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Customer Effort and Loyalty

The Importance of Customer Effort Scoring

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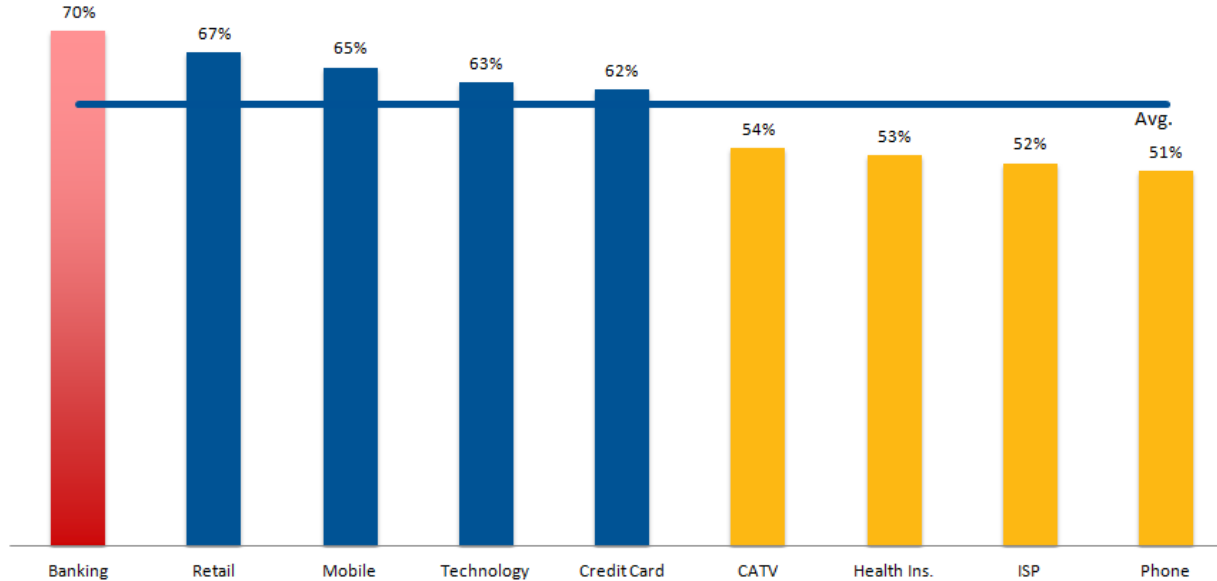
Brand Loyalty

Brand loyalty is a consumer's preference for a particular brand and a commitment to repeatedly purchase that brand in the face of other choices.



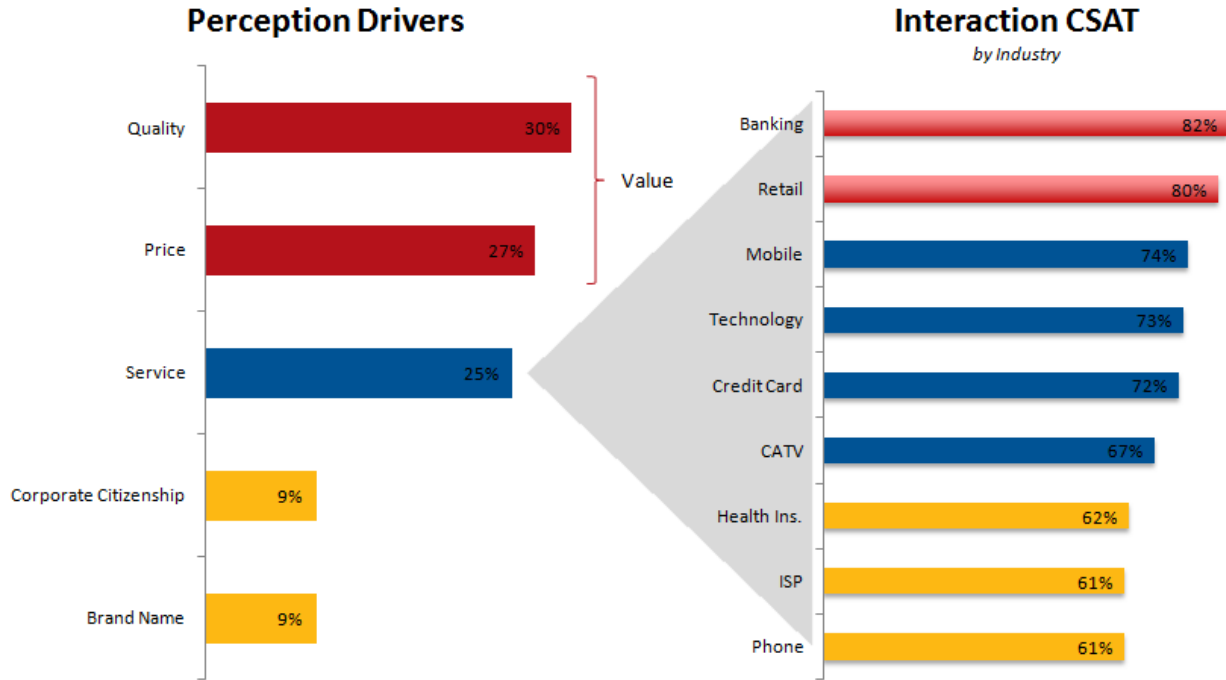
Customer Loyalty is Weak

Self Reported Loyalty by Industry



Source: 2011 Convergys Scorecard Research

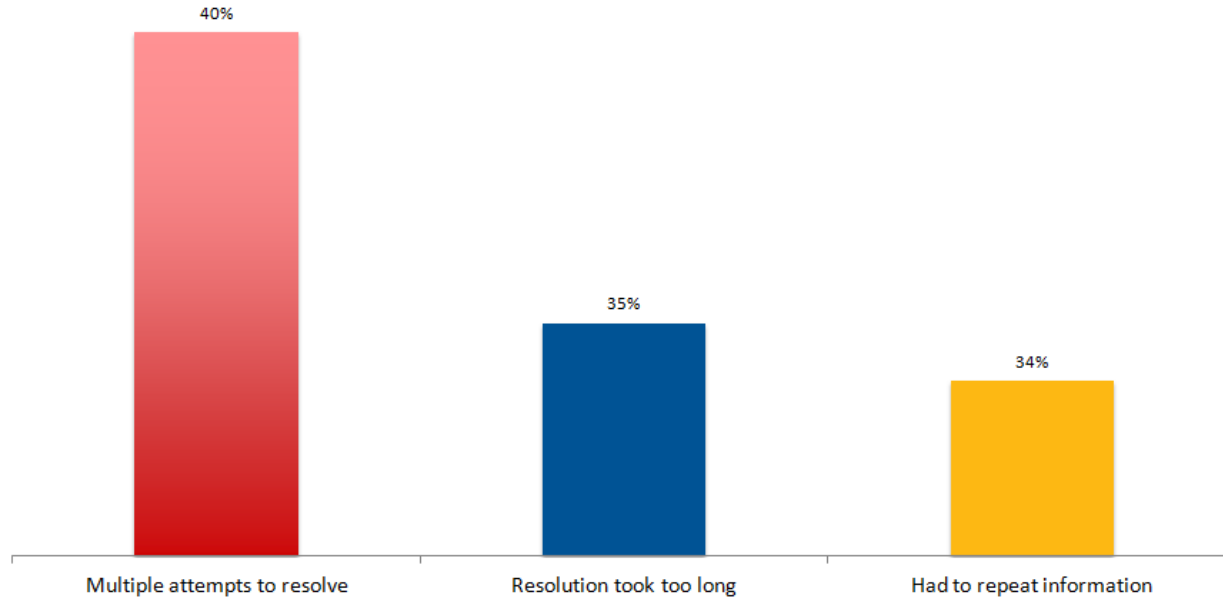
Service Impact on Loyalty



Source: 2011 Convergys Scorecard Research

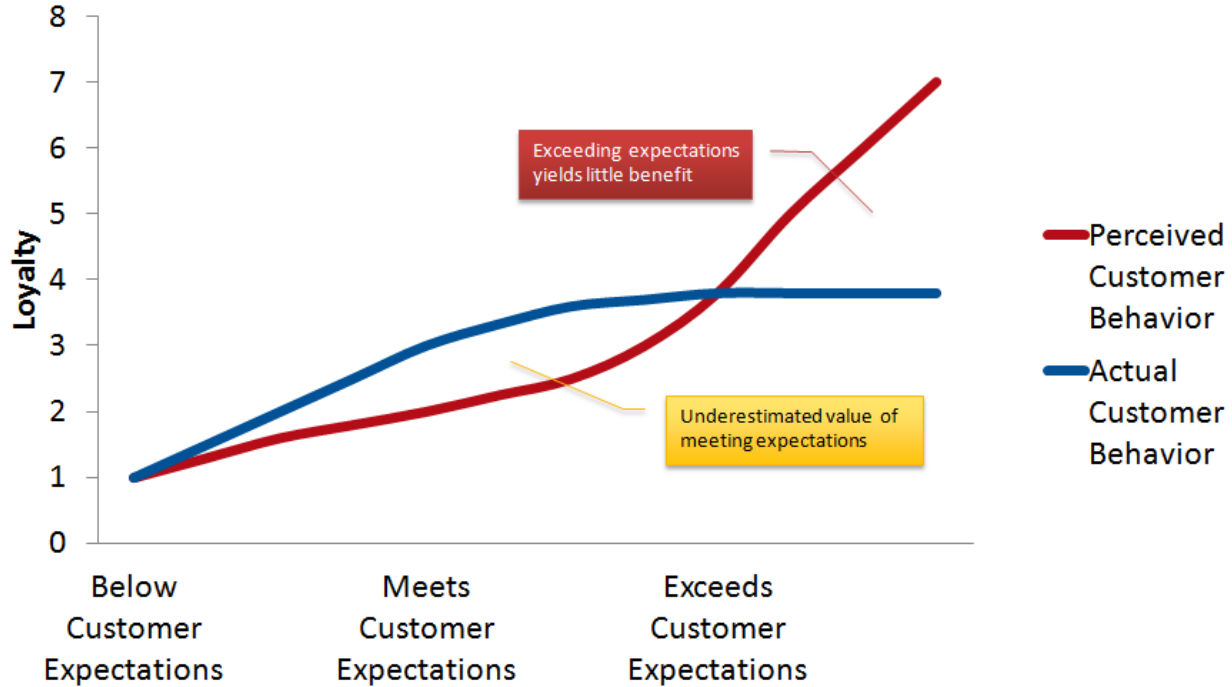
Efforts Impact Dissatisfaction

Top Three Dissatisfiers



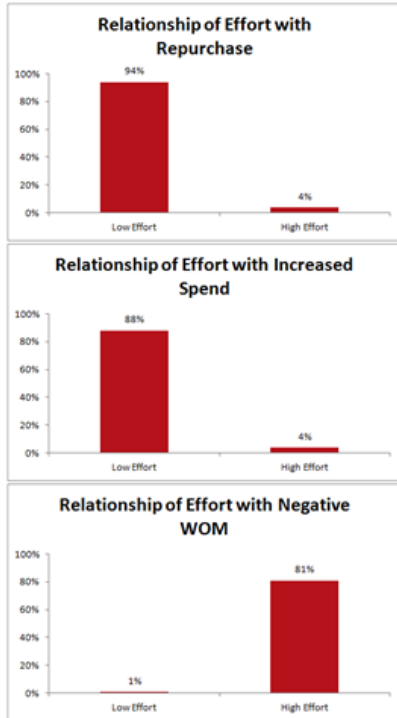
Source: 2011 Convergys Scorecard Research

Impact of Customer Service on Loyalty

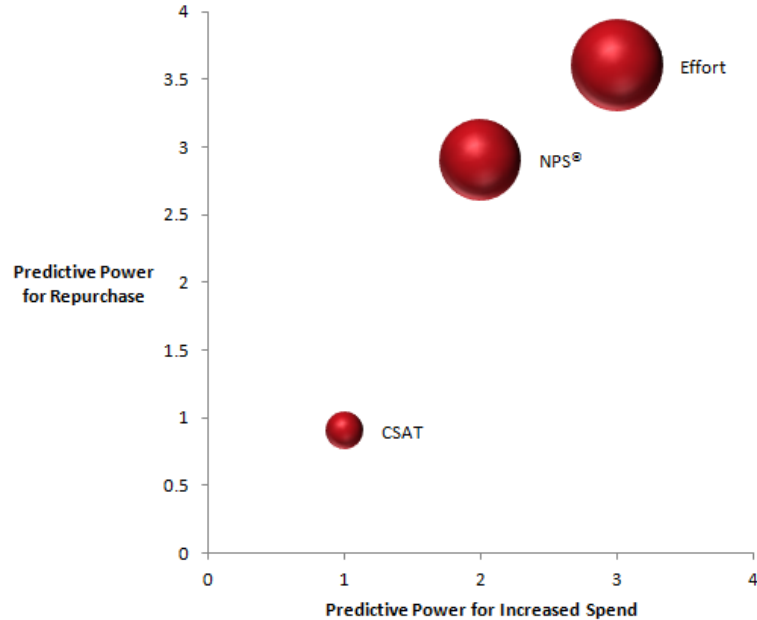


Source: Corporate Executive Board

Customer Effort and Loyalty



Loyalty Impact in the Service Channel



Source: Corporate Executive Board

Customer Effort

How hard customers have to work to purchase, understand, use and receive service.



Customer Effort Score (C.E.S.)

- Loyalty predictor.
- Single question: How much effort did you personally have to put forth?
- Scale: 0 (low) to 5 (high)



Why Does C.E.S. Matter?

1. High effort encourages customers leave.
2. High effort creates unnecessary work.
3. High effort drives up the cost of service delivery.



Best Practices for Implementing C.E.S.

1. Expect C.E.S. to paint a holistic picture of customer effort, root cause.
2. Use effort-based surveys to analyze discrete sources of effort, learn reason for a customer request (e.g., “...to complete the sale?”).
3. Capture unresolved issues or outstanding requests.

thank you



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Customer feedback surveys will be sent to you online later...

