Benchmarking Customer Satisfaction Research Program
Tools and insights that pinpoint how to improve your customers’ contact center experience

The Challenge
Contact center 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 truly prioritize their activities and ultimately fail to offer critical insights or drive improvement.

The Solution
The J.D. Power Benchmarking Customer Satisfaction Research ProgramSM 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. A detailed report provides insights on performance comparing it with the top performance standards used in the J.D. Power Certified Contact Center ProgramSM. 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 Contact Center Benchmarking Toolkit—A complete suite of self-assessment tools and cross-industry benchmarks updated annually to help you drive customer satisfaction excellence:
  - Best Practices Scorecard—More than 200 cross-industry-leading practices for improving the customer experience
  - Diagnostic Customer Survey—The same survey tool J.D. Power uses in its contact center certification and improvement programs, accessible for one year and used to measure the contact center customer 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

- 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, IVR, and Web self-service channels.
The survey process will include:

- Agent-introduced IVR survey or email survey used to gather customer input
- An estimate of field time and a reporting schedule
- A professional research team to keep stakeholders abreast of progress

**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 contact center location and know if their current performance would have qualified them for the prestigious *J.D. Power Certified Contact Center Program℠* distinction

**The Benefits**

Clients that invest in the *J.D. Power Benchmarking Customer Satisfaction Research Program℠* will receive actionable, reliable insights identifying how their contact center 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 is truly excellent and 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.

For more information about Contact Center solutions, contact your J.D. Power representative or visit jdpower.com


J.D. Power Industry Solutions

J.D. Power’s products and solutions help companies measure, understand, and improve the key performance metrics that drive growth and profitability. Since 1968, organizations around the world have relied on J.D. Power as a trusted advisor for:

- Deep expertise in the industries we serve
- Advanced research science to drive insights
- A proven success record for driving results

Through an unmatched 360° view of the customer, J.D. Power can identify the multiple drivers of customer experience, measure and understand their impacts, and help you drive business results by monitoring and improving performance.

J.D. Power’s Offerings include:

Industry Benchmarking
J.D. Power’s independent industry benchmarking research measures quality and customer satisfaction based on survey responses from millions of customers worldwide. The company has one of the largest, most comprehensive historical customer satisfaction databases in existence, which includes feedback on customers’ shopping, buying, and ownership experiences for a variety of products and services.

Tracking
J.D. Power offers three tracking solutions that enable your company to measure quality and customer satisfaction in real time and compare the data against industry benchmarks to identify areas of improvement:

Acutrend™—Provides a 360° view of the customer experience in real time through a Web-based interface that allows for an analysis of every key performance measure against established industry benchmarks

Custom Tracking—Offers a customized research and customer satisfaction measurement and tracking on a proprietary basis utilizing a variety of data collection methods, which are accessed via a user-specific data-reporting platform

Customer Community—With J.D. Power’s online panel, tracking clients receive fast feedback from their customers, while building a database of comprehensive customer profiles over time.

Performance Improvement
J.D. Power offers comprehensive solutions for businesses looking to improve customer service, satisfaction and operational performance. The company derives its insights from industry-wide benchmarks known to drive the highest levels of satisfaction, and helps organizations make changes to improve business results.

Social Media Insights
Collect and evaluate consumer sentiment in its natural form—unprompted. J.D. Power’s advanced social media intelligence solutions easily integrate into your company’s existing research, surpassing the basic monitoring tools that many companies currently use.

Text Analytics
J.D. Power’s state-of-the-art technology analyzes all of your company’s unstructured text—gathered from any source—and provides actionable solutions and analyses that enable rapid, effective responses to the continuously changing needs and opinions of consumers.

Digital Experience Evaluation Solutions
Gain an understanding of how consumers interact with your company’s website, as well as whether it is meeting the needs of consumers and how it compares to competitors. J.D. Power experts work with you to re-engage consumers on your website and to implement continual improvement.

Mystery Shopping
J.D. Power’s rigorous and comprehensive sales and service mystery shopping, observational audit, and compliance services can be customized to virtually any industry.

Consulting and Training
Develop competitive advantages by integrating Voice of the Customer data, benchmarking study findings, and J.D. Power’s industry expertise into your company’s strategic planning and operational activities.