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*Customer Satisfaction:* toward analytic assessment of  
Customer Experience

## Executive Summary

One of the available levers to meet this goal focuses on consumer value increase and control of expenses by increasing revenues and assessing the effect eventually produced by actions taken to improve the relationship process involved in Customer satisfaction.

A main aspect affecting company's results is, in fact, customer continuity of purchase: if customer experience is positive that will keep customer purchasing and increase purchases.

But more important, customer experience with your business should be far more satisfying than the experience provided by competitors.

An excellent relationship represents a lever to create and defend the competitive advantage over key competitors over time.

However, although you can better manage an issue only if you size it and perfectly understand what determined it, many companies haven't yet developed a system to effectively and reliably measure the degree of Customer satisfaction and even fewer are able to understand and survey the reasons for such satisfaction.

This gap is partly due to the fact that companies igno-

red the revolution that has deeply affected "competition" in recent years, i.e. emphasize the Relational (know how to deal with your customer, "Quality of Service") and "Experiential" aspects (ability to maintain the Customer - "Quality of Experience") instead of the traditional Transactional issue (ability to gain a new customer "Product Characteristics").

But even enterprises that realize the importance of assessing the quality of experience fail to translate it into a structured systems of inquiry capable of supporting the decision making process.

Customer Satisfaction surveying and monitoring shows therefore a gap as far as methodology and processing. To cover this gap, the following three steps need special attention:

**1. The logic of Surveying and Measurement:** designing and management of an effective Customer Listening system that holds in high regard (getting started with the survey questionnaires) key aspects related to Product, Service, Brand and Purchase Experience as well as use of Product/Services according to a differentiated approach.



**2. The logic of how to Read and Understand the results:** designing of a System that, moving from Customers' evaluations and suggestions, is able to synthesize evidences and management directions to support the decision-making process. To best achieve this, internal structured mechanisms ("Interfunctional Roundtables") to evaluate and assess evidences properly are needed.

**3. The logic of Action:** launch of actions that provide sustainable higher Customer Value. This requires, besides development of above-mentioned items, availability to tailored Pricing models.

The above-mentioned three actions/phases can be realized if they refer to a System for assessing "Contact phase" between the Customer and the Company.

These Systems, that have yet not been widespread, support Analysis of Customer Satisfaction, but most of all, represent a key aspect in Control Systems for assessing effectiveness of Multichannel Strategies, hence strategies which represent a priority action across many different industry sectors.



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