CSI – Customer satisfaction index

What is CSI – Customer satisfaction?

• The Customer Satisfaction Index (CSI) is a versatile analytical tool for measuring customer satisfaction with a product, service or company. It offers help in finding reasons of customer satisfaction or rather dissatisfaction.

• Measuring a level of customer satisfaction and its determinants is important for all companies. These data can be used to keep the customer, sell more products and services, improve the quality and value of offers and to ensure more efficient and economical operating. It stands that only the satisfied customer tends to repeatedly return to their favourite brand and also convey their positive experience to others.

- A high level of customer satisfaction is one of the guarantees of customer loyalty ensuring. The data on customer satisfaction and loyalty are the input for identifying customer segments.

- The CSI Index is a tool for benchmarking with competitors in a given sector, but it is possible to compare this index also interdisciplinarily.

The evaluation process of CSI index

■ The customer satisfaction, meaning, contribution and consent are detected using a six-point scale, e.g.: "How are you satisfied with the price/performance ratio?"

| 1 | 2 | 3 | 4 | 5 | 6 | | ☐ |

Definitely yes

Definitely no

I cannot answer

■ The advantages of this way of evaluation:

- Similarity to the school rating scale

- Elimination of non-specific expressions

- Avoidance of „forced responses" thanks to the category „I cannot answer".

■ For better understanding the data were additionaly transformed as follows:

:

1	2	3	4	5	6		☐
⇓	⇓	⇓	⇓	⇓	⇓		⇓
100	80	60	40	20	0		excluded

„Top Two Box"
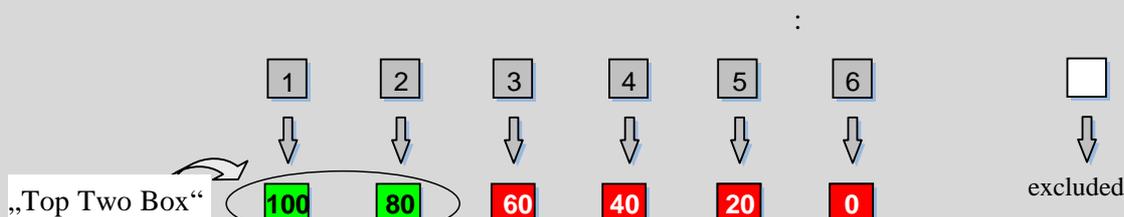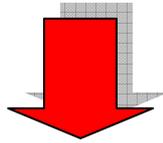
THE ASSESSMENT SCALE OF SATISFACTION

Semaphore scale
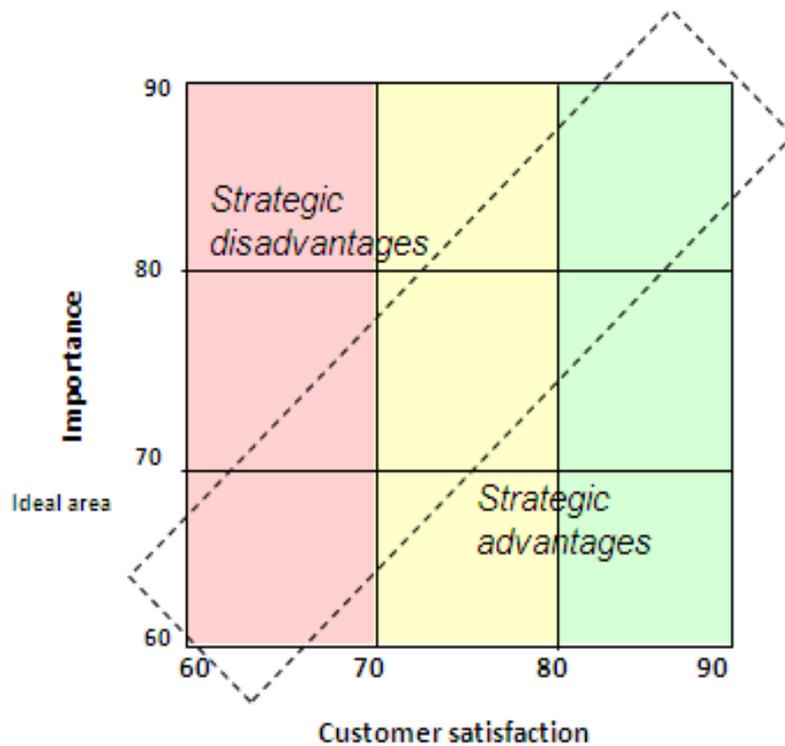
0 – 70   Below average satisfaction

70 – 80 Average satisfaction

80 – 100 Above average satisfaction

Satisfaction vs. importance

- The CSI is based on the premise that the total customer satisfaction is not only a reflection of satisfaction with individual factors that influence overall satisfaction but also their importance. The factors that are important from the customer point of view affect the overall satisfaction more than those that are irrelevant.

- The SWOT analysis evaluates different properties in terms of their importance and satisfaction with them regarding
    - The risk of high importance and low satisfaction
    - Tolerated weaknesses of low importance and low satisfaction
    - Matters of course, which there is a great satisfaction with but are not important
    - The buttresses, which there is a great satisfaction with and also have great importance

The chart shows Importance (y-axis, 60–90) versus Customer satisfaction (x-axis, 60–90), divided into three coloured vertical bands: "Strategic disadvantages" (pink, left), a yellow middle band, and "Strategic advantages" (green, right). The "Ideal area" is indicated along the diagonal.

The CSI is a repetitive project, which - in order to capture trends, is necessary to implement based on the same methodology at regular intervals.

What are the main advantages of CSI?

- o Measures the customer satisfaction from a variety of perspectives (company image, product and service quality, services ...).
- o Identifies the areas that significantly affect the customer satisfaction.
- o Shows the strengths and weaknesses of communication.
- o Finds easily accessible opportunities enhancing the overall customer satisfaction.
- o Enables you to make comparisons between competitive products or companies.
- o Offers a comparison of specific groups of customers.
- o Recommends suitable tools for enhancing satisfaction.