

Session: Stellar Products by Measuring Customer Satisfaction & Social Media

Presenter: Dutta Satadip

Dutta Satadip, Product Operations, Ad Products @ Google

Why Measure Customer Satisfaction

- Trend towards SaaS/cloud → higher satisfaction → renewals
- Sales process → 80% more new clients vs. renewal of old

How to Measure Customer Satisfaction

- Existing Customers vs. Potential
 - Cater to existing without going too niche
- Metrics: Survey & Social Media
 - Survey
 - Customer context (activity with system)
 - Quantify interest (satisfaction, would you recommend)
 - Capture Drivers
 - Social Media
 - Continuous monitoring (twitter)
 - Establish continuous monitoring (because of trending)

What to Measure

- Surveys & Statistics
 - Overall Satisfaction (\sum rating score/ \sum respondents)
 - Top/bottom % (\sum top rating/ \sum respondents)
- Customer Satisfaction Models
 - Apostle Model
 - Loyalty
 - Net Promoter Score (%promoters - %detractors)
 - Key Driver Analysis
 - Correlations between satisfaction and drivers
- Social Media
 - Themes – top key words
 - Sentiment – positive/negative/neutral
 - Share of Voice – how much people are talking about you vs. competitors
- Show ROI

Resources

- Survey: Zoomerang
- Social Monitoring: socialmention, radian6
- Satisfaction Models: markettools, vovici, satmetrix