

Benchmarking Improves Performance

Customer and Employee Satisfaction

Chris Lewis



ANDREW YOUNG SCHOOL
OF POLICY STUDIES

This can't work for us!



For nearly two decades

More than 43 industries have been conducting customer satisfaction benchmarking studies annually

Benchmarking Improves Performance

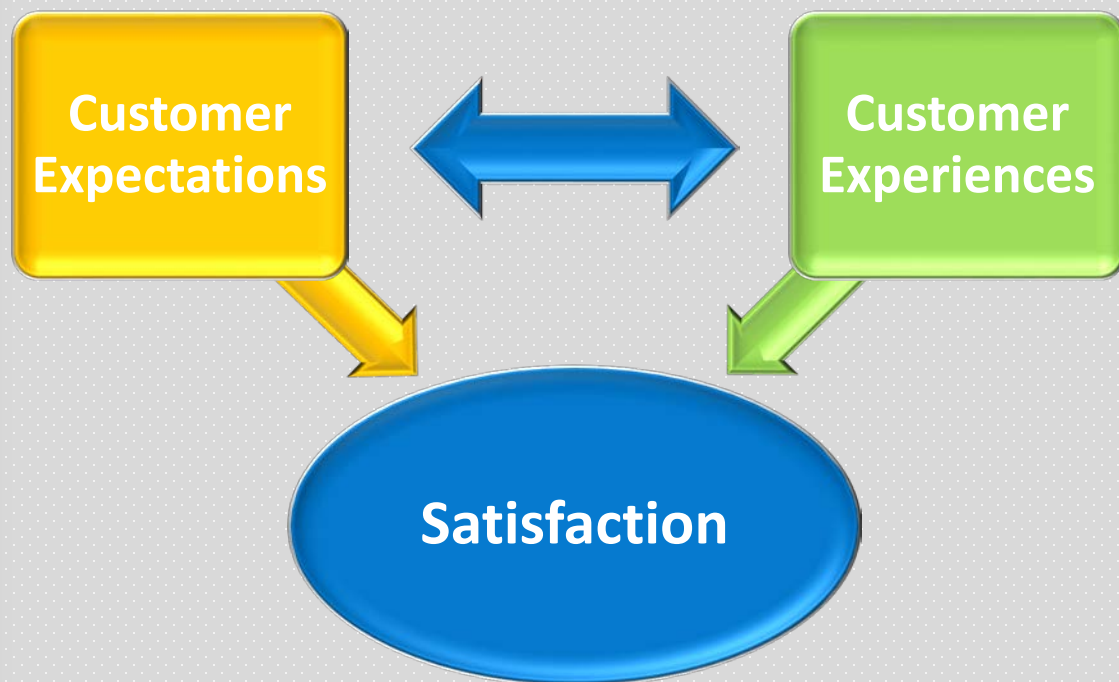
- Provides context
- Speeds your learning
- Saves resources
- Improves outcomes

Key requirements

- Must do survey regularly
- Using the same instrument



Understanding Satisfaction



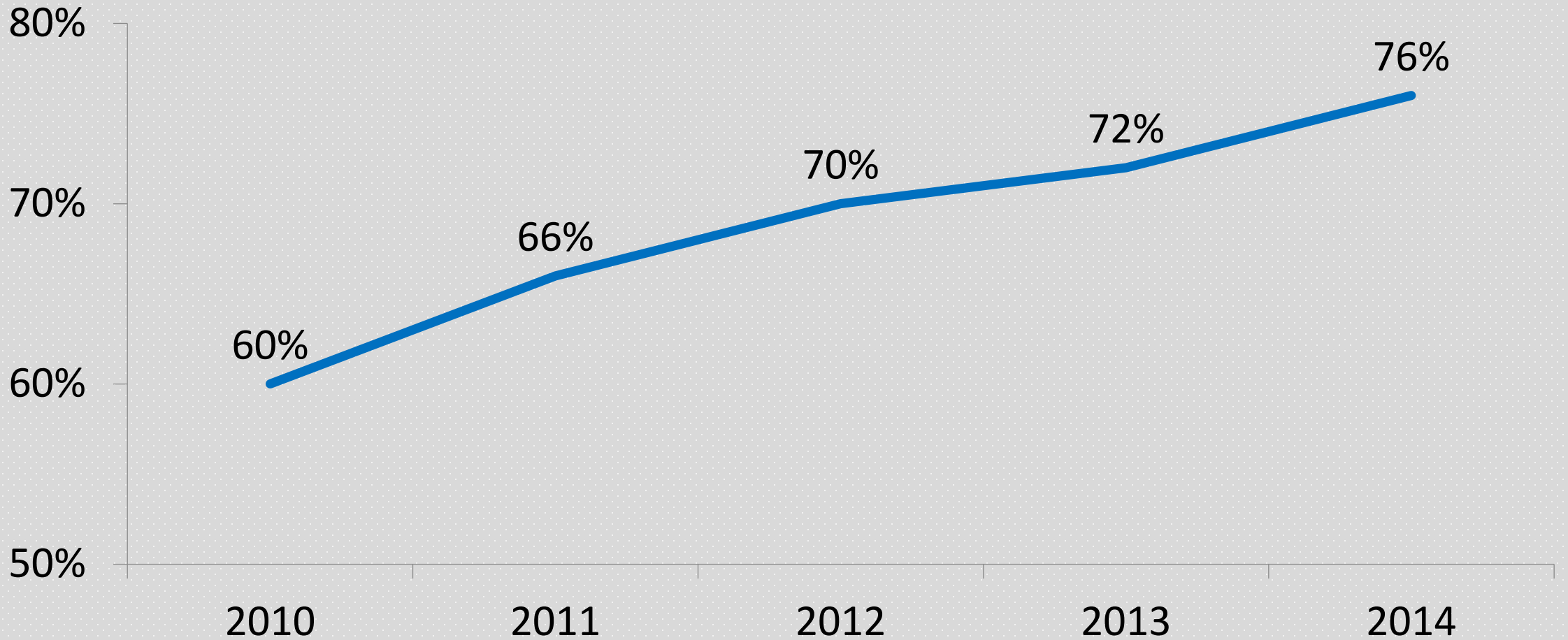
Survey Results

76% Satisfied



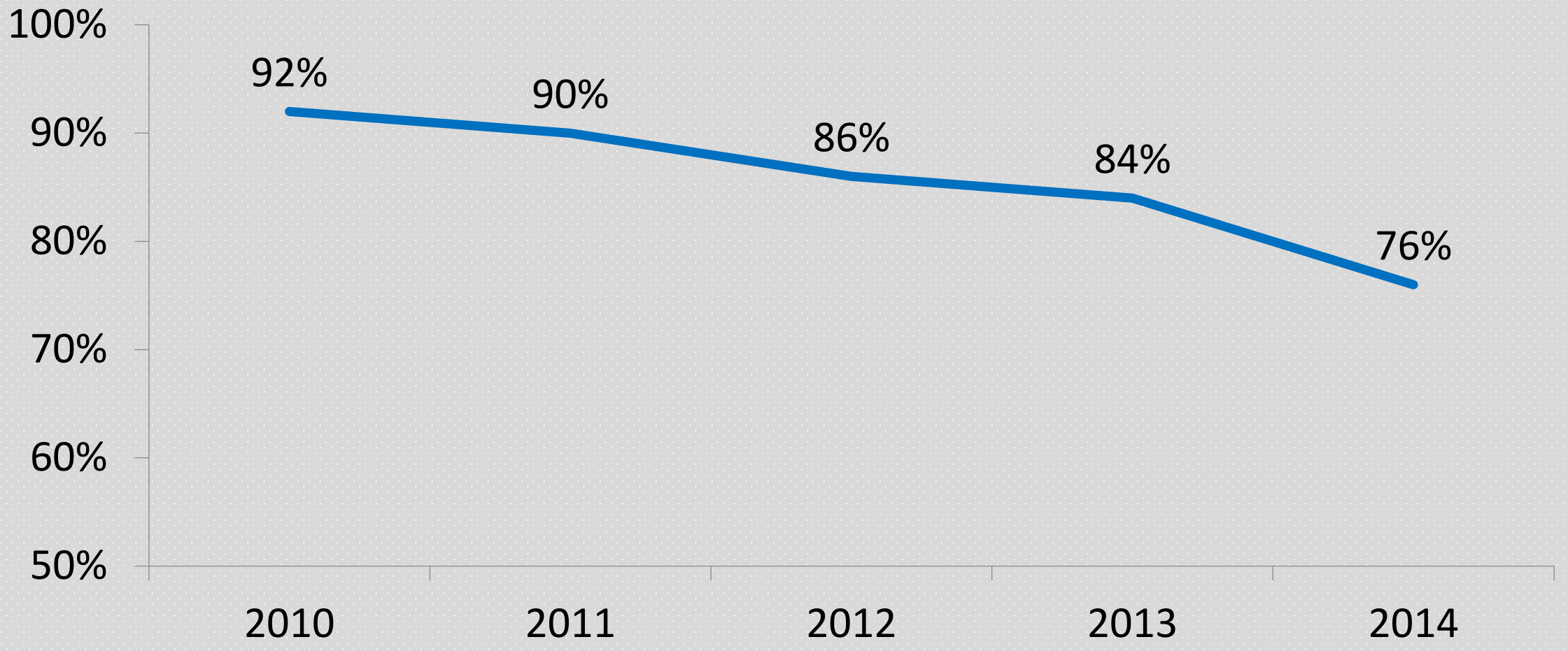
Compared to Prior Years

Satisfaction



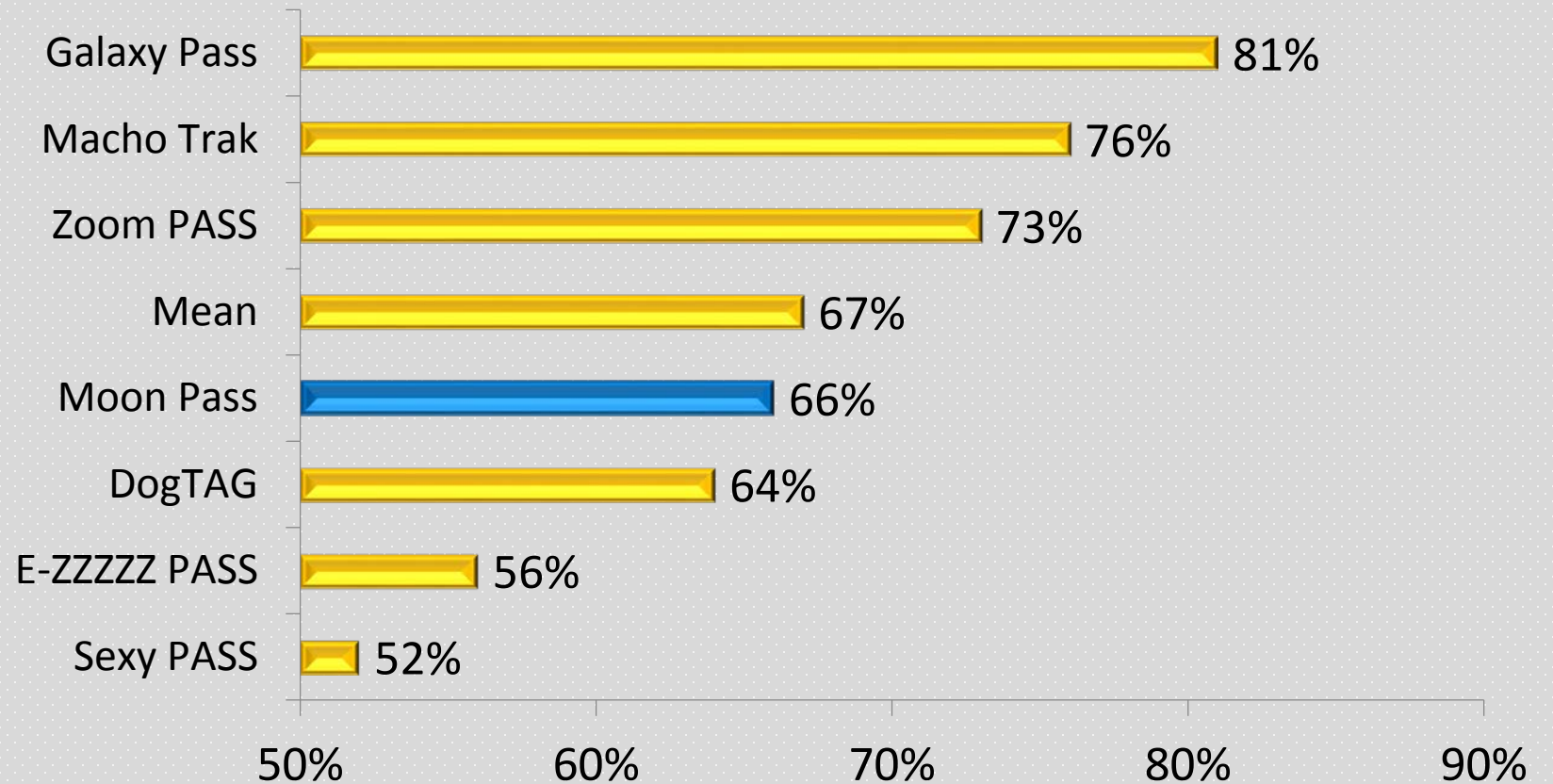
Compared to Prior Years

Satisfaction



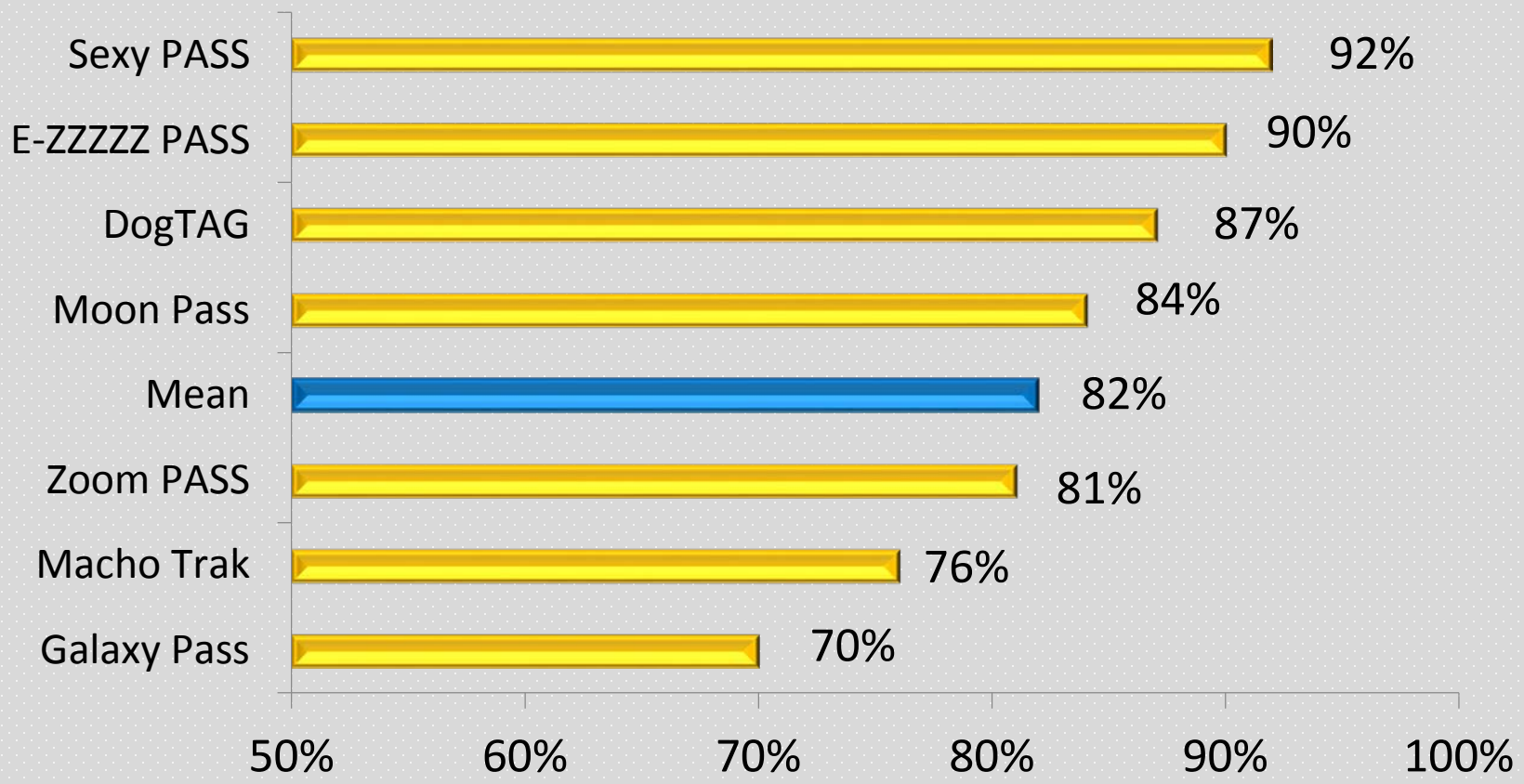
Compared to Tolling Agencies

Satisfaction



Compared to Tolling Agencies

Satisfaction



More Comparisons



Service
quality



Account
management



Customer
service

Even More Comparisons



Reasons for
Using



Benefits



Usage
Patterns

Users

Even More Comparisons



Customer
Expectations



Perceived
Value



Customer
Complaints

World Class Service Providers

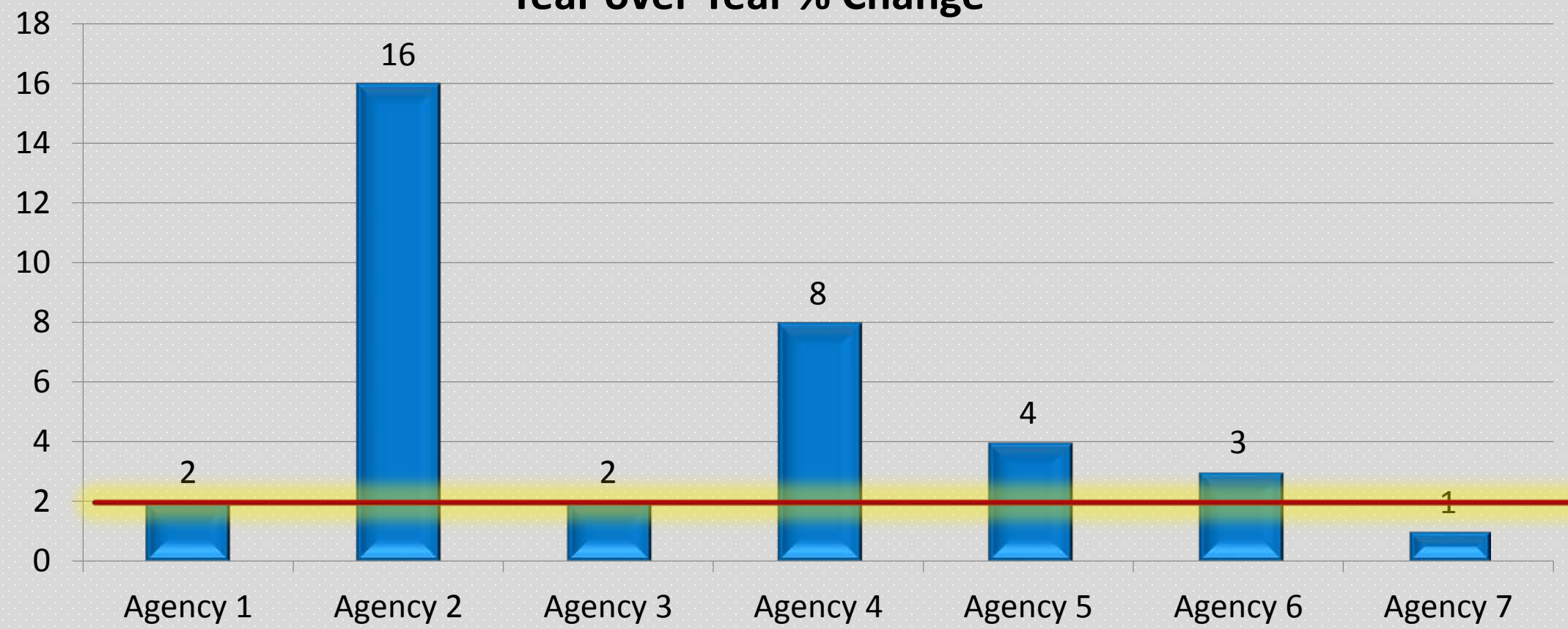


Works with Employees too



Results far exceeded 2% goal

Employee Satisfaction Year over Year % Change



Putting data to work for you

1. Measure and manage customer and employee perceptions
2. Track performance over time
3. Determine key drivers of satisfaction
4. Identify high impact improvement targets
5. Benchmark against others
6. Define and adopt best practices
7. Strategically manage resources
8. Strategically manage your image

Benchmarking Improves Performance

- Please contact me if you have questions about this presentation or would like to conduct customer or employee research
- I'm especially interested in talking with anyone interested in participating in a benchmarking project for the tolling industry
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Driving Blind is Dangerous

