

The Customer Centric Index from Customer Carewords™

Get your customers to tell you exactly how to improve your site

What do your customers really care about?

Through 12 years of research and work on the best websites and intranets we have identified the qualities that make a site work for customers. The Customer Centric Index gets your customers to rate your site against 13 critical customer-centric factors, grouped into three major categories:-

CONTENT FACTORS	Accurate: Accurate content is the foundation upon which all quality websites should be built. Send customers to the wrong place, give them the wrong information and they won't come back to your site.
	Up-to-date: If your website is not up to date then you will waste your customer's time. Waste their time and they won't come back.
	Complete: Leave your customers hanging at the end of a process, leave out the last vital link, forget to add the full address – they'll go somewhere else.
	Language: If you use jargon you alienate your customers. Expect your customers to adapt to your language to describe their needs? – Forget it. On the web it must be the customer's language

SOCIAL FACTORS	Contact: Can you be easily contacted – is it obvious to your customers how they can do this? Difficulty in contacting a person is one of the biggest irritations customers have with websites.
	Participation: Participation is the essence of the Web. Customers don't simply want to be talked to. They also want to talk back, join discussions.
	Open: On the Web, customers are saying: 'Give us the facts, quick.' They don't want spin, and they don't want vital information hidden from them. They expect transparency.
	Recommendations: Customers love to compare, rate and review. They like to read about what other customers think. They want objective advice to help them make the right decision.

VISUAL / ARCHITECTURE FACTORS	Search: For many customers, search is the first step in their task. If your search doesn't deliver a quality result in the first three results, then many people will simply hit the Back button.
	Navigation: Links are the building blocks of all websites. The clarity of your menus and links will have a major impact on the ability of your customers to quickly and easily complete tasks.
	Layout: Customers hate cluttered layouts. It makes it harder to read and find things. Do your customers think you have a simple layout?
	Visual appeal: Does your design make your customers feel comfortable and at ease? Do they find your website; appealing, or do they find it off-putting and alienating?
	Speed: Can your customers do things quickly on your website? Speed is of the essence on the Web. It's about fast in, fast out. Everyone is in a hurry.

How does it work?

Your customers aren't web insiders – they don't use language like "site architecture" or terms like "navigation". Getting them to rate your site with regard to these critical factors means using language they understand. In the Customer Centric Index (CCI) online poll, customers are presented with a list of 26 commonly understood phrases like "Plain language". For each positive phrase there is also a negative phrase (In this instance "Full of jargon, corporate speak" is the negative phrase).

Customers are asked the question: "Please look at the following list and choose the top THREE factors that best describe your experience on this website. Give a score of 3 to the most important to you, 2 to the next most important, and then 1."

This unique scoring technique has been developed over many years of intensive research involving 50,000 participants in 15 countries. It is a very different approach to the way traditional survey questions are organized. The reason is that traditional surveying fails again and again to identify the **true** intentions of customers when they are on a website. Our approach taps into gut instinct responses, and only asks customers to vote for what they really care about. The Customer Centric Index gives you a much more honest picture of what your customers really think of your website.

Once you get several hundred people voting, the results give you ratings for each of the 13 factors and an overall CCI rating. (The factors that really matter to customers will get the highest votes.) We then apply a series of formulae (such as Negative Vote Weighting and Negative-Positive Vote Spread). These formulae allow you to precisely plan exactly what you need to do to improve your website—and indicate where the proportions of effort should be directed—in order to make it even more customer-centric.

Actionable results

A core objective of the Customer Centric Index is to give you a crystal clear improvement roadmap that is highly defensible because it is backed up by facts, not opinions. For example, let's look at the Navigation factor:

Navigation	Clear menus and links	Confusing menus and links
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If you get a lot of people voting for "confusing menus and links", then you know what you need to do: create "clear menus and links." Let's have a look at the Language factor:

Language	Plain language	Full of jargon, corporate speak
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If, for example, you also get a high vote for "full of jargon, corporate speak," then it gives you even more direction in relation to creating clearer menus and links.

Because of our unique scoring technique (and because certain factors will, in fact, have a positive vote), not all factors will require action from you. Some will be highlighted as requiring a lot of action while others will require no immediate action.

The Customer Centric Index allows you to understand what your customers truly care about when they come to your website. It allows you to focus your scarce resources on the areas where they will achieve maximum improvement and impact.

Take the next step: email info@neoinsight.com
or call +1 (613) 271-3001 to discuss how the
Customer Centric Index can help you.

