J.D. POWER

Benchmarking Customer Satisfaction Research Program

PINPOINT HOW TO IMPROVE YOUR CUSTOMERS' CUSTOMER SERVICE EXPERIENCE

Customer service organizations need to clearly identify which actions they can take to maximize the customer experience without breaking their budget or wasting time. Unfortunately, most research initiatives yield only general insights that cannot help the organization prioritize their activities and ultimately fail to offer critical insights or drive improvement.

THE SOLUTION

The *J.D. Power Benchmarking Customer Satisfaction Research Program*^{SM} provides comprehensive measurement of customer satisfaction and operational performance with an organization's phone, interactive voice response (IVR), and Web self-service channels, as applicable. Through proprietary scoring and analytics, our research professionals deliver the critical insights necessary to improve the customer experience most dramatically, as well as help your organization prepare for J.D. Power certification, if desired.

Program deliverables include:

- **The J.D. Power Customer Service Benchmarking Toolkit**—A complete suite of self-assessment tools and cross-industry benchmarks updated annually to help you drive customer service excellence:

  - Best Practices Scorecard—More than 300 cross-industry-leading practices for improving the customer experience

  - Diagnostic Customer Survey—The same survey tool J.D. Power uses in its customer service certification and improvement programs, accessible for one year and used to measure the customer service experience

  - Weighted Drivers of Satisfaction—Cross-industry importance weights of each driver of satisfaction that guides your prioritization of improvement efforts

  - Key Metric Comparisons—Customized to your organization, comparing your own metrics with those of the highest performers across industries

THROUGH PROPRIETARY SCORING AND ANALYTICS, OUR RESEARCH PROFESSIONALS DELIVER THE CRITICAL INSIGHTS NECESSARY TO IMPROVE YOUR CUSTOMERS' EXPERIENCES

For more information, please contact your J.D. Power representative.

- **Professional Survey Process Administration**—With leadership from our expert research operations management team, a sampling of your customers will receive surveys that measure satisfaction with your organization's phone, Chat, Email/InApp, IVR Self-Service, and Web self-service channels.

- **Expert Reporting, Analysis, and Recommendations**—
A comprehensive report and readout by J.D. Power experts, comparing your customer satisfaction and operational performance to high-performers across industries, with insights and specific recommendations on what practices to implement in order to improve most significantly

  - Clients will receive feedback about each customer service location and know if their current performance would have qualified them for the prestigious *J.D. Power Certified Customer Service Program*^{SM} distinction

The Benefits

Clients that invest in the *J.D. Power Benchmarking Customer Satisfaction Research Program* will receive actionable, reliable insights identifying how their customer service operations compare to high-performers, and how they perform on the factors of satisfaction that matter most to customers. For high-performers, this data can be shared with executive management to demonstrate that your operation meets the highest standards. Regardless of performance, clients will know what operational activities to prioritize in order to close gaps and improve relative performance which will help prevent the operation from wasting time and money on activities that won't most profoundly impact the customer experience.

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