



## 60 – 79 Customer experience is highly predictable

**Where you are:** A score in this range indicates that you offer a *predictably positive* customer experience. When customers contact you, they can count on getting the type of good service they expect – no matter whom they talk to or what time of day it is. Your service organization reflects best practice for your industry. In this range, customer satisfaction tends to be moderately high. While customers may not rave about your service, it does not present an obstacle in their doing business with you.

Although scores in this range will put you ahead of your competitors, you face three major risks; 1) It is relatively easy for competitors to catch up to you in this part of the curve, since “industry best practice” is easy to study and copy. 2) When it comes to loyalty, customers are still in the neutral zone – they may not be rushing for the door, but they will still defect if given an incentive to do so. 3) As the flat part of the curve indicates, incremental improvements tend not to translate into changes in customer behavior.

**Suggested next steps:** Because you are in the “High middle” part of the curve, you are in a great position to make the leap to differentiated customer service. To do this you will need to;

- *Identify your customer’s values and loyalty drivers.* Conduct research to identify their expectations, perceptions and the factors that increase or decrease their loyalty.
- *Define a differentiated customer experience.* Determine how to deliver distinct value to customers at each point they touch your organization, and create a roadmap to implementation.
- *Equip leaders and employees to deliver the experience.* Get people excited about
- delivering on your unique promise. Give them the tools, skills and opportunities to create differentiated value for customers.