

Customer Satisfaction Index (CSI)



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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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