

# SOP to Measure Customer Satisfaction

## **Method 1 Carrying Out Quantitative Analysis**

### **Employ a marketing research company.**

- When performing quantitative research, results from a large market segment are desired. A marketing research business likely has a broader reach and can obtain more comprehensive results than you can.
- For instance, there are numerous online survey providers that can prepare and distribute your survey on your behalf if you choose to conduct an online survey. These businesses are typically more cost-effective than attempting to complete the task on your own.
- Many marketing research organisations provide their participants incentives, such as monetary compensation for completing surveys. This may result in a higher response rate.

### **Establish the survey's parameters.**

- Not every respondent to the poll will have utilised your product or service; others may not even be familiar with it. However, you must ensure that the individuals who react are likely to purchase your product or service. Typically, your parameters will consist of a broad variety of demographics based on your target consumer.
- For instance, if you manage a sporting goods store, you may seek comments from active individuals aged 18 to 42. Although this is a large group, you can categorise responses by introducing an age question.
- If you have a physical store, geographic parameters are required. For instance, if you own a cupcake business in Australia, a survey of potential customers in Canada would likely be of little use.

### **Determine which questions your research will address.**

- When contemplating a new course of action, business owners commonly employ quantitative research. Perhaps you wish to provide new items, or you're considering alternative methods of selling your services. Once you have determined what you need to know, you may formulate questions that will assist you in determining whether the planned action is a good one.

- For instance, if you own a sporting goods store, you may like to stock hockey equipment. You would want to know whether your respondents played hockey and, if so, where they typically purchased their equipment. You would also want to determine if respondents would be interested in a local store where they could purchase hockey equipment and how likely they would be to do so.
- If you were considering expanding to a new geographical region, you may ask questions to evaluate the demand for your products or services in that region, as well as the frequency with which customers purchased similar items or services.

### **Use structured questions to facilitate analysis.**

- When conducting quantitative research, the outcomes must be measurable or quantifiable. A quantitative survey asks specific questions and gives customers (or potential customers) with multiple-choice responses.
- In general, you should avoid asking open-ended inquiries. A typical sort of quantitative survey question asks respondents how likely they would be to purchase your products or services in a specific situation or if a given condition were present.
- You might also inquire about the frequency with which respondents purchase your products or services. For instance, if you manage a sporting goods business and are considering selling hockey equipment, you might ask customers when they generally purchase hockey equipment and offer the replies "winter," "spring," "summer," and "fall." This approach could enable you to rotate hockey equipment (which would likely demand a significant amount of floor space) with equipment that sells during a different season.

### **Collect information from your own records in order to quantify consumer satisfaction.**

- Your own sales records provide a wealth of objective data from which you might infer the level of customer satisfaction. Seek repeat clients and growing transaction quantities. The identity of customers can be determined via credit card transaction reports.
- If a consumer returns and buys more each time, it may be an indication that they appreciate your store and trust you to give them with more products or services than they had anticipated.

## **Returns from customers can also give information.**

- Consider both the returned items and the cause for the return. Customers frequently return things for personal reasons unrelated to their pleasure with your business or service. However, refunds might provide insight into consumer expectations.
- A client is permitted to return a product that does not fulfil their expectations. These expectations could be personal or the result of anything your organisation hinted or promised but did not fulfil.

## **Digging Deeper Using Qualitative Analysis**

- **Choose a qualitative analysis method.**

Qualitative research can be time-consuming and expensive. It is essential, especially if you have a limited budget, to choose the approach that best meets your goals.

- Sending feedback surveys with open-ended questions is the least expensive technique for qualitative research.
- However, open-ended questions are time-consuming to read and do not always provide useful information. However, they disclose additional personal data.
- Additionally, you can plan focus groups and individual interviews. These procedures are considerably more costly and time-consuming. It might also be challenging to obtain client participation.

## **Send customer satisfaction surveys to verified customers.**

- If you collect consumers' email addresses at the moment of sale, you can solicit free-form comments about their purchase and their chances of returning to your store. This affords you the ability to promptly fix any issues the consumer encountered in the store or with their purchase.
- Keep these questionnaires brief. If not, your clients may not complete them or even respond at all. If you have more questions, you can ask clients at the conclusion of the shorter survey if they would be prepared to take a lengthier survey.

- A discount or other incentive can increase the likelihood that customers will complete your survey.

### **Ask open-ended questions regarding customers' experiences.**

- Open-ended questions permit a qualitative evaluation of customer satisfaction by allowing respondents to elaborate on their responses. You will receive more specific data regarding the impact of your customers' interactions with your products and services.
- As an alternative to asking customers to score their degree of happiness on a scale from 1 to 5, as you would in a quantitative survey, you may question, "Which component of your shopping experience was the most satisfying?"
- Instead of inquiring whether they are likely to promote your products or services to family and friends, you may inquire as to why they are likely to do so or what they are likely to say.
- You may also design a hybrid study that combines quantitative and qualitative elements. For instance, you could ask, on a scale of 1 to 10, how likely the consumer is to promote your products or services, and then inquire, "Why or why not?"

### **Solicit more input from former users of your product or service.**

- Determine why a consumer stopped visiting your store or using your products and services. By speaking with unsatisfied customers, you can gain useful insight into how to boost customer satisfaction.
- Suppose, for example, that a regular consumer stopped shopping at your establishment. When you saw they hadn't made a purchase in a while, you sent them an email asking if something was wrong. You discover that they found one of your employees to be disrespectful and engaged in an altercation with them. Customer satisfaction may be improved by working with this individual to alter their attitude or by transferring them to a position where they do not interact with customers.
- If clients notice issues with your items, you could attempt to improve product quality to boost customer happiness. Additionally, you may concentrate on your advertising to more effectively manage customer expectations.

## **Conduct focus groups or individual interviews for more feedback.**

- Focus groups and interviews gather the opinions of individual customers regarding your products and services. Typically, these groups are limited to members of the target demographic you've defined for your firm. They are asked a series of open-ended questions regarding your products and services. They may also be requested to try a product at home before returning to report their findings.
- Typically, focus group talks or interviews last between one and three hours. Although it can be costly, you can pay a marketing research firm to conduct your focus groups or interviews.
- Alternatively, you might conduct a qualitative survey and contact a small number of customers who provided comprehensive responses and appeared to take the survey seriously. Request their participation in a debate about your products or services. It is prudent to provide them an incentive for participation, such as an early look at new products or a discount on their purchase.

## **Evaluating Your Results and Implementing Them**

### **Create a report containing your research's important findings. -**

- Determine the particular reasons that have the most detrimental impact on your consumers' experiences and devise solutions for addressing them first. Consider minor adjustments that could have a significant impact.
- For instance, if customers report that they perceive your employees to be chilly and unapproachable, you may offer training to ensure that your team greets clients with a smile and encourages them to seek for assistance.
- Give personnel the means to surpass consumer expectations. Even if something goes wrong during a customer's buying experience, your customer-facing workers must be equipped with the proper resources to ensure that all of your customers are satisfied. Encourage staff to provide discounts or other services that encourage client retention.
- Consider the case when you operate a restaurant. If a staff spills wine on a customer's shirt, you may offer to pick up the dry-cleaning or provide the consumer with a gift card to a nearby store to purchase a new shirt.
- You may also like to develop a budget that allows employees to recognise and reward returning customers with discounts or free items. You can either rely on the observations of front-line personnel or establish a loyalty card. A simple punch card

can be a useful tool for measuring customer loyalty and providing an incentive for repeat business.

## **Employees who interact with customers should have customer service training.**

- Those personnel who interact with consumers the most bear the most responsibility for ensuring customer happiness. What matters is not how they conduct easy transactions, but how they handle bad difficulties and client concerns.
- The worst thing that customer-facing personnel can do is to disregard a customer's issue. Instruct them to take all consumer issues seriously, regardless of their apparent severity. Have your personnel listen to the consumer with respect and empathy before finding a solution.
- Establish and cultivate an influencer community. The importance of word-of-mouth has grown, and nowhere is this phenomena stronger than on social media. Look for recurring clients who are active on social media and have a respectable following. Offer customers discounts and incentives for advertising your business on social media.
- If you have new products on the horizon, you could also offer your influencers the chance to test and review them before anybody else. You may send samples or host an exclusive shopping event for influencers.
- Offer your influencers discount vouchers that they can distribute exclusively to their social media followers. This allows you to track their influence by tracking the number of customers who utilise the code.

## **Respond as quickly as possible to online customer comments.**

- A negative review or tweet can considerably affect your business, especially if the complainant has a huge social media following. However, how you reply to this statement can result in the acquisition of new customers. Be vigilant for mentions of your company on social media and periodically review them. Do everything possible to remedy the customer's issue immediately.
- Also respond to favourable comments. A simple "thank you" demonstrates that you are a responsive organisation that values consumer feedback.

- Numerous apps and social media services will monitor mentions of your business on your behalf. Some are complimentary, while others require a paid subscription. Consider employing a social media manager to manage your company's social media accounts.

## **Provide warranties and guarantees in order to increase client satisfaction.**

- Customers that are risk-averse may be hesitant to try a new product or service, especially if it requires them to leave their comfort zone or spend more than usual. Warranties and guarantees reduce the buyer's risk and increase their confidence in purchasing from you.
- Additionally, you can extend the manufacturer's warranty. If the manufacturer offers a one-year guarantee, you could extend it to three years. Or, if the manufacturer's warranty covers solely the replacement of parts, you may include complimentary labour.
- People frequently fear that as soon as they purchase an electronic device, a new version will be released. You could relieve this fear by offering free product upgrades to clients if a new model is released within six months of their purchase.