



Customer Satisfaction

Presented to:

Futures Forum on Customer Satisfaction:
Assessing Customer Satisfaction with Virginia's
Government Services

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The key customer satisfaction attributes are the same for public and private sectors

Key customer satisfaction attributes are the same:

Accuracy

Speed

Experience

Empathy

Exceptions

Expectations



The typical outcomes of satisfaction are not the same for the public sector

The goal for satisfied commercial customers:

Repeat purchases + Tell their friends = More \$

So, if you aren't selling anything then what is the goal for satisfied public sector customer?



The process of measuring and creating satisfaction remains the same

“ Developing the customer experience ”

Know

- Who are your customers?
- What are their needs?
- What are your goals?

Improve

- How do you choose what to fix first?
- Does everything need to be improved?

Sustain

- How do you measure success?
- What will it take to adopt a customer service culture?

