



Toister Performance Solutions

What type of service do customers receive most often?



November 2020 // written by Jeff Toister



Introduction

Customer service is mostly okay

In November, 2020, 1,084 customers in the United States were asked what type of service they received most often.

Their choices were:

- Outstanding (exceeds expectations)
- Good (meets expectations)
- Poor (below expectations)

My hypothesis was the results would be mostly neutral or negative.

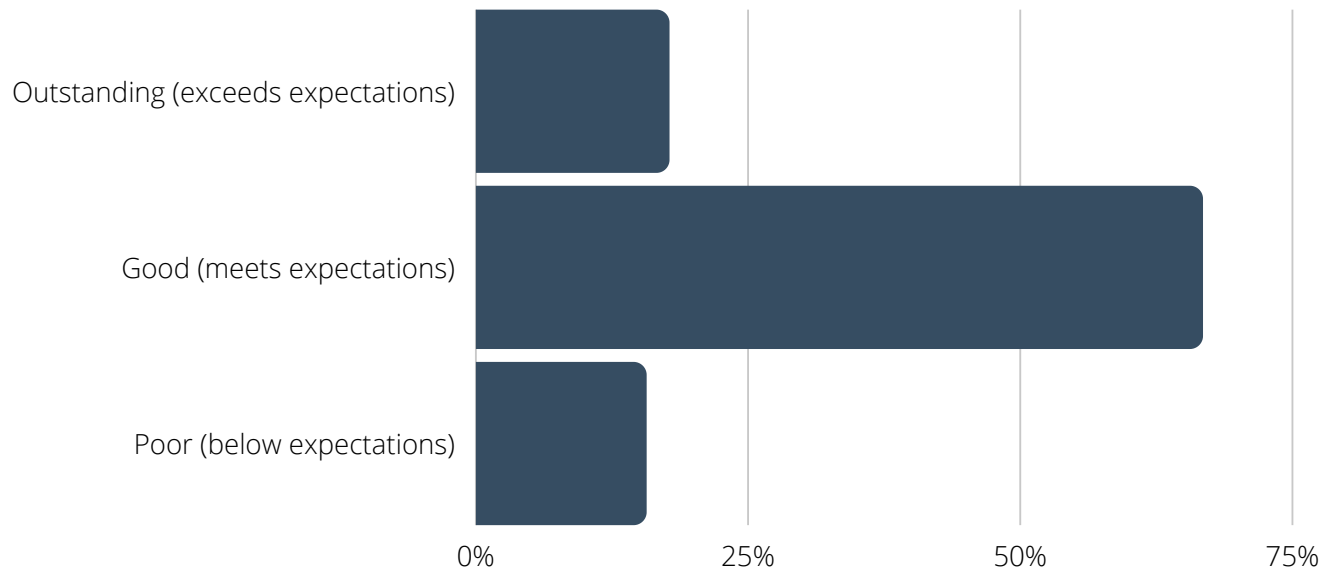
I was wrong. It turned out to be more of a mixed bag, and demographics appear to play a role.

This report contains:

- A definition of outstanding service
- Customer perceptions by demographics
- Discussion questions for you

Thanks for reading!
Jeff Toister

What type of service do you receive most often?



Most customers report receiving good service most of the time.

- Outstanding service: 17.7%
- **Good service: 66.7%**
- Poor service: 15.6%

Yeah, I see it too. Don't stare too hard at the graph and get the wrong message. Customers are saying that service is generally okay.

Results

OVERVIEW







Definition

What is outstanding service?

Customer service quality is based on perception. ([see explainer video](#))

People judge the service they receive by how the experience matches their expectations.

Good service meets expectations. It's what most people receive most often.

Poor service falls short of expectations, while outstanding service is an experience that exceeds expectations.

The challenge is customers ultimately decide whether their expectations were met, so managing expectations is critical .

Resource:

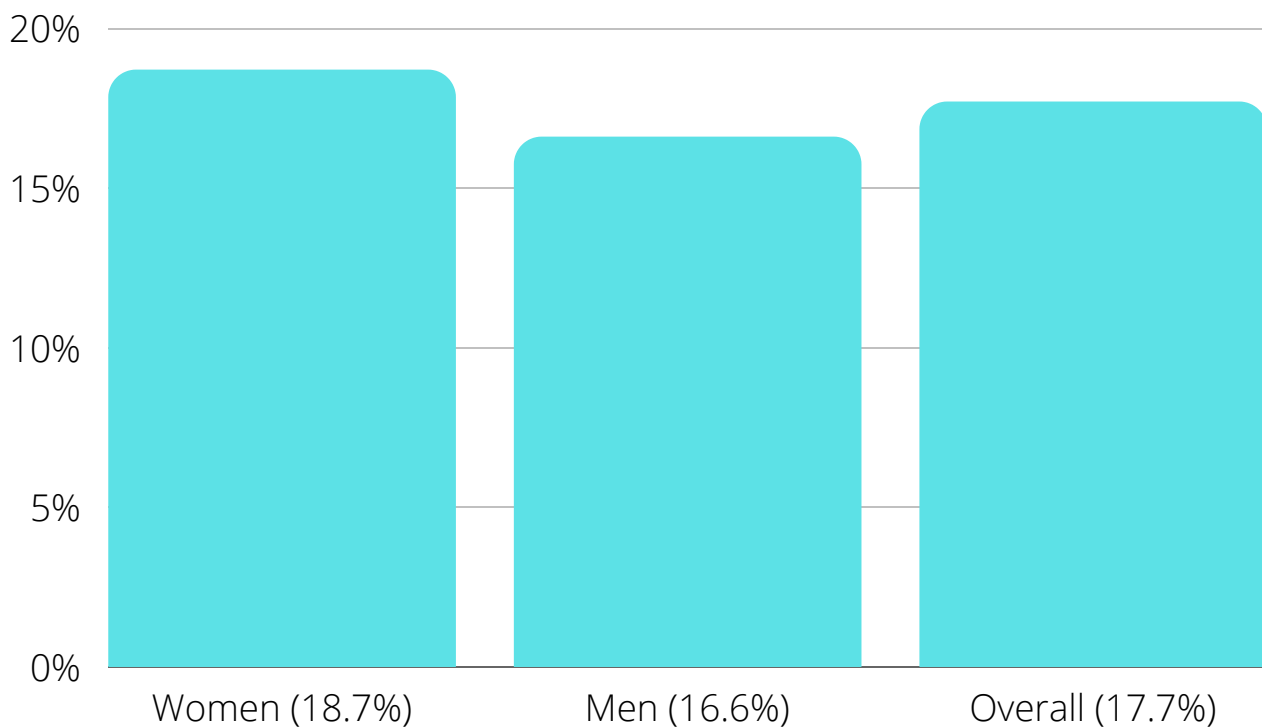
[Managing Customer Expectations](#) course on LinkedIn Learning

The following pages look at how service perceptions differ based on demographics:

- Gender (page 6)
- Age (page 7)
- Region (page 7)
- Slide & dice (page 8)

Gender

This graph shows people who feel they receive outstanding service most often, grouped by gender.

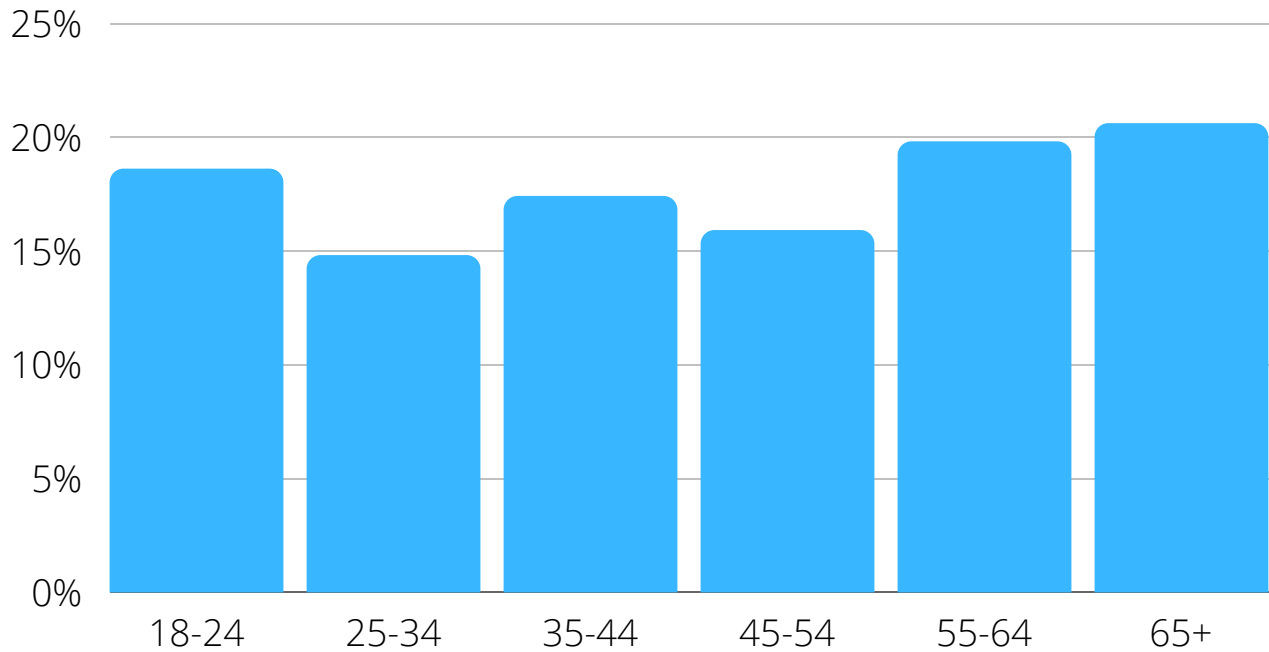


DEMOGRAPHICS



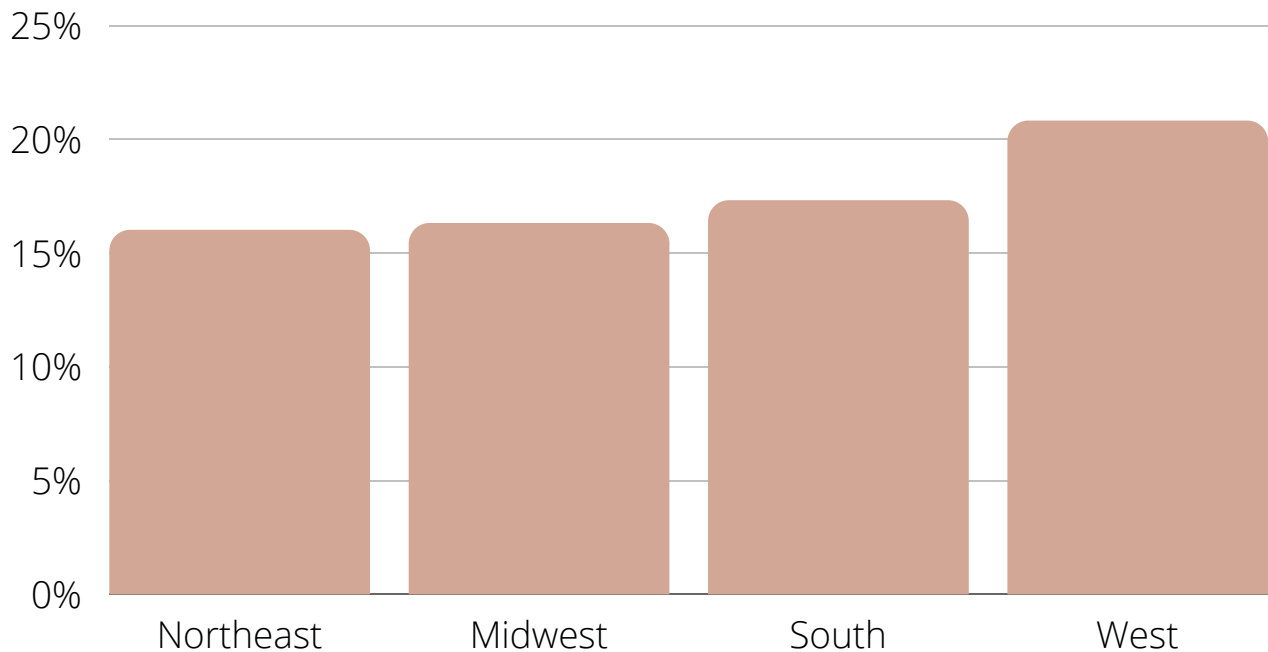
Age Group

People who receive outstanding service most often, grouped by age.



Geographic Region

People who receive outstanding service most often, grouped by region. Here's a list of states in each region.

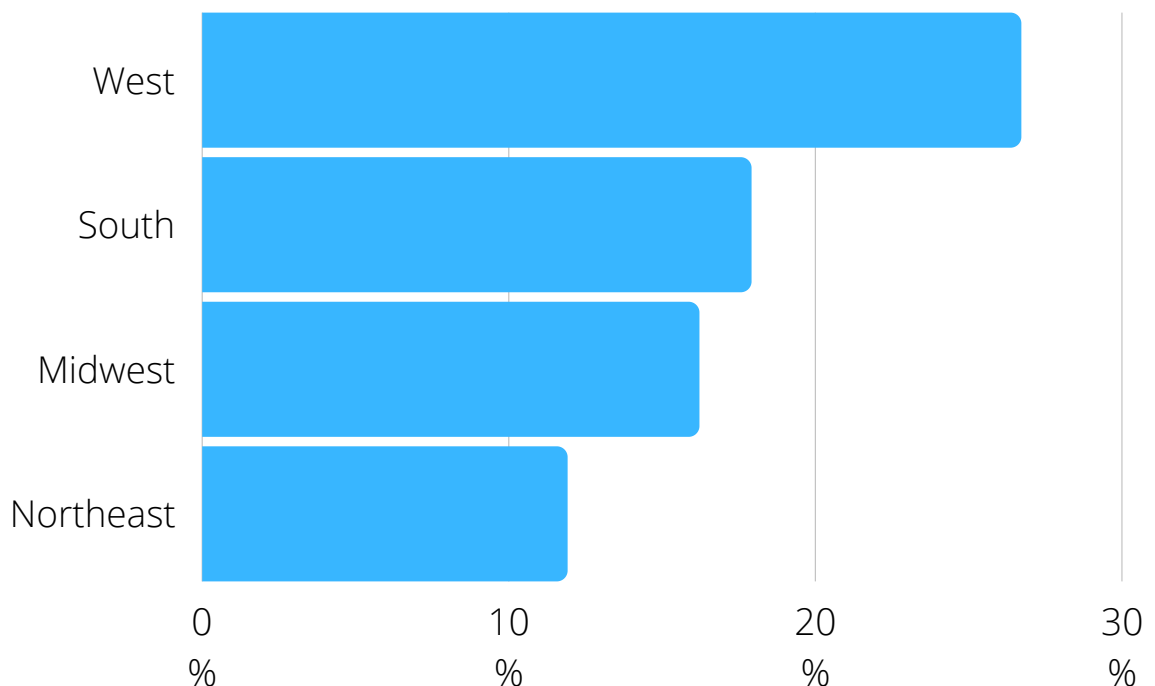


Slice & Dice

It can be interesting to look at different cross-sections of demographic groups, such as combining gender and region. One challenge with this approach is the results get less reliable as the groups get smaller.

Who gets the best service?

More women in the West region think they receive outstanding service most often.



More women in every region felt they received outstanding service most often compared to poor service. Here are the differences between those who chose outstanding vs. poor:

- West: 14.9 percentage points
- South: 2.7 percentage points
- Midwest: 2.6 percentage points
- Northeast: 2.4 percentage points

Men were the opposite. More men in every region felt they receive poor service most often compared to those who received outstanding service.

You can access the [full data set here](#).

How can you apply this data?

Different customer groups, and even individual customers, have different perceptions.

Try to answer the following questions about **your** customers:

Happy customers

- Who are our happiest customers?
- What can we learn from them?

Unhappy customers

- Who are our unhappy customers?
- What can we learn from them?
- How can we recover their trust?

Resource:

[Using Customer Surveys to Improve Service](#) course on LinkedIn Learning

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Discussion
Questions