

Global dataVPN: Movement Analysis

Comparative Assessment of Service Providers



Rationale

The purpose of the report is to show:

- Where there have been dramatic increases or decreases in customer satisfaction over a two year period.
- Trends over time in perceived performances.

Benefits

- Customer Satisfaction results of key market players at your fingertips
- Independent market assessment from a trusted source
- At a glance assessment of the service providers vis-à-vis competitors
- Promotional opportunities from triumphs in outperforming competitors
- Insight into customer requirements and expectations
- Opportunity to see changes in user perceptions over time
- Validation of internal key performance indicators
- Second dataset to compare to internal satisfaction and experience measures
- Staff education and motivation opportunities
- Set of priorities for improvement
- List of perceived strengths and weaknesses of service providers relative to competitors

Marked Changes in Customer Satisfaction

In the example opposite it can be seen that Supplier Y has seen customer satisfaction for Attribute X decrease from Good (between 10-20% above the 'just satisfied' benchmark) to Poor (falling below the 'just satisfied' benchmark). The gradient of the trend-line is -4.58 indicating that Supplier Y has undergone a marked decrease in satisfaction for Attribute X over the time period.

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Time Trend in Customer Satisfaction

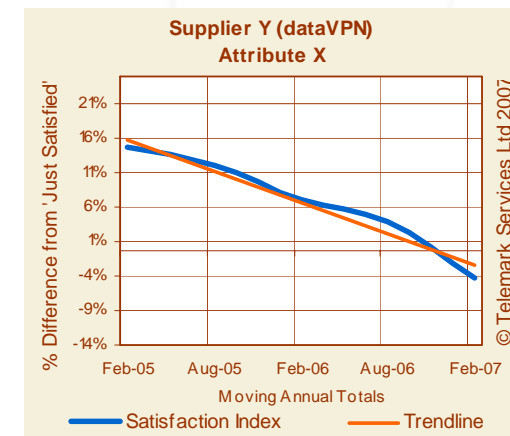


Figure 2 Example of Time Trend chart