



*Achieving radical and sustainable improvement in top line performance*

## ***The Three Questions of Customer Satisfaction***



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### **The Challenge:**

What is the fewest number of questions you think you could ask to build an effective survey tool?

In this era of high competition and expectations, customer satisfaction surveys are essential tools for listening to customers about their satisfaction levels, and for developing strategies for improvement. Knowing what customers think about your product(s), service(s) and/or support as well as their opinions of competitors' offerings is crucial for survival.

The primary reasons for assessing customer satisfaction are to maximize customer retention and to gain and build customer loyalty. It is important to note that customer satisfaction does not equate to customer loyalty. Merely satisfied customers will switch to a competitor that will



"Mistakes are the portals  
of discovery."  
...James Joyce



"Customer satisfaction is  
worthless. Customer loyalty  
is priceless."  
...Jeffrey Gitomer



"Customer service is just a  
day-in, day-out ongoing,  
never-ending, unremitting,  
persevering, compassionate,  
type of activity."  
...Leon Gorman

exceed their expectations especially in a highly competitive market, within the blink of an eye. True competitive advantage therefore requires that customers are completely satisfied period. In addition, it is important to inform customers that their opinions matter and that their responses will instigate change within the organization.

### Questionnaire Design:

Questionnaire design methodology depends on the following:

- Customer characteristics
- Time availability
- The costs the enterprise is willing to incur
- The information that the company wishes to maintain

The usual measure of customer satisfaction involves a survey with a set of statements using a Likert technique or scale. The customer is asked to evaluate a series of statements (typically around a dozen) in terms of their perception and expectations of performance of the organization being measured. While questionnaire design can get complex, we have found that open-ended questions (kept to a minimum of three) are the most effective and efficient way to gain insight. Interestingly less is more.

Our three favorite questions are:

1. **Did we meet/exceed your expectations? Please comment whether yes or no.**
2. **May we use you as a reference?**
3. **Will you do business with us again? If yes, why? If no, why not?**

Arguably, these are the three most important questions and are the only ones that really matter especially in light of time constraints on the part of the responder.

### Just Try It:

Within organizations, customer satisfaction ratings can have powerful effects. They focus employees' on the importance of fulfilling customers' expectations, furthermore, when these ratings dip they warn of problems that can effect sale and profitability. Some of our clients have based a portion of compensation/bonus on the capturing and improvement over time of the these three questions. It is one of the best leading indicators of future success and is relatively easy to administer.

If you have any questions on how you can implement this, please don't hesitate to reach out to us at [kappainfo@kappaeast.com](mailto:kappainfo@kappaeast.com).



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"Do what you do so well  
that they will want to see  
it again and bring their  
friends."  
...Walt Disney