Customer Effort Score 2.0 Starter Kit
INTRODUCING CES® 2.0

Calculating CES® 2.0

To what extent do you agree or disagree with the following statement:

*The company made it easy for me to handle my issue.*

- [ ] (1) Strongly Disagree
- [ ] (2) Disagree
- [ ] (3) Somewhat Disagree
- [ ] (4) Neither Agree nor Disagree
- [ ] (5) Somewhat Agree
- [ ] (6) Agree
- [ ] (7) Strongly Agree

Alternative (5-point scale):
To what extent do you agree or disagree with the following statement:

*The company made it easy for me to handle my issue.*

- [ ] 1. Disagree
- [ ] 2. Somewhat Disagree
- [ ] 3. Neither Agree nor Disagree
- [ ] 4. Somewhat Agree
- [ ] 5. Agree

Maximize top-two box score.

CES® 2.0
Percent of customers at least somewhat agreeing that the company made it easy to resolve their issue.

Companies have the most impact by increasing the percent of customers that at least Somewhat Agree that the company made it easy to handle their issue.

**FOCUS ON MOVING THE NEGATIVES TO NEUTRAL**

Customer Loyalty by Ease of Issue Resolution

Impact on Loyalty

Moving a customer from a "1" to a "5" will boost their loyalty by 22%.

Moving a customer from a "5" to a "7" only boosts their loyalty by 2%.

Word of Mouth Breadth by Ease of Issue Resolution

Impact on Who the Customer Told About Their Experience

Moving a customer from a "1" to a "5" significantly decreases the scope of negative word-of-mouth.

Moving a customer from a "5" to a "7" has a marginal impact on positive word-of-mouth.

CURRENT BENCHMARKS

Current Overall Benchmarks: CES® 2.0

At top performing companies, 90% of customers agree that the company makes it easy for them to resolve service issues.

- These companies have significantly higher Net Promoter Scores and generate stronger repurchase intent from their customers.

**CES® 2.0**
Percent of customers at least somewhat agreeing that the company made it easy to resolve their issue.

**Source:** CEB Customer Effort Assessment, 2013; CEB, 2013.