



THE ULTIMATE GUIDE TO Customer Effort Score



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Introduction to Customer Effort Score

What is CES?

Customer Effort Score is a metric used in service interactions. It measures **how easy** it was for customers to get a resolution to their issue on a scale of **very difficult (1) to very easy (7)**. CES is a transactional survey meaning that it pops up after each interaction resolution a customer has with a business. The underlying principle is that clients will stay with companies longer if it is easier to transact with them.

The image displays three overlapping screenshots of the Nicereply Customer Effort Score (CES) survey interface across different devices:

- Desktop View (Top):** Shows the Nicereply logo at the top. Below it, the statement "Nicereply made it easy for me to handle my issue." is followed by a "Strongly Disagree" button. Below that is the question "What could we improve?" and a text input field labeled "Write here ...". At the bottom is a green "SEND FEEDBACK" button and the tagline "BUILD LOYAL CUSTOMERS WITH NICEREPLY".
- Tablet View (Bottom Left):** Shows a form with fields for "Subject:", "From:", and "Signature: None". Below these is the Nicereply logo and the statement "To what extent do you agree or disagree with following statement: Nicereply made it easy for me to handle my issue." Below the statement is a horizontal row of seven buttons: "Strongly Disagree", "Disagree", "Somewhat Disagree", "Undecided", "Somewhat Agree", "Agree", and "Strongly Agree". At the bottom is the tagline "BUILD LOYAL CUSTOMERS WITH NICEREPLY".
- Mobile View (Bottom Right):** Shows the Nicereply logo and the statement "To what extent do you agree or disagree with following statement: Nicereply made it easy for me to handle my issue." Below the statement is a vertical column of seven buttons: "Strongly Disagree", "Disagree", "Somewhat Disagree", "Undecided", "Somewhat Agree", "Agree", and "Strongly Agree". At the bottom are navigation icons for back, forward, share, bookmark, and print.

CES was created by the CEB to be a better, more predictive method of surveying customers. To determine the best metric, they completed a study which incorporated 75,000+ customers who have had an interaction with customer service through various channels (phone, email, chat, and so forth), and hundreds of structured interviews with customer service leaders all around the world.

Why CES works

tip

The [CEB found](#) that CES is 1.8x more predictive of customer loyalty than CSAT and 2x more predictive than NPS. [Tweet](#)

What does this mean?

First of all, think about the last time you talked to a company. Maybe you had to report a product defect. Perhaps you had to pick up the phone and call, and then ship the broken item back.

Even if you were happy with the customer service experience and marked the resolution as satisfactory, you are much less likely to do business with the company again. Remember all that hassle the last purchase caused?



Customer Satisfaction scores don't always predict future actions.

Simply put: there is little correlation between satisfaction and loyalty.

The CEB found that delighting customers by exceeding their expectations (e.g. by offering a refund, free product, or free shipping), makes customers only slightly more loyal than when we just meet their needs - the real boost in loyalty comes from reducing overall effort.



So, why does measuring CES work better?

The key insight of the study is that **companies create loyal customers primarily by helping them solve their problems quickly and easily.**

To build loyal customers, stop trying to delight your customers, **and concentrate on reducing customer effort when resolving their issues.**

Choosing your loyalty metric

How do you know which metric is right for you? To start, we need to ask why we track metrics at all. We could get a little existential: what's the reason why we provide excellent service to our customers in the first place?



Hopefully, good service leads to happy customers, and that leads to higher profits for the business. Measuring the right metrics should help you accomplish the end goal.

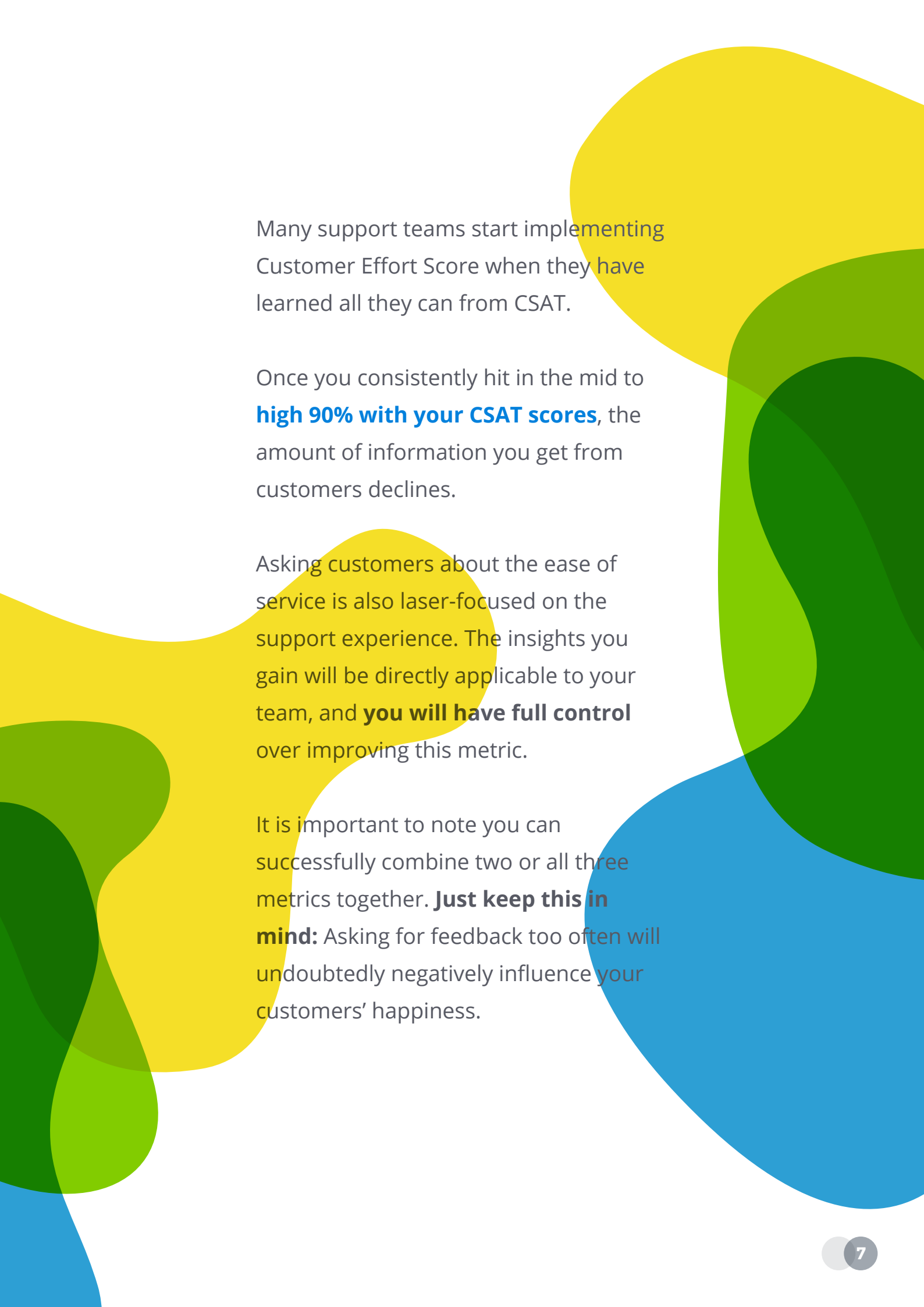


While we typically use CSAT to measure a general level of satisfaction, there's no further definition of "satisfaction".

NPS clearly focuses on building **a group of positively tuned promoters**. Neither of these two metrics provides accurate insight into a service or product shortcomings.

The Customer Effort Score fills this gap. It instantly incorporates customers into the process of continuous improvement. Any CES feedback **directly refers to a specific interaction** which, for whatever reason, may or may not match individual customers' expectations.





Many support teams start implementing Customer Effort Score when they have learned all they can from CSAT.

Once you consistently hit in the mid to **high 90% with your CSAT scores**, the amount of information you get from customers declines.

Asking customers about the ease of service is also laser-focused on the support experience. The insights you gain will be directly applicable to your team, and **you will have full control** over improving this metric.

It is important to note you can successfully combine two or all three metrics together. **Just keep this in mind:** Asking for feedback too often will undoubtedly negatively influence your customers' happiness.



Chapter Summary

CES was created to be a better, more predictive method of surveying customers.

It is 1.8x more predictive of customer loyalty than CSAT and 2x more predictive than NPS.



Companies create loyal customers by helping them solve their problems quickly and easily.



CES feedback directly refers to a specific interaction.



Implementing Customer Effort Score

Implementing Customer Effort Score

Are you ready to get started?

There's no big secret to implementing a Customer Effort Score program in your organization. Just converting your post-interaction survey to the CES 2.0 question will start delivering results instantly.

There are a few tips that will superpower your CES experience, though, and they are worth thinking about before you start.





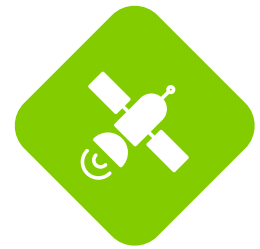
Choose when to send the survey

By design, collecting CES feedback is reasonable **when a particular** interaction between a customer and customer service **ends**. For the majority of customer service teams, it represents the point when the client gets a solution, and communication does not reopen from any side for 24–48 hours. Always follow your workflow, system, and experience when you do the fine-tuning of a “closed case state”.

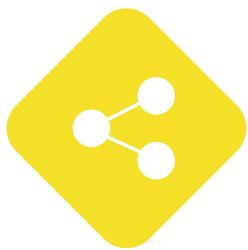
In some cases, it may happen that a customer does not see their issue as closed even 48 hours after the response. In such a case the “worst case” scenario would be negative CES feedback from the customer’s side. It may seem strange at first. However, after a more in-depth reflection, you will find that **deliberate issue closure creates a critical checkpoint**. The confirmation helps you in making sure your customer really got a solution.

*Note: Many support teams think they have resolved the issue when they send an email reply and their customer does not respond. That is where implementation of CES feedback comes in handy: **It puts much more emphasis on the cases in which the customer may just be passive and unsatisfied.***

Tracking CES by channel



You will probably find that your CES varies the most by channel. Some companies are very easy to call for support, and some make live chat the most effortless experience. Customer Experience Futurologist, Dr. Nicola Millard, has found it is the **best source of inspiration** for her team at BT: “The great thing about [tracking by channel] is that it becomes very actionable then. For example, if IVR gets a rating of two, you can question whether it really works for customers.” Before cracking on with CES, ensure that the integration you use allows you to segment scores by channel, ticket ID, customer, product, agent, and any other information you track in your service interactions. You will need this information later to analyze results.



Integrating with other metrics

CES works best when blended with other methods of customer surveys. For example: measuring NPS over a customer lifetime can help pinpoint product issues and provide a more holistic view of how customers feel about your company. At some touch-points, CSAT may be high, but CES may be low. **Varying your surveys will give you more actionable insight** across different channels and situations. Unfortunately, survey fatigue is very real. If you are asking your customers for their opinions too often, you might see your response rate drop. Hence, plan out a schedule for surveys before launch to avoid overwhelming your customers.

Company-wide understanding

With any changes in how you measure customer experience, success is much more likely if you have the **entire company on board**. CES is definitely a more difficult metric to understand than CSAT, so we recommend doing a quick lunch-and-learn or sending around a team email on the subject.

Educating others on why making the experience effortless makes **good business sense** will help you get buy-in on any projects you want to build as a result of the incoming information.



Chapter Summary

Collecting CES feedback is reasonable when a particular interaction between a customer and customer service ends.



Your CES will most likely vary by different channels.



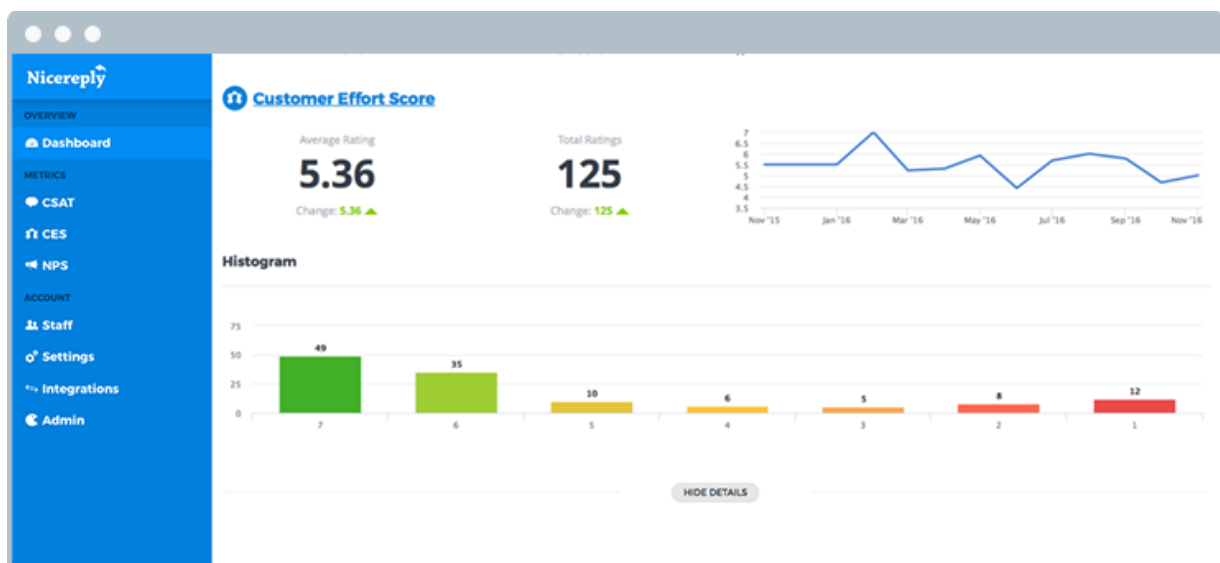
CES works best when blended with other methods of customer surveys. Varying your surveys will give you more actionable insight across different channels and situations.



Reading the results

Reading the results

Average – simply take all of the responses you’ve received, add them up and divide by the number of total responses. Nicereply does this for you automatically at the top of your report.



Distribution – possibly more important than the overall average is the distribution of scores you receive. Think of this way: Your average CES registers in at 5 this month. Not bad, right? But, when you start digging deeper, you find while most customers are giving you nice high scores, there’s a pool of customers who give your team a 1 dragging down that average. Maybe **they’ve all experienced** the same glitch in your billing system; if you hadn’t looked at the distribution, you would have missed it!

Finally, you’ll want to look at your overall response rate. If you’re sending surveys to 100 customers, but only receiving 2 or 3 back, you don’t see the level of engagement you might expect.

For example, let's look at the example above. Notice in the graph above that you have many customers who find it incredibly easy to do business with you; that's great! Dig into their tickets to see what channels, what problems, and what strategies work well in creating that **desired effortless experience**.

However, you can also see there's a big chunk of customers who said it was **tough to get a resolution** to their issues. That's where you'll want to concentrate most of your focus on. Why is there a subset of customers who cannot easily resolve their question?

Are they looking to accomplish a similar task? Are they contacting you through a particular channel? Maybe they speak a different language than you do business in! Regardless, the CES results give you a definite **first step to improving your customer loyalty**.

In general, you want to move all customers ratings to a 5 or above on the CES scale.

The **CEB study** found that moving a **client from 1 to 5 increases their loyalty by 22%** (*measured in return purchases and reduced churn*).  [**Tweet**](#)

Increasing from 5 to 7 offers a less dramatic return of 2% increase in loyalty.



What's a good score?



Because CES is still a very new metric, there's not a lot of benchmarking data available. Generally, you should aim for an average score around 5 – this is the minimum level where customers find you “easy enough” to continue to doing business with and you'll see the loyalty bump. Instead of benchmarking against other companies, your goal is to consistently improve your distribution curve to move more customers into “easy.”



Is there such a thing as too easy?

Yes! If every customer is finding it too easy to do business with you, you are probably not the most efficient you can be with your customer service resources. When you are looking for the distribution, **look for a bell curve with most responses around 5 or a 6.** If it's heavily weighted towards a 7, it's too easy for your customers to contact you, and you should be encouraging them to self-serve.

(Remember: the CES is asked after a service interaction. If they were able to help themselves, you wouldn't see them in this survey)

Self-service is anything that allows a customer to solve their problem or question. It might be an interactive guide, a help desk article, or an in-product tutorial. Those issues that are very easy to solve provide great insight into problems that should be solved by self-service, but aren't. Take a look at these survey responses to see what content your team should be creating, and hopefully, **you'll see the number of times customers *have* to contact you decreasing!**

How can I get more responses?

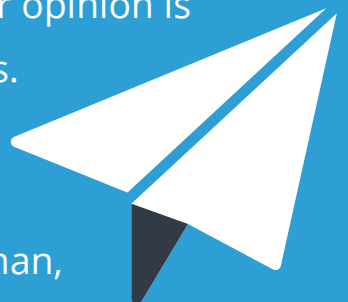
There are two main reasons why you might not be receiving survey responses: either it's too difficult for customers to submit their feedback, or they aren't feeling engaged enough to want to offer feedback.

Making the survey easy:

- Send a copy of the survey to yourself. **Is it easy to read?** Does the formatting work in all email clients and with both plain text and HTML formatting?
- Review the content. **Is the survey straightforward?** Is the subject line clear? Does it sound like a quick survey or a big time investment?
- Use a solution with one-click submit functionality. If the survey only saves when a customer clicks the link AND then presses submit, you could see some survey abandonment partway through. Using a tool like Nicereply that captures partly completed surveys (*i.e., even when the customer just clicks the email link*) helps you see more responses.

Engaging customers:

- Respond to feedback. If customers don't feel like their opinion is being heard, they will not bother to submit responses.
- Personalize your support. If you create a relationship with customers through simple things like acting human, using their name, remembering them between interactions, they will be more inclined to help you.



How should I share this information with my team?

First of all, you'll want to make sure everyone understands the CES. While the CSAT is self-explanatory, the CES is a newer metric and might need more explanation to get everyone, **especially the exec team**, on board. You'll need this buy-in to be effective with any changes you want to make after analyzing the results. A lunch and learn, or an email with FAQs should do the trick!

Once you're certain everyone is on the same page, you'll want to disseminate results monthly. We like a simple email, but if you have an **intranet or a company social network you can post it there**. A good report contains not only the numbers but an explanation as well.

Raw data – provide the average, distribution graph and survey response rate.

Analysis – provide a brief explanation of how this has changed from the previous month and any takeaways the team has gleaned from this month's responses. **Highlight any wins** that the team has had towards improving the results.

Anecdotes – keep shrinking the distance between your customers and the company by sharing survey comments direct from customers. Reading feedback in your customer's words is a great way **to make the survey more personable**.



Chapter Summary

CES results give you a definite first step to improving your customer loyalty.



CES is still a very new metric and there's not a lot of benchmarking data available. Generally, aim for an average score around 5.



If your results are heavily weighted towards a 7, it's too easy for your customers to contact you, and you should be encouraging them to self-serve.



Improving your CES Score

Improving your Customer Effort Score

To get the most out of implementing CES, you'll want to do a bit of analysis **to see what's causing the lowest scores**. Don't stress, if you don't like analytics, we're going to keep this simple. (It also gets much faster the second month on.)

At the beginning of the month, you need to pull all the scores you've received with a score of 5 or less. These are **the low scores you want to focus your attention** on to get the biggest increase in customer loyalty.



How to analyze your survey results

There are **two main reasons** why you might not be receiving survey responses: either it's too difficult for customers to submit their feedback, or they aren't feeling engaged enough to want to offer feedback.

1, Export the scores and their comments into a CSV or Excel spreadsheet. We want to match up the scores with the ticket IDs so we can go back and read the full conversation.

2, If you tag tickets or use customer fields , or other fields, to group your tickets (by product, reason for contact, etc.); export that list too. Add it as a new sheet to your Excel or Google Sheets workbook.

3, We perform a VLOOKUP using your ticket ID as the unique identifier to join the two lists together. Check one these VLOOKUP guides: G1 or G2. It's a bit tricky but worth it!

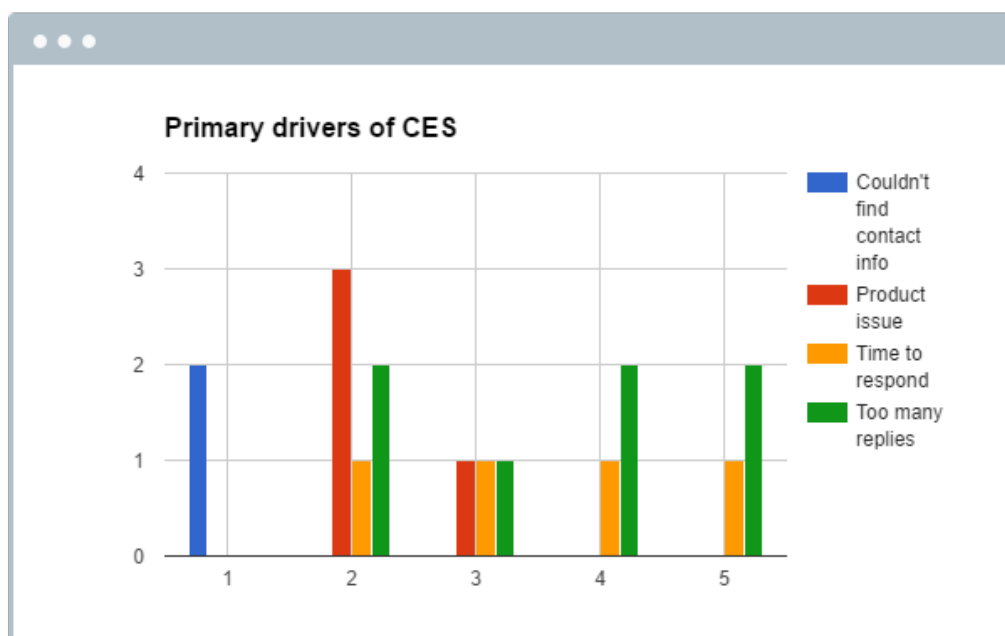
4, Add a new column called "Primary Effort Driver." In this column, we want to detail the main reason why the customer found it too difficult to resolve the issue. We keep this list small, so it's easy to bucket the primary drivers together (*examples of effort drivers: bugs, couldn't find the contact info, long responses, too many replies*). You might already be tracking this in your ticket system custom fields or tags.

| A | B | C | D |
|-----------|-----|--|----------------------------|
| Ticket ID | CES | Comment | Primary Effort Driver |
| 1231235 | | 3 Took too long to respond | Time to respond |
| 1245877 | | 2 Thanks for the help! | Too many replies |
| 3458345 | | 2 | Product issue |
| 238958 | | 1 Had to call, email and tweet to find | Couldn't find contact info |
| 2823842 | | 5 Friendly help, thank you | Time to respond |
| 23582352 | | 4 | Too many replies |
| 2358382 | | 2 Why isn't this feature ready yet? | Product issue |
| 283426 | | 2 | Time to respond |
| 1239871 | | 3 | Too many replies |
| 2982345 | | 4 | Too many replies |
| 23982522 | | 5 | Too many replies |

5, If you're really interested in diving in, add a new column for primary product area that drove the interaction (i.e., Account Management, Shipping, Reporting, etc.).

6, And now it's time for charts so we can see what's really happening! Create a Pivot Table with the number of times a driver was responsible for each survey response. We need to highlight all the data on our joined sheet, choose Create Pivot Table (*Or Data > Pivot Table in Google Sheets*) and then choose our indexes. See the image below for an example. Remember, we're just taking the lowest scores to look for improvements (so you'll only see 1-5, instead of the full 1-7 scale).

7, Finally, create a bar graph from the information. The graph should give you something like the following chart which shows which drivers are causing the lowest scores.



You can make pivot tables for any segment you like: agent, product type, custom fields, etc.!

Determine what to improve first

After looking at the data, we can probably come up with 100 different tactics to target the concerns of customers experiencing high effort experiences. **How can we possibly implement all of them?** We can't – we need to be smart about it.

To prioritize improvements, we borrow a page from [Baremetric's marketing playbook](#). At any one time, they may have 100 items on their to-do list ... but they will never get to all of them. Instead, they rank their ideas by effort and impact to determine where they can make the biggest difference with the least amount of effort.

| Channel | Strategy | Status | Lead Quality | Impact | Cost | Effort | Score |
|----------------------------|--|--------------|--------------|------------|------------|------------|-------|
| Viral Marketing | Parachute off the top of Golden Gate bridge | 2 - Testing | 1 - High | 2 - Medium | 1 - Low | 1 - Low | 2.13 |
| Social & Display Ads | Facebook Ads | 1 - Idea | 3 - Okay | 3 - High | 1 - Low | 1 - Low | 2.88 |
| Content Marketing | Cross post blog content to Medium | 1 - Idea | 2 - Good | 2 - Medium | 1 - Low | 1 - Low | 3.25 |
| Public Relations | Get coverage in TechCrunch | 2 - Testing | 2 - Good | 2 - Medium | 1 - Low | 1 - Low | 3.25 |
| Search Engine Marketing | Google AdWords | 4 - Focusing | 3 - Okay | 2 - Medium | 1 - Low | 1 - Low | 4.38 |
| Search Engine Optimization | Get ranked #1 in Google for "pug wrinkles" | 1 - Idea | 2 - Good | 2 - Medium | 1 - Low | 3 - High | 5.25 |
| Email Marketing | Create 4 week email course | 2 - Testing | 3 - Okay | 2 - Medium | 1 - Low | 2 - Medium | 5.38 |
| Engineering as Marketing | Build Elon Musk days-until-mars-inhabitation clock | 1 - Idea | 3 - Okay | 2 - Medium | 1 - Low | 2 - Medium | 5.38 |
| Sales | Implement cold calling campaign | 1 - Idea | 4 - Low | 2 - Medium | 1 - Low | 1 - Low | 5.50 |
| Affiliate Programs | Set up affiliate program | 4 - Focusing | 4 - Low | 2 - Medium | 1 - Low | 1 - Low | 5.50 |
| Existing Platforms | Build Zapier integration | 1 - Idea | 4 - Low | 2 - Medium | 1 - Low | 1 - Low | 5.50 |
| Trade Shows | Get a booth at SaaStr | 1 - Idea | 2 - Good | 1 - Low | 1 - Low | 2 - Medium | 5.75 |
| Unconventional PR | Have a "Mark Zuckerberg impression" contest | 2 - Testing | 2 - Good | 2 - Medium | 2 - Medium | 2 - Medium | 7.25 |
| Target Blogs | Guest post on the Joe Schmoe blog | 1 - Idea | 4 - Low | 2 - Medium | 2 - Medium | 1 - Low | 8.50 |
| Community Building | Create a public Slack channel for turtle enthusiasts | 1 - Idea | 3 - Okay | 1 - Low | 2 - Medium | 1 - Low | 8.88 |
| Offline Ads | SiriusXM radio spot | 1 - Idea | 2 - Good | 2 - Medium | 3 - High | 3 - High | 11.25 |
| Offline Events | Host a fireside chat with Richard Branson | 1 - Idea | 3 - Okay | 2 - Medium | 3 - High | 3 - High | 12.38 |
| Speaking Engagements | Speak at SaaSWorld | 1 - Idea | 4 - Low | 2 - Medium | 3 - High | 2 - Medium | 12.50 |

We've got a master list of ideas to target the biggest concerns our customers are talking about. In order to determine which one we work on next, we:

1, Rank each idea on an effort score of 1-3 where 1 is very difficult and 3 is very easy.

2, Rank each idea on an impact score where 1 is minimal impact and 3 is maximum.

3, Add the columns together, then sort by total score. The top ideas are the ones that are both easy and impactful. Choose to work on these first.

Make it Happen

All right, once you've identified your best ideas (easy and impactful), you'll need to put them into action. Working with the wider organization, commit to executing 2 or 3 ideas a month.

Here are some suggestions for the types of projects you might embark on:

Problem: Difficult to navigate Help Center

- Add a search extension like [Algolia](#) to your Knowledge Base to improve searching.
- **Examine your Help Center Information Architecture** to see if you can restructure your categories.
- Add in keywords to articles to make them more easily discoverable.



Problem: Difficult to find contact information

- Add an in-product help tool, like **Drift**, or **Intercom's chat widget**.
- Update your homepage to feature a link to support more prominently.
- Avoid channel switching (moving customers between different forms of contacting you, like telling tweeters to call a phone number).

Problem: It takes too many replies to get a resolution

- Spend time training agents on how to recognize and resolve complex problem quickly.
- Focus on **"forward solving"** the next problem customers are likely to run into, instead of quickly moving to the next ticket.
- Create an automation that forwards tickets with more than 4 replies to a more senior agent to be resolved.

Problem: Unresolved bugs or product issues

- Identify the top offending problem, pull the data and work with your UX or Product designer on fixing the issue.

Continue measuring

Hopefully, you've picked the right projects to work on, and the next month will show improvements for the drivers of effort you identified.

By keeping the way you measure effort consistent, you'll be able to demonstrate which areas your projects has had an impact on.

However, remember! It's a marathon, not a sprint.

Keep improving month over month, and you'll see solid returns on your customer loyalty growth.



Chapter Summary

Moving a client from 1 to 5 increases their loyalty by 22%. Increasing from 5 to 7 offers a less dramatic return of 2% increase in loyalty.



Make sure to prioritize your improvement ideas both by difficulty, as well as impact they deliver.



Commit to executing 2 or 3 ideas a month and keep measuring. It's a marathon, not a sprint.



CES in the Real World

Customer Effort Score in the Real World

A hotel, product management SaaS company, the telecom giant, and point-of-sale software provider – what do these businesses have in common? Well, they've all adopted the **Customer Effort Score (CES)** as a metric to drive a better customer experience with the aim of building customer loyalty.

Since the Customer Effort Score is so new, it can be hard to find real-life examples of how companies use it day-to-day. **What challenges have they overcome?** How have they implemented their surveys to get the most actionable advice?

We hunted down four companies who have put the CES to the test. We wanted to hear about their experiences and get their hot-take on what works well for them.



Hawthorn Suites

Located next to **The Happiest Place on Earth, Hawthorn Suites Lake Buena Vista**, needed to go above and beyond to give guests an amazing experience.



*They decided to switch to the CES after noticing that even visitors **who responded “satisfied” never return**. They needed to dig into what was driving building customer loyalty.*

Amanda Basse, Marketing Coordinator for Hawthorn Suites, explains their approach to surveys: *“We have had the best results with asking if a guest would like to take a survey in person. If they say yes, we immediately email them the survey. If they decline, we thank them anyway”.*

It makes sure that guests expect the email and we prime them for giving feedback. Initially, Hawthorn Suites emailed a five question survey, but they discovered that most guests wouldn't complete the survey.

Apparently, there was an 80% drop-off by question 3! Reducing it to just one question ensured a higher response rate and better overall feedback.

If there was one thing Amanda would recommend when implementing the CES, it's using the full 7 point scale. Because a 5 point scale includes a 20% variation between grades, it's difficult to get actionable insight from the survey. “Reducing the variation by just 5% can pinpoint exactly where we need to improve”, Amanda discovered. While people expect clean sheets and clean room, the real value is giving guests the impression that we welcome and appreciate them. As Amanda puts it, **“an excellent experience more likely gets you reoccurring business.”**

Wrike

Wrike is an online project management tool that helps teams at co-operating better. Their support team focuses tightly on their customers' success. And using the CES has helped them meet that goal. Daria Nifontova, Support Team Lead at Wrike, tells us more about why they've made the switch from CSAT:

"Measuring customer satisfaction didn't let us identify what we, as a support team, could do better. While the CES almost exclusively focuses on a customer's experience with support."

Implementing the CES provided more actionable insight. Support teams can see how they can continue improving and head towards building customer loyalty.



The results surprised Daria, "The biggest insight was that the highest amount of negative responses almost NEVER connects to support. It's people not loving the product, or expecting it to work differently or upset that a salesperson has not contacted them yet (or contacted them too often!). It's very rare that people are unhappy about talking to the support agent."

For a team lead, this information is invaluable. Knowing that the individual interactions aren't causing frustration means that the team leadership can focus their attention on processes instead of training agents.

Wrike did just that; they could improve the handoff process between sales and support to make sure customer experience at every stage was effortless. Without using the CES, they would have never been able **to spot where the customers were becoming frustrated.** And it would stand in the way of their building customer loyalty.

Daria's one piece of advice for teams considering migrating to the CES?
"Do it!"



BT (British Telecom)



BT was one of the first companies to jump on board the Customer Effort Score trend. Led by Dr. Nicola Millard, BT's customer experience futurologist, they implemented the tool back in 2011. Their work with the CES shows the value of using a new metric at a massive scale. BT offers customer service over a variety of channels and comparing the CES across them was revolutionary.

Dr. Millard explains: "The great thing about that is that it then becomes very actionable. For example, if the IVR gets a rating of two, you can question whether it works for customers. You can ask why and you can do something very pragmatic about it. **So it's a great tool to gauge customer reaction to not only the channels but the changes within those channels.**"



*Nicola does suggest using the CES as a **complement to other** more traditional metrics – the NPS and CSAT – the BT service team still uses them.*

For instance, different stages of the customer journey might have a higher satisfaction score, and others have a small Customer Effort Score. Layering metrics together provides a complete view of the route.

Because of this, BT **doesn't suggest ditching other metrics** to focus only on the effort. However, their success with the CES does show how effective the metric is in a massive customer service operation.

Vend

Vend, a POS software provider, has a reputation for fantastic customer service. Seriously, their team is a four-time Stevie Awards winner. So how does a consistently excellent customer service team continue to up their game? Matt Searle, Support Operations Manager at Vend, explains.



"We'd been finding measuring the CSAT not overly useful for a while. It had been steadily above 92% for 18 months. Despite tweaking the prompt for comments regularly, the comments we were getting weren't overly helpful in pointing to what we could improve."

Then, Matt shares, one of the managers read **The Effortless Experience** and shared it around. **"We decided to give it a try!** The only other metric we'd seen people using had been the NPS. But we didn't agree with that as you aren't supposed to apply it at a transactional level."

Measuring the CES had an immediate payoff. Since the team had been laser focused on sticking to providing a quick first reply time (under 2 hours for VIP customers!), this meant they weren't hitting the mark on

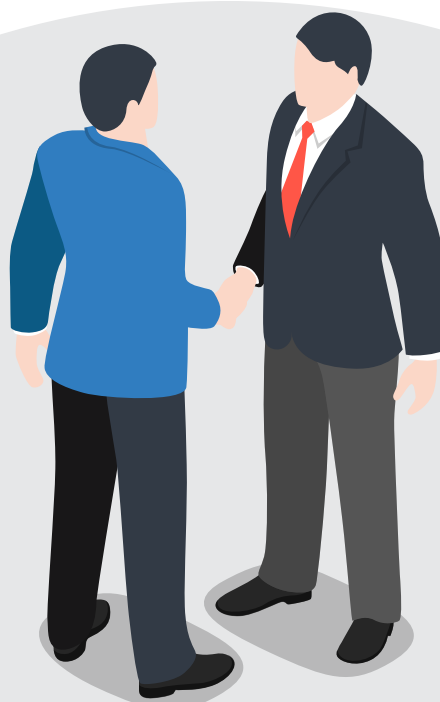


"Once we switched over to the CES the comments started coming in thick and fast. "

"The initial reaction was great. We were dropping the ball on the following replies – we'd never even thought to measure it! So we had a look, agreed with it and have undertaken a big project to fix this by overhauling the way we handle our support queue."

Matt has a ton of advice for those thinking about the CES. **"Get started today.** Be prepared to have long-running assumptions challenged and get buy-in to make the changes necessary.

Lastly, look beyond the average score; the distribution of scores you get are just as, if not more, important. If you're getting 80 sevens, 15 twos, and five ones then focussing on those and twos will be much more helpful than patting yourself on the back for your average score of 5.95."



Conclusion

Implementation of Customer Effort Score will help you concentrate on customer loyalty. Since measuring how much effort a customer must put into resolving her/his issue is crucial for your business success.

Thanks to CES feedback, customers will point your attention right to the shortcomings of your service or product.

**Get better insights
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