

Reporting customer survey results

The Call Center Learning Center is excited to a new tutorial series on measuring customer satisfaction. This tutorial series pulls from Prosci's research-based toolkits and best practices reports. [Module 1](#) explained why customer satisfaction surveys are a sound business strategy. [Module 2](#) provided guidelines for how to accurately measure customer satisfaction. This module explains how to report customer satisfaction survey results. Module 4 will focus on setting and achieving customer satisfaction goals.

Measuring and analyzing customer satisfaction is a critical component of providing excellent customer service. [Module 2](#) of this tutorial series focused on how to measure customer service. This tutorial will cover the **analytical segment** of this metric, covering the following three steps:

1. Generating reports
2. Communicating results
3. Analyzing data

Step 1 - Generating customer satisfaction reports

Customer satisfaction reports can provide key pieces of information to help you improve your call center's performance. When summarizing the customers' survey answers, the information can be presented to represent **three critical pieces** of information to your organization:

- Your **current performance** in each area (see [Module 2](#) for guidelines on how to measure customer satisfaction)
- The **trend over time** (how you are doing compared to last month, last quarter or last year)
- The **benchmark and goals** you have set for each area compared to your current performance (stay tuned for the next module in this tutorial series, which will focus on setting and achieving customer satisfaction goals)

Customer service survey data should be presented in an easy-to-understand manner. Keep in mind that charts and tables are less intimidating and easier to interpret than spreadsheets or plain text.

Samples chart types include:

- **Bar charts**

Each question is represented by a stack for each time period, with average score of 0-5 indicated. See Figure 1 for an example of a bar chart for one month's results of a customer survey.



Figure 1 - Example of bar chart used to report customer survey results for one month

- **Line charts**

Each question is represented by a line with successive time periods on horizontal axis to track trends. Figure 2 shows an example of a line chart tracking the trend of customer scores for one survey question over one year's time.



Figure 2 - Example of line chart used to report trend of performance over time on one question

Charts and data can also be separated and analyzed based on different customer data, including the following:

- **Demographic information** (including gender, age, geographical location, type of business or any other demographics that are relevant to your call center strategy)
- **Customer profitability** (including first-time customers vs. returning customers or amount of purchase)
- **Type of transaction or service** (if your center is responsible for more than one function, such as order-taking and technical support, you will want to separate the customer survey results based on the reason for customer contact)

Step 2 - Communicating customer satisfaction results

Customer satisfaction results should be **shared with all staff**, including management, supervisors, agents and even other departments. It is especially important to communicate results with leaders who can authorize investment in remedial action. Guidelines for communicating customer survey results to the staff include the following:

- Keep your **audience** in mind. The information you share with marketing will have a different focus from what you present to a Vice President, a Director of Customer Service or an agent. You will provide more details to those actually working within the call center than you do to those outside the center.
- **Post** summaries or charts on the wall, put them on readerboards and discuss them during meetings so agents are kept informed.
- Ensure that the call center teams and individual agents understand how their work **impacts** the customer satisfaction goals of the center and the larger organization.

Step 3 - Analyzing customer satisfaction data

Trending should be conducted to track the center's customer satisfaction performance over time. If targets and goals are not being met, it may be a training, staffing, or systems issue, but you will need to determine the actual **root cause** of the problem. Continue to ask "why?" until you reach the factor that is causing the low performance.

Improving customer satisfaction

Analysis may uncover **necessary changes** in a variety of areas, including system capabilities, staffing, training, marketing, business planning or work processes. After analysis has been completed, the next step is to **act on the data** to make improvements to your customer service. Guidelines and tips for improving customer satisfaction will be addressed in the next module of this tutorial series.

To get started immediately on effectively measuring and reporting customer satisfaction in your call center, the [Call Center Measurement Toolkit](#) provides valuable guidelines for measuring and improving customer satisfaction. If you have specific questions, please [contact a Prosci analyst](#) for more information.

Resource guide

Benchmarking Reports and Management Toolkits

[Call Center Measurement Toolkit](#)

How to measure and improve call center performance; an excellent guide to developing a performance measurement system with concrete recommendations for improving call center performance.

[Call Center Best Practices - Operations Edition](#)

Benchmarking report - Over 240 call centers from around the world share how they have improved service quality, productivity and customer satisfaction. This report shares lessons learned by call center managers regarding their most effective management practices. It includes industry benchmarking data for 10 key performance measures.

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[Call Center Planning and Design Toolkit](#)

A comprehensive guide to call center strategy, planning and design; an excellent resource for new contact center start-ups, existing call center improvement and future planning with detailed templates and planning roadmaps.