



35 – 59 Customer Experience is somewhat predictable

Where you are: A score in this range indicates that the customer *experience is somewhat predictable*. Customers view your company as generally delivering what is promised. They are moderately satisfied with service, but they are not often delighted-nor do they see you standing out from your competitors. They are less likely to seek other options than they would if the customer experience were random, but they are not especially loyal.

Without increased attention to the customer service experience, there is a danger that the experience will deteriorate or that competitors will surpass you, resulting in a loss of customers.

Suggested next steps: As part of the flat part of the S indicates, small steps forward in this part of the curve don't usually translate into increased customer loyalty. Therefore you face a choice: 1) focus on maintaining your position and avoiding a slip down the curve, or 2) Jump ahead to achieve true differentiation.

Maintenance: Continue to train your managers and service reps to provide predictable positive service. Keep an eye on service standards for your industry: Are they changing? Are your own service standards clearly defined? Ensure that leaders are sending consistent messages about how to treat customers.

Differentiation: Discussed in next score range.