



UNDERSTAND



RESEARCH

CES

Set-Up

Customer Effort Score (CES) is seen by some organisations as a more appropriate singular measure of satisfaction than NPS (Net Promoter Score) as it considers the level of effort that a consumer has to go through rather than their likelihood to recommend. It is sometimes considered to be more appropriate for organisations that deal with more utilitarian or less differentiated products and services. It is often incorporated into CSAT surveys, however can also be run as a periodic stand-alone research. We work with organisations on:

- Defining the most appropriate sampling methodology & identifying the most effective way of recruiting survey respondents
- Identifying the most appropriate research medium, e.g. email, street, telephone, online panel or community, etc.
- Survey Design, considering:
  - ◇ Should the business undertake the research at relationship or transactional level?
- Identifying the most appropriate analysis & reporting methodologies, considering:
  - ◇ Should segmentation of the customer base be carried out prior to analysis to provide more accurate results?

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