

## Benchmarking Customer Satisfaction Research Program for Assisted Digital Channels

### CHART A COURSE FOR ONGOING CHAT, EMAIL, AND SOCIAL MEDIA SERVICING EXCELLENCE WITH CROSS-INDUSTRY, MULTICHANNEL BENCHMARKS

Customer service organizations need to 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. For customer care and sales organizations using chat, email, or social media channels, conducting customer experience research is not enough, as the true magnitude of performance gaps can only be uncovered when compared to verified high performers.

The **J.D. Power Benchmarking Customer Satisfaction Research Program for Assisted Digital Channels** provides a comprehensive measurement of customer satisfaction and operational performance with an organization's chat, email, or social media servicing channels. Through proprietary scoring and analytics, our research professionals deliver the critical insights necessary to improve your customers' experiences, as well as help your organization prepare for the *J.D. Power Certified Customer Service Program<sup>SM</sup>*.

Program deliverables include:

- **The Customer Service Benchmarking Toolkit for Assisted Digital Channels:** Offered for any channel, this complete suite of self-assessment tools and cross-industry benchmarks are updated annually to help you drive customer satisfaction excellence. The toolkit includes:
  - Diagnostic Customer Survey—The same survey tool J.D. Power uses in its certified customer service and improvement programs to measure the customer service experience; accessible for 1 year
  - Weighted Drivers of Satisfaction—Cross-industry importance weights of each driver of satisfaction that guide your prioritization of improvement efforts
  - Key Metric Comparisons—Compares your organization's metrics with those of the highest performers across industries, and is customized to your own organization

THROUGH PROPRIETARY SCORING AND ANALYTICS, OUR RESEARCH PROFESSIONALS DELIVER THE CRITICAL INSIGHTS NECESSARY TO IMPROVE YOUR CUSTOMERS' EXPERIENCES

- Exclusive J.D. Power Client Events—VPs and above are invited to get exclusive data, best practices, and to share ideas with the highest performers, which set the standard for excellence
- **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 chat, email, and social media servicing channels
- **Expert Reporting, Analysis, and Recommendations:** A comprehensive report and readout by J.D. Power experts, comparing your customer experience and operational performance to verified highest performers across industries, with insights and specific recommendations on which practices are most likely to result in significant improvements
  - Clients will receive feedback about each customer service location and whether their current performance qualifies them for the prestigious Certified Customer Service Program distinction



## The Benefits

- **Cost Savings:** Regardless of performance, clients will learn which operational activities to prioritize to close gaps and improve relative performance, which can help prevent wasting time and money on activities that won't most profoundly impact the customer experience
- **Customer Experience Improvement:** Leverage the resources that only a globally respected authority in customer satisfaction can bring to bear, helping your organization understand how to improve performance or become a recognized leader in the customer experience
- **Apply 100% of Your Investment to Certification:** Every penny can be applied toward the certification program requirements should your performance qualify your organization for certification