



CSBA SenseCX Quality Assurance Benchmarking

Why SenseCX?

CSBA recognises the value that collecting direct customer feedback can create when assessing and striving to improve customer experience. But we also recognise its limitations; some customers struggle to articulate areas for improvement, (perennial high scorers), response rates for some interaction types are low, and finally - customer feedback is a lag indicator.

A Quality Assurance program that assesses performance against a robust set of Customer Service standards is a lead indicator – it helps to identify service failures/room for improvement **before the customer tells you**.

What we Assess

Our research indicates Service Standards should seek to address three broad customer needs. Each customer interaction should be a balanced, consultative blend of:

- Help me to solve my problem (Success)
- Make it easy for me (Ease)
- Make it humane (Sentiment)

SenseCX is a selection of 30 service standards each of which contributes to one of the three indices above. Each criterion is weighted according to its relative importance/impact on the customer – gathered through 18 months of research and testing. Together the three indices Success, Ease and Sentiment combine to provide an overall SenseCX score out of 100 points.

CSBA also collects data regarding two other aspects of the experience; Connect time and Abandonment Rate. These are not scored but are provided as a way of additional benchmarking comparison.

How we Assess

CSBA publishes data from our assessments each quarter: January, April, July and October. In most cases – organisations are added to the benchmarking program across a 12-month period, where we aim to conduct 30 assessments, distributed evenly across the period. A minimum of 20 assessments must be completed before the organisation is included in our rankings.

From time to time entities are added to the mystery shopping program to provide data for CSBA workshops, to generate shareable content, or to broadly contribute to the CX body of knowledge. Their data may be collected in shorter periods than 12 months. CSBA paying client's results also contribute to benchmarking data – thus there are some entities with assessed volumes greater than 30. Effectively data collection is continuous throughout the year and results can be summarised for any period.

The published benchmark numbers are calculated as the *median value for a rolling 12-month period*. When using CSBA data to compare their performance clients are reminded that the most robust value for comparison is this median value. Clients often request ranking information as part of their benchmarking programs – CSBA will only provide ranking for entities where the volume of assessments is deemed to meet the minimum criteria – 20 assessments within the 12-month period.

Our skilled assessors call a published contact number with a predesigned scenario in mind. They will wait up to 10 minutes to get through and once they have completed their call, will assess against the standard 30 criteria. A minimum of 5% of assessments are validated by team leaders to ensure benchmarking data is robust.

Who we assess

CSBA conducts a Quality Assurance benchmarking program across multiple sectors including: Utilities, Local Government, Education, Financial Services, and a range of other commercial entities including Automotive, Leisure & Travel, and Telecommunications.

CSBA and Benchmarking

CSBA is one of Australia's pre-eminent benchmarking organisations – with deep credentials in customer experience and the Utilities sector. We run a range of sector specific as well as broad industry benchmarking studies encompassing direct voice of customer feedback as well as Quality Assurance (Mystery Shopping) Service Standards.

EXPERIENCE MEASUREMENT

The cornerstone of customer centric organisations

Effective CX measurement frameworks collect data from **external** and **internal** sources – across all customer touchpoints.



Phone



Email



Chat | Social



Face to face

CUSTOMER EXPERIENCE MEASUREMENT



External Experience data

- Customer feedback and research
- Stakeholder feedback and research
- Independent QA assessments
- Customer journey mapping

Internal Experience data

- Employee feedback and research
- Quality monitoring and assurance
- Operational and financial data
- Leadership and culture research

SenseCX provides a robust framework for:

External Independent QA assessments (EQA)

External Mystery Shopping assessments

Internal Quality Monitoring and assurance (IQM)

Across all customer touchpoints



For better customer experiences

STRATEGY | RESEARCH | QUALITY ASSURANCE | TRAINING



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