaning
December 20, 2014 ·

Congratulations Team Shelby/Amanda! What a lovely message from an AWESOME client!

"Thanks for the chocolates and nice note. I am so glad to finally have found a cleaning crew + company that I am happy with! Amanda, Shelby, Julia and Joelie do a great job. I know today was a long one, and that you were overbooked. So I especially appreciate that they were flexible to come to my house last, since as usual I was running behind schedule.
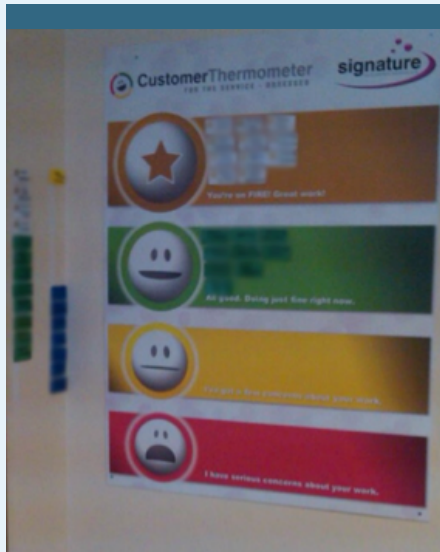
Cheers to you all, and look forward to another year of a tidy home for me and my family - thanks to the Scrub team!"

Like · Comment · Share · 👍 4

Share your results with your employees every day

COMMENT WALL

This business puts sticky notes on each response they get so the team can see instantly which customers are at which stages.

They then develop a strategy to ensure each customer is constantly being moved towards the gold star 'you're on FIRE! Great work'' category

PUT YOUR RESULTS ON TV

Remember that as a Customer Thermometer user, you will have access to the full suite of reporting.

Many of our customers have told us how much benefit they get from sharing the results with their employees on a daily basis too. Some companies put the reporting screen on a TV in the morning in the office.

TEAM INVOLVEMENT

This company have a wall of results, split by team member using sticky notes to represent the colors.

An image of their Thermometer survey and comments from customers are printed out and then mounted on the wall alongside the color chart.

Reward high performers and exceptional or extra-mile work

Many businesses using Customer Thermometer have introduced their own associated reward system.
Some businesses have created "Service Dollars" which are given for each Gold Star feedback, and can be saved up and redeemed for spa treatments, meals or vouchers.
Other businesses have introduced monthly or quarterly Gold Awards where a trophy and a bonus is given to the agent / technician and/ or team who've achieved the best results for customers.

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

"We've hooked our installers into a bonus scheme, which is directly linked to the feedback they get from their clients."

*Chris Brunsdon,
Managing Director,
Jack Brunsdon & Son*

You might also want to consider using Customer Thermometer's League Tables, bringing the benefit of introducing a little competition into the mix..

Create a welcome book or pack

If you leave behind a welcome pack after your first sales meeting, or when new customers join you, then why not add your Customer Thermometer programme into that pack so that customers know what to expect and when to expect it?

We've several IT support customers who show prospects an image of their Customer Thermometer survey during the pitch/ quotation stage. When they are quoting a new customer, they can explain how they can guarantee ongoing satisfaction.

Have a "disappointed customer" process

Customer Thermometer can alert you instantly 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."

As one business owner said to us

"Do you have any idea how much it is worth to me to be able to call customers immediately, in real-time, and fix their problems? It's altered our ability to grow dramatically."

Develop strategies to turn reds & yellows into greens, and greens to golds

Use your Customer Thermometer results in team meetings. Call your teams together and share the results – then use them and the comments to talk about what can collectively be done to turn red customers into green customers, and green customers into gold customers.

Sometimes when you look at data as a team, you can spot patterns that can be easily fixed to improve life for your customers, both individually and collectively.

*"Customer Thermometer creates reasons to have customer conversations".*

IT Support business

Be transparent: show your customers and staff how you're really doing.

Many businesses display their real-time feedback on their websites or intranets. Our widgets let you publish results as a pie chart, or as a stream of latest comments and votes. Another live example is this one on the Lisa's Cleaning Services website, which shows their last 100 ratings. This updates in real time. There are a number of widgets to choose from and when you become a customer.

TAKE ADVANTAGE OF YOUR DATA PLUS OUR API

One size never fits all. Every customer is different and needs to provide and report on results in different ways.
Some of our customers are using the power of their data coupled with our secure API to create a dashboard of their results.
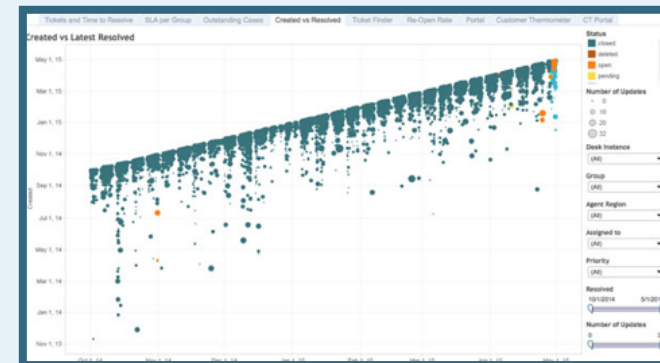
Be worried about customers that think you're just "OK".

Our users have told us that customers who perpetually hit "green" are possibly at risk of leaving. Many have developed a "Perpetual Green Program" in response.

Why not have the CEO call a customer or pop in with the team to speak with the customer to get more depth on what else they could do. We spoke to the CEO of a poolcare company.

She told us *"there's always a little niggle – something that they feel silly complaining about but that we could be doing better.*

Having the evidence to say to customers 'we're concerned that we're not knocking your socks off' usually teases out the niggles and we can always fix them right away.

With one customer, it was simply that we were leaving the garage light on. They didn't feel it was enough to complain about, but it was actually bothering them each week. We shared the feedback with their team and fixed it immediately. The next week we got our first gold star from that customer."

"If our pool care gets a "Good" rating from the same customer for too long, I get worried. It means that we are not managing to delight them or give them that wow factor, so I know they're potentially at risk from another supplier or a cheaper deal."

Poolcare CEO

Personalize email surveys, intelligently route alerts, and integrate with other systems

TIP #11

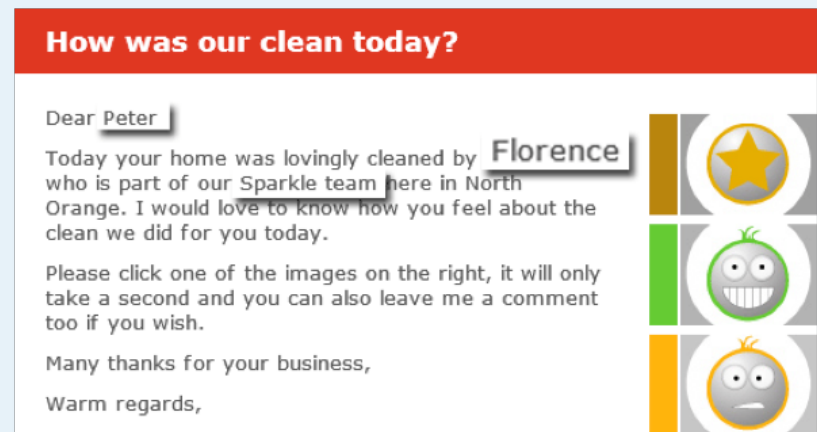## TREAT CUSTOMERS AS INDIVIDUALS – MAKE THEM FEEL SPECIAL

When you enter custom field data alongside your customer's email address, you can use Customer Thermometer in a powerful new way. Not only can you generate League Tables and reports on that custom field data (more on that at the end of this playbook) but you can customize the email your customer sees. Just like the "mail merge" function in Word, you can have your surveys customized throughout the survey text, button text, right through to the landing pages. Wherever you see the "custom fields available" icon in the CT app, you can use them, and generate emails like the above. There's a video on how to do this here.

TIP #12

INTEGRATE WITH OTHER SYSTEMS

If you're using a cloud-based customer management system, chances are we can integrate with it.

Check out our integration list, and let your system take the strain of data management and survey sending for you.

How was our clean today?

Dear Peter

Today your home was lovingly cleaned by Florence who is part of our Sparkle team here in North Orange. I would love to know how you feel about the clean we did for you today.

Please click one of the images on the right, it will only take a second and you can also leave me a comment too if you wish.

Many thanks for your business,

Warm regards,

Why asking just one question works.

"BUT WE NEED TO ASK 5,10,15,20,30* QUESTIONS"

We hear this a lot. If you want huge amounts of feedback, great customer insight and the sorts of response rates Customer Thermometer can offer, we argue you don't. Here's a part transcript from an interview with Alonzo Adams, a services business entrepreneur who's been using our service for 4 years...

"All the extra questions people ask, like; "What did you think of the staff? What did you think about the cleaning of the baths? What did you think about the cleaning of the kitchens?" It was irrelevant. Bottom-line, was that we wanted to get to that one burning question: What do you think about the service? Our response rates are now phenomenal."

* please delete as applicable

One question means minimal impact on respondents. Minimal impact means high response rates.

High response rates eliminates **negative response bias**. This occurs with lengthy surveys, where only really annoyed customers bother to respond, skewing actual customer sentiment.

There should be a link between the amount of effort a customer goes to, to provide feedback versus the transaction they've just made. Imposing a 20 question survey following a simple agent response doesn't make sense. Regular or transaction polling of customers means feedback is timely and relevant. Annual feedback surveys don't work. One question allows regular feedback, without survey fatigue.

"Customer Thermometer creates reasons to talk to customers. Ask them one question. When they answer, you have license to start a dialogue. Overwhelm them and you'll get nothing to start with".

Being average is NOT an option

FORCE PEOPLE TO HAVE AN OPINION

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

Offering the choice of "average" will tell you nothing about that interaction. This is why Customer Thermometer offers a 4-point rating scale. We want our customers to be able to take action.

"Can there be any more important metrics inside a business, than understanding which of its customers are happy or disappointed?"

WHY DOES CUSTOMER THERMOMETER USE A 4-POINT RATING SYSTEM?

1. To cut decision fatigue – we make decisions straight forward. Adding a 5th or 10th option just encourages deliberation and will cut response rates.
2. Offering a middle ground is an easy option and the opportunity to solicit actionable feedback is lost.
3. 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.
4. A response with an opinion means that the business can take action. A neutral response means you cannot.
5. A survey relating to opinion gathering about a particular subject is absolutely right to include a don't know / don't care or average option. Customer Thermometer is about customer satisfaction and capturing feelings. Emotions and feelings are never ambivalent.

Thoughts from the Customer Thermometer team

Customer Thermometer is deceptively simply to use but there's a lot of power behind the scenes.
The app does so much that it's tough to know everything – so here are some of our favorite features...

CREATE LEAGUE TABLES

You can see League Tables of individual technician performance, team performance, territories and more by using the Customer Thermometer League Table report. One of our users has 2 offices servicing different parts of Colorado, so he uses it to see which are performing best. Want to find out how to do this? Watch this video.
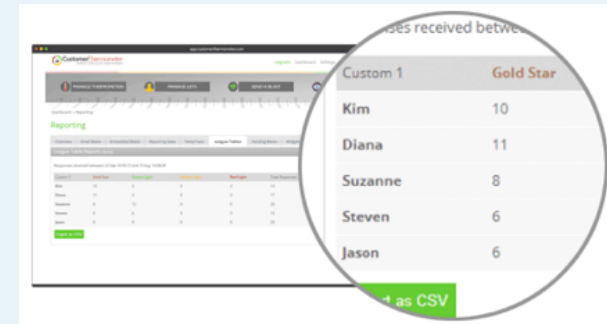
REMINDER BLASTS

Customer Thermometer response rates are awesome – but even the most dedicated customer can miss an email or forget to respond. Customer Thermometer's built in Reminder function will select all those who didn't respond and gently ask them to do so.
Here's how to send a Reminder.
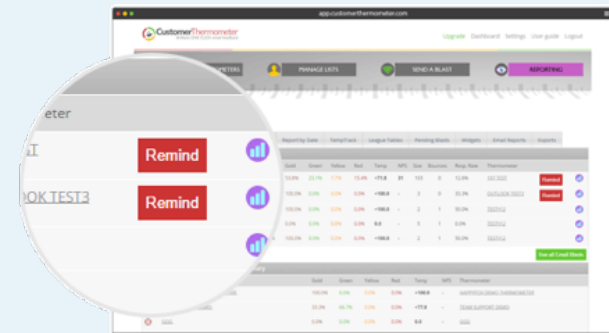
INDIVIDUAL CUSTOMER HISTORY TRACKING

Want to know how a customer has been feeling about your service over time? Need to see if you're improving things for a challenging customer? No problem!
Enter their email address and generate a report like this for individual customers. You can see every response and comment they've given, as well as a graph of their satisfaction over time. Incredibly useful for long-term customers.
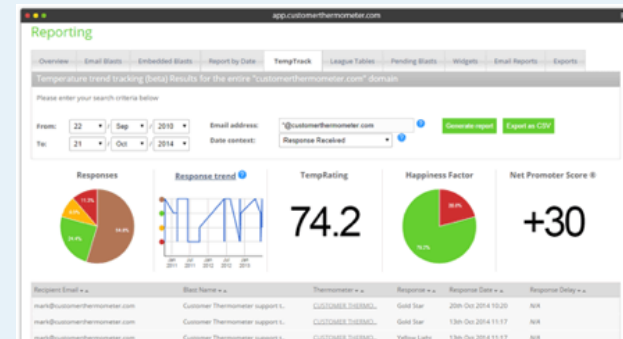
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SEE A GRAPH OF SATISFACTION OVER TIME

Want to know if you're generally improving satisfaction for all your customers? We can do that!
Instantly generate graphs for any time period you want, showing you if your satisfaction trend is getting better or worse.
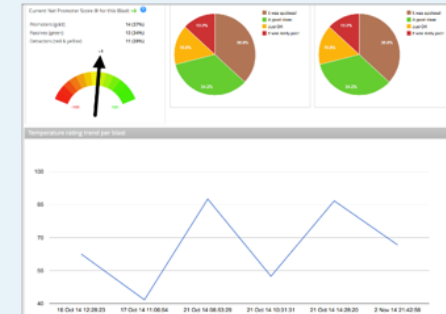
GET ALERTED TO ANY COMMENTS LEFT (GOOD OR BAD)

You can choose to be alerted to any comments (good and bad) left by customers, all in real time. These can be emailed or sent to your iPhone as a badge/alert.
Find out how to receive comment alerts
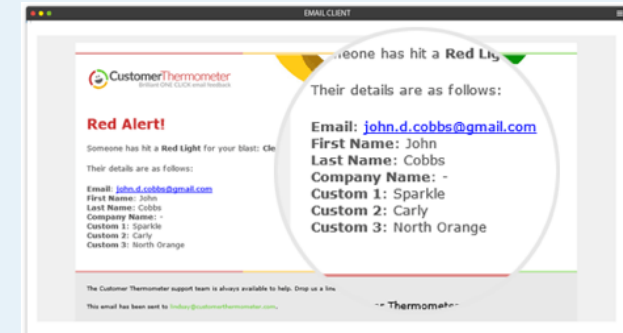
GOT THE BASICS? TIME TO GET MORE ADVANCED.

Our customers are constantly coming up with interesting ways of using Customer Thermometer. Sometimes our team gets involved, sometimes our customers come to us with ideas.
There's plenty of process hacks, demos and inspiration at the link below:
www.customerthermometer.com/magic/

Jake*

*artist's impression

About Customer Thermometer

Customer Thermometer monitors your customers' views in real time. If you know what they're thinking, you have a fighting chance of fixing it. It's a brave, strong and visible way of demonstrating your service ethos to the world. And the really great thing is, it works across all sectors.

Try the survey customers love, and get incredible response rates.

CustomerThermometer
Brilliant ONE CLICK email feedback

customerthermometer.com

*Get a Free Trial!
Click Here*

GOT SOMETHING TO ADD TO THIS PLAYBOOK?

Drop us a line!

OUR THANKS TO:

All of our brilliant customers who have helped get us to where we are today...

CustomerThermometer
Brilliant ONE CLICK email feedback