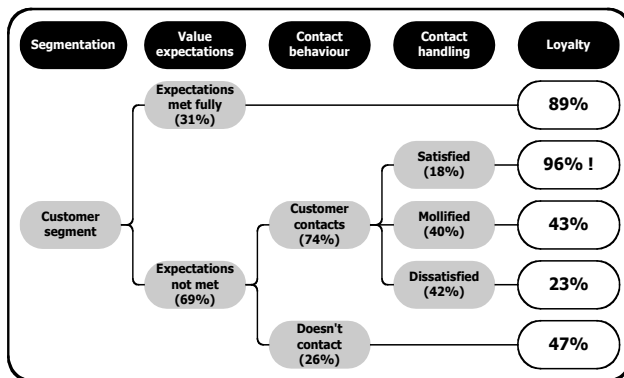


## Closing the gap between expectations and reality

Most organisations strive to exceed customer expectations of product and service quality and service delivery. The desired outcome is that customers will continue and even deepen their purchasing involvement, speak well of the organisation and be easy and inexpensive to service – the desired outcome is increased customer satisfaction and customer value.

However, *most* businesses present problems and disappointments to *most* of their customers, inviting disaffection or even defection. Customers generally prefer to fix a problem than defect, but many are dissatisfied with the response given, further diminishing their loyalty. The diagram below shows our typical findings:



Accordingly, for most organisations there are significant bottom line gains to be made from identifying and reducing specific customer disappointments and from improving customer contact handling.

Of course, working to strengths is also important. A well rounded customer management strategy will also identify specific competitive advantages that can be reinforced.

### Benefits

Only when an organisation understands the gap between customer expectations and reality can improvements be planned, cost-justified, managed and delivered consistently to maximise customer value. ValuePath enables you to:

- Identify specific problems and disappointments customers face
- Distinguish between their frequency and their severity
- Quantify the risks to market share and profits that individual problems and disappointments present
- Identify the ROI of improvement initiatives

ValuePath's balanced approach also enables you to:

- Benchmark current levels of customer satisfaction and loyalty
- Identify the key satisfiers and loyalty drivers in the relationship
- Identify and benchmark the strengths and weaknesses of competitors
- Identify the emotions customers feel and how they relate to satisfaction and loyalty
- Examine and compare the quality of customer contact handling across channels
- Examine customer expectations of contact handling
- Understand how the results vary across customer and product segments

### Methodology

ValuePath uses a comprehensive survey instrument fielded to customers. A mail survey is usually used and on-line surveys are an alternative. Higher value customers may be interviewed in person. The survey instrument is logical and easy to use keeping respondent burden to a minimum.

The survey is customised with the benefit of in-depth interviews with management and customer-facing staff and customer focus groups. The findings of this design stage are a valuable early project deliverable.

Once the surveys are completed and analysed, we present the findings in a round table meeting with key stakeholders and return to assist in further communicating the findings and implementing change.

### Heritage

With almost a decade of Australian operations and three decades of global leadership as our heritage, we lead the way.

If you are familiar with these findings, you are familiar with ValuePath:

*"It costs five times as much to gain a new customer as it does to keep an existing one."*

*"A dissatisfied customer will tell twice as many people as a satisfied customer."*

*"A customer whose problem is resolved successfully is more loyal than a customer with no problem at all."*

*"Satisfied customers are not necessarily loyal."*

### Next steps

For further information contact Wayne Croker on 02 9006 9006 or visit [www.evalue.com.au](http://www.evalue.com.au).