

Sample Customer Satisfaction Report

Thank you for your interest in the reports available with 20/20 Insight GOLD!



The best feedback reports make it easy for people to understand their feedback. Whether it's an individual 360 feedback report, an internal climate survey or a customer satisfaction survey, the person reading the report often has questions like these:

- Are the scores high or low?
- What are the areas of strength?
- What areas need to be improved?

20/20 Insight GOLD lets you display feedback information so that these questions are quickly answered. The program includes a wide variety of standard display formats. All you have to do is select the ones you want to include. Or you can use the program's report designer to create customized report sections, which you can save and use at any time.

This "Customer Satisfaction" report sample is one of the many variations you can create with 20/20 Insight GOLD's highly flexible and customizable reporting system. The subject of this assessment is "Cover to Cover Books," a national book store chain. The ratings are broken down geographically for each store in the chain.

The scores shown in the report reflect the combined ratings given by all respondents.

With 20/20 Insight GOLD, you can also create advanced reports, which allow you to:

- Consolidate data from multiple projects to create a single aggregate report
- Create reports that compare data
 - Current vs. Previous – compare recent scores with earlier scores
 - Self vs. Other – compare personal scores with average scores from other respondents
 - Subject vs. Aggregate – compare individual scores with project and multi-project norms

20/20 Insight
Special Confidential Report
for

Cover to Cover Books

Sample Customer Satisfaction

July 29, 2003

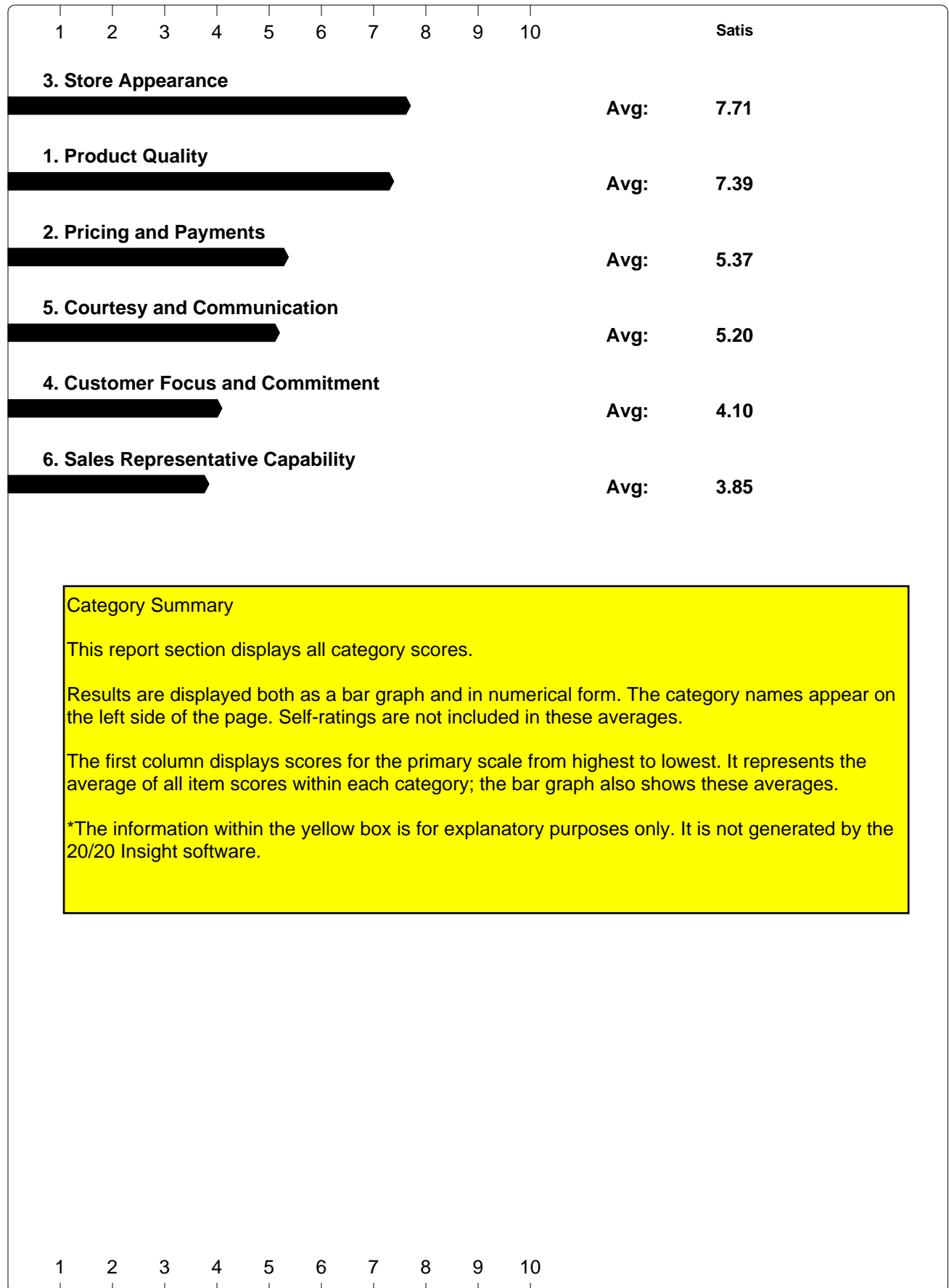
Prepared under license by:
Performance Support Systems

Copyright © 1994-2003, Performance Support Systems, Inc.

Sample Customer Satisfaction

Category Summary

Cover to Cover Books



Category Summary

This report section displays all category scores.

Results are displayed both as a bar graph and in numerical form. The category names appear on the left side of the page. Self-ratings are not included in these averages.

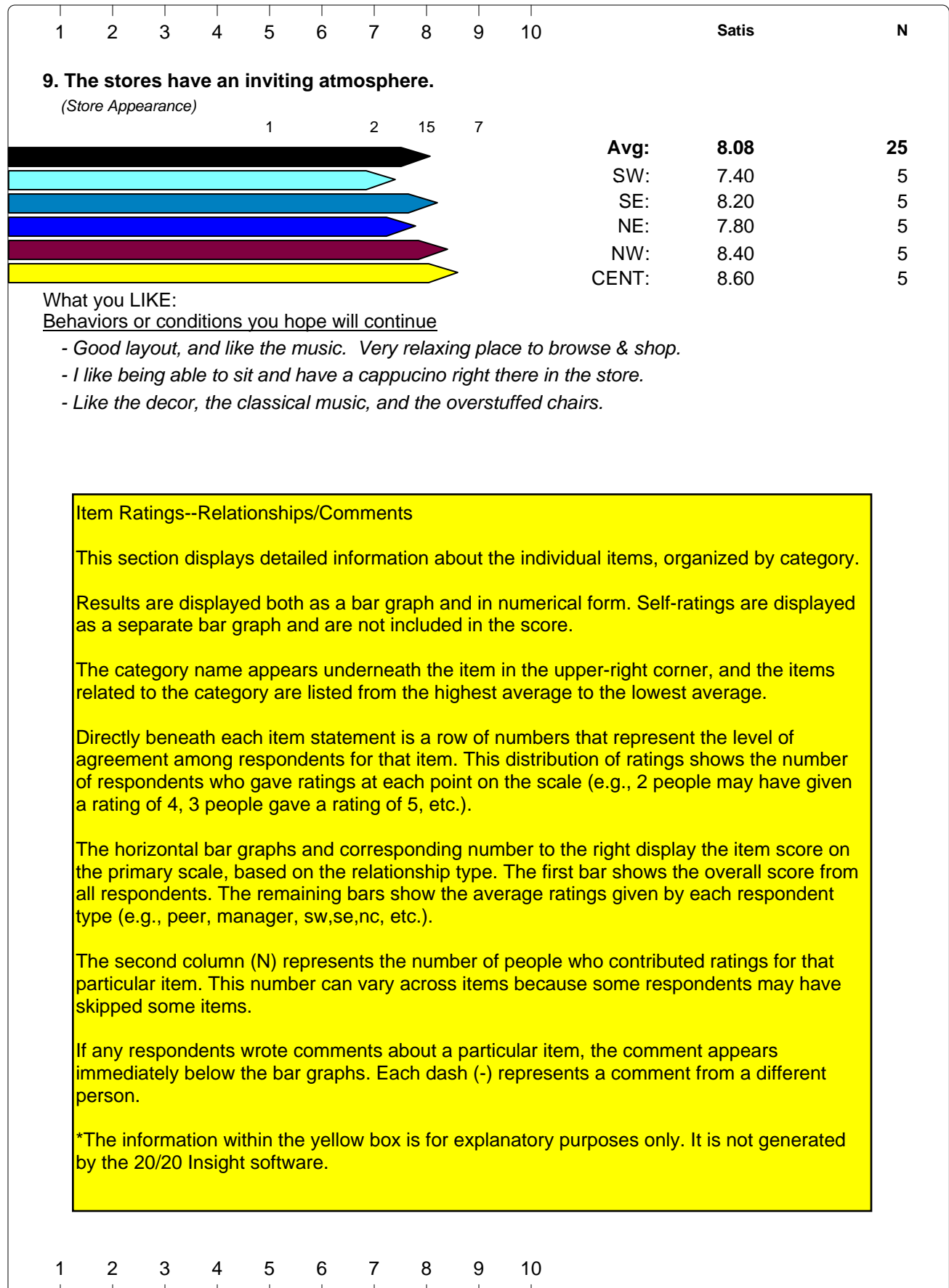
The first column displays scores for the primary scale from highest to lowest. It represents the average of all item scores within each category; the bar graph also shows these averages.

*The information within the yellow box is for explanatory purposes only. It is not generated by the 20/20 Insight software.

Sample Customer Satisfaction

Item Ratings - Relationships/Comments

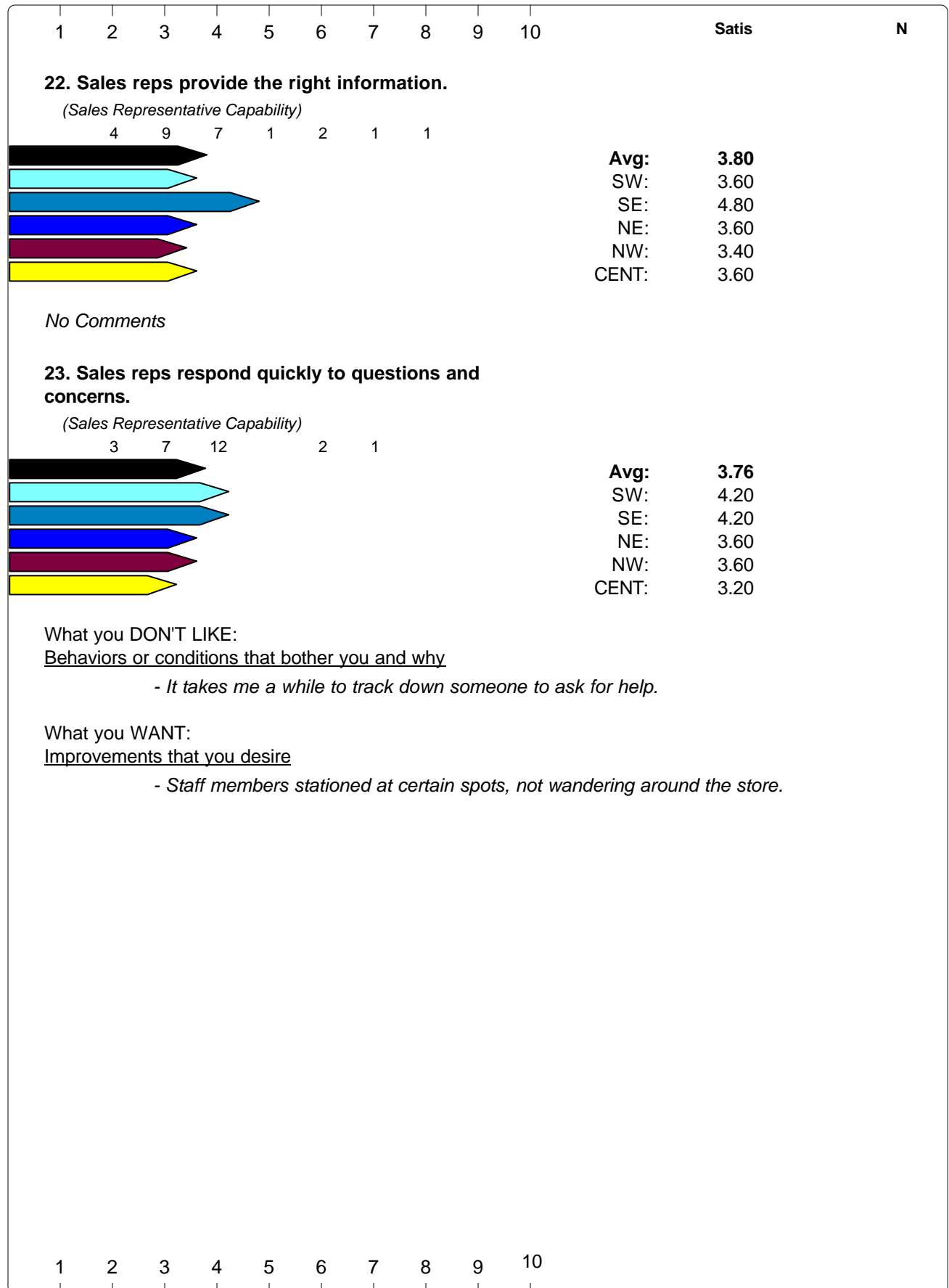
Cover to Cover Books



Sample Customer Satisfaction

Item Ratings - Relationships/Comments (cont'd.)

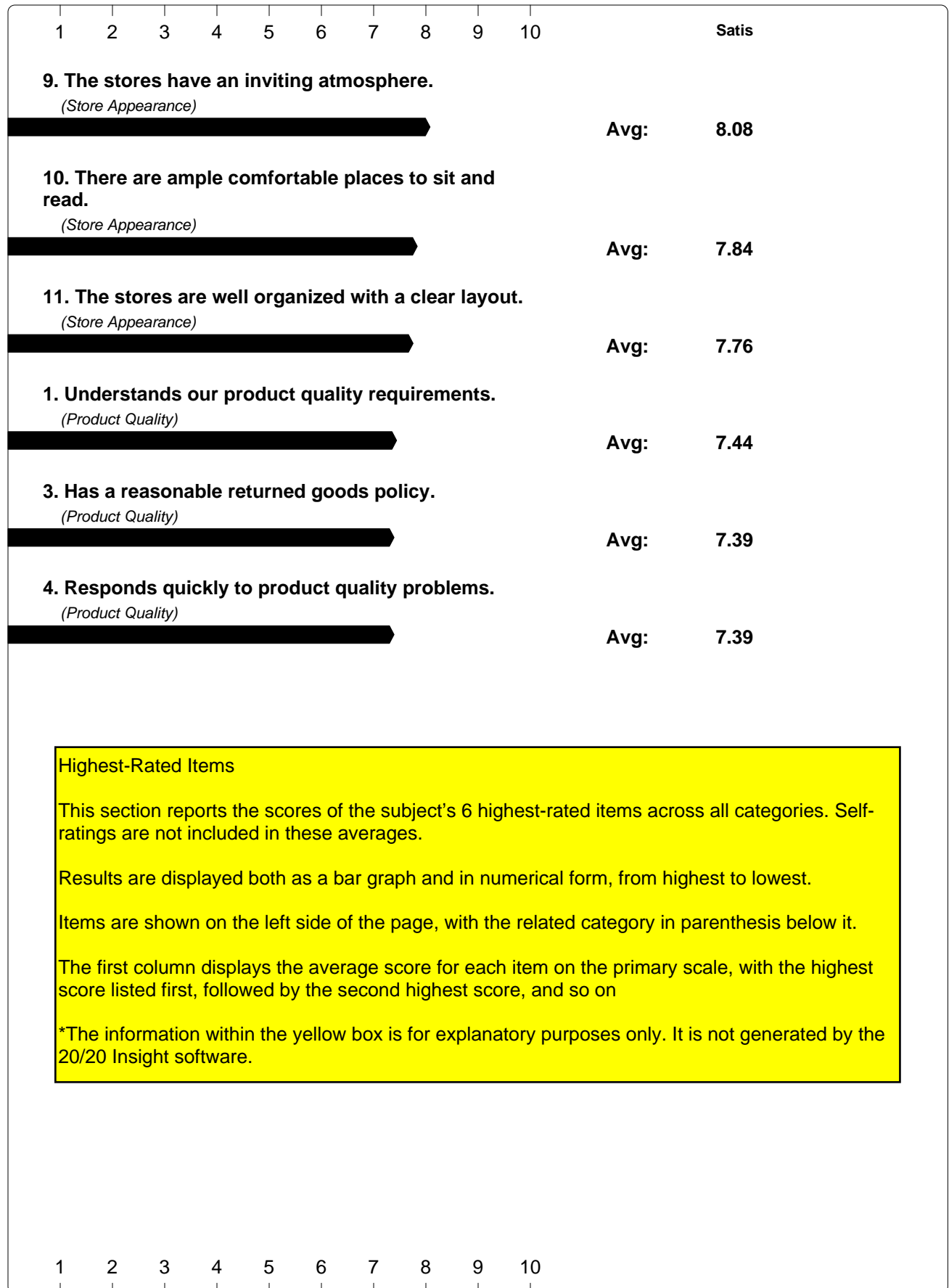
Cover to Cover Books



Sample Customer Satisfaction

Highest-Rated Items

Cover to Cover Books



Highest-Rated Items

This section reports the scores of the subject's 6 highest-rated items across all categories. Self-ratings are not included in these averages.

Results are displayed both as a bar graph and in numerical form, from highest to lowest.

Items are shown on the left side of the page, with the related category in parenthesis below it.







The first column displays the average score for each item on the primary scale, with the highest score listed first, followed by the second highest score, and so on

*The information within the yellow box is for explanatory purposes only. It is not generated by the 20/20 Insight software.

Sample Customer Satisfaction

Lowest-Rated Items

Cover to Cover Books

1	2	3	4	5	6	7	8	9	10	Satis	
<p>23. Sales reps respond quickly to questions and concerns. <i>(Sales Representative Capability)</i></p> 										Avg:	3.76
<p>22. Sales reps provide the right information. <i>(Sales Representative Capability)</i></p> 										Avg:	3.80
<p>13. Makes customer satisfaction their top priority. <i>(Customer Focus and Commitment)</i></p> 										Avg:	3.88
<p>21. Sales reps are knowledgeable about products and services. <i>(Sales Representative Capability)</i></p> 										Avg:	3.88
<p>24. Sales reps display courtesy and professionalism. <i>(Sales Representative Capability)</i></p> 										Avg:	3.96
<p>15. Keeps our best interests in mind. <i>(Customer Focus and Commitment)</i></p> 										Avg:	3.96

Lowest-Rated Items

This section reports the scores of the subject's 5 lowest-rated items across all categories. Self-ratings are not included in these averages.

Results are displayed both as a bar graph and in numerical form, from lowest to highest.

Items are shown on the left side of the page, with the related category in parenthesis below it.

The first column displays the average score for each item on the primary scale, with the lowest score listed first, followed by the second lowest score, and so on.

*The information within the yellow box is for explanatory purposes only. It is not generated by the 20/20 Insight software.

1. What do you like best about doing business with this company?

- *The products. I think they should get into other things besides books, like journals, gift albums, scrapbooks, etc. I also like the way the stores are set up on the inside.*
- *I like the way the stores are laid out and the environment itself.*
- *I like the environment and the variety of books.*
- *I think they have a very good selection. Store has a nice appearance.*
- *The coffee shop inside and the places to read.*
- *I like the store appearance, and they also have a large inventory of merchandise.*

2. How do you think the customer service could be improved?

- *Staff should be more receptive and available to answer questions. If not, offer more resources for customers to get information.*
- *I think the employees should be mingling more throughout the store so they can interact with the customers.*
- *They need to be more attentive to the customer and knowledgeable about the books they sell.*
- *A little overpriced at times, offer specials and incentives.*
- *I couldn't find an employee to help me find something, and when I finally did, they had to go ask a supervisor about my request. I think they need more competent staff and more resources for customers to search for information (like a customer computer terminal).*
- *I think they need more attentive and knowledgeable staff.*

Summary Questions (Sample Comparison) This report section displays Summary Questions that were included in the assessment and the responses given by each respondent. Responses are grouped by question and are completely anonymous.

NOTE: The information within the yellow box is for explanatory purposes only. It is not generated