



REVIEW



RESEARCH

CES

Tune-Up

Customer Effort Score (CES) is an increasingly popular metric for the measurement of customer satisfaction and is seen by many as being a more appropriate measure than NPS. 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?
  - ◇ Does a standard analysis of the Reichheld scale provide an accurate reflection of the levels of customer satisfaction?
- Identifying how actionable insight can be identified and utilised to drive transformational change within the organisation

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