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HOW WELL DOES YOUR COMPANY DO FOR CUSTOMERS ON A 1 -10 SCALE.
 (Ranking of the eight criteria, and their possible weighting, will differ by business type.)

Enter Each Customer's Name --> **John at ABC** **Sue at .com** **Dick at OTW** **Gina at XYZ** **George at OMG** **Bobbie at FAI** **TOTAL SCORES**

KEY CRITERIA:

| | | | | | | | |
|------------------------|----|----|----|----|----|----|----|
| 1 - On-time Delivery | 10 | 9 | 10 | 10 | 9 | 10 | 58 |
| 2 - Works 100% | 9 | 10 | 9 | 9 | 10 | 10 | 57 |
| 3 - Great Experience | 9 | 9 | 10 | 9 | 9 | 9 | 55 |
| 4 - Easy Find/Buy | 10 | 10 | 9 | 10 | 10 | 10 | 59 |
| 5 - Psychic/Validation | 9 | 9 | 10 | 9 | 10 | 9 | 56 |
| 6 - Options / Choices | 9 | 8 | 9 | 9 | 9 | 8 | 52 |
| 7 - Easy Support | 9 | 9 | 9 | 9 | 10 | 9 | 55 |
| 8 - Price / Value | 8 | 6 | 7 | 8 | 7 | 7 | 43 |

TOTAL SCORES = 73 70 73 73 74 72 **9.1 CSI**

INSTRUCTIONS:

- 1 - With your management team, decide what eight items, in order, are the most important to your customers.
- 2 - Change the row labels to correspond with the important aspects for YOUR customers!
- 3 - Ask your customers to score you on each aspect for the last time you provided them products or services.
- 4 - Enter the scores in the light green boxes above for your weighted average CSI (customer satisfaction Index).
- 5 - Do this customer survey at least once a quarter, then track your CSI's on a Trailing 4-Quarter Chart - see below!
- 6 - Most importantly, get your Management Team to review the surveys frequently and DO SOMETHING to be better

Visit www.ceotools.com to get the Trailing 4-Quarter Chart to track your improvement in CSI.



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