# Results from XYZ Corp Customer Service Survey

## OBJECTIVE

This study was conducted as an attempt to better understand how XYZ Corp (XYZ) is perceived by active customers. Results were to serve 2 purposes: 1) to develop marketing and operational strategies to grow the business and 2) to begin the process of benchmarking to measure progress.   By providing breakouts of different customer groups, XYZ will be able to understand key differences in groups of customers.

## SUMMARY

Overall, the results were strong and favorable toward XYZ.  Several of the suspected problems, such as prices and shipping charges, and problems with backorders were confirmed by the results. Overall satisfaction was 3.89 on a scale of 5.0.

## BACKGROUND

A survey was created with 17 multiple choice questions, followed by 2 open-ended ones.  The multiple choice answers were on a scale of 1.0 to 5.0, with 5 being the top score.  The survey was sent to 3,000 of XYZ's customers who had bought in the last 12 months. Groups were: **Loyalists**, who had been customers for 7+ years; **Racers**, competitive swimmers; **Triathletes**, purchasers of tri items; **Groups and Teams**, determined by their codes; **Fitness,**determined by the purchase of fitness suits; and **Water Exercise**, purchasers of equipment. For filling out the survey and returning it via postage-paid mail, customer would get to pick one of five items for free.  Response rate was over 35% and 1065 responses were entered. The Survey Genie software was used to tabulate the data and provide the results. All "Don't Know" or lack of response was thrown out of the results.

## PART 1: OVERALL/TOTAL RESULTS

Areas of Strength:

Highest scores among the total group indicate that XYZ has a great catalog, carries high quality brand name products and provides polite and friendly service to customers. See **Chart 1** for details.

| Major Strengths    >4.0 | Score (from 1-5) |
|---|---|
| | |
| Products are as pictured | 4.32 |
| Polite and friendly reps | 4.07 |
| Products are best in the field | 4.07 |
| Catalog is easy to read | 4.03 |
| High quality products | 4.02 |

Areas of weakness:

While reps are friendly and polite, customers find that XYZ does not have a good system to handle complaints. Backorders are a big problem, even among these current buyers. Pricing and shipping charges are seen as too high and are not offset by enough sales on items customers want.

| Lowest scores  from 2.87 to 3.53 | Score (from 1-5) |
| --- | --- |
| | |
| Attentive to customer complaints | 3.53 |
| Having competitive prices | 3.28 |
| Products in stock (not backordered) | 3.25 |
| Acceptable shipping charges | 3.14 |
| Good sale prices and promotions | 2.87 |

Middle Scores/Needs Improvement:

While quality and brands are excellent and are the best, all groups wished for a wider selection of products. Exceptional service ratings seem to be dragged down by problems with returns, reps not being knowledgeable enough, handling of complaints and backorders, and not seeming interested enough in comments.  However, an Overall Satisfaction score of 3.89 says that, while there are complaints, XYZ is probably performing better than competitors.

| Middle Scores  from 3.81 to 4.0 | Score (from 1-5) |
| --- | --- |
| | |
| Wide selection of products you want | 3.97 |
| Exceptional customer service | 3.90 |
| Overall satisfaction | 3.89 |
| Interested in your comments | 3.86 |
| Returns—no hassle | 3.85 |
| Returns—quickly | 3.82 |
| Knowledgeable reps | 3.81 |
| | |

## IMPACT OF GROUPS ON TOTAL SCORES

In almost all questions, the total scores were driven down somewhat by the lower scores assigned by Group 4, Group Sales and Teams.  See **Chart 1 and Chart 2.** For example, in Groups there was only one score above 4.0, while the other 5 groups had between 4 and 7 scores higher than 4.0.  The lower scores could be results of 1) a group that is generally tougher on scoring than others or 2) legitimate issues with XYZ.

Each group had its own set of ratings; therefore it was hard to compare the actual scores versus each other.  For example, all groups had "Products are as pictured" as the #1 ranking of the 17 items.  However, the scores vary: 4.41, 4,40, 4.32,4.16, 4.30, and 4.25. See **Chart 3** Therefore, many of the determinations were done by ranking. See **Chart 4**.

## RESULTS BY GROUP BY RANKING