

Customer Satisfaction Index



A key performance indicator of how your customers perceive your services and repair performance is through a customer satisfaction survey. It's a way to benchmark your shop performance against your own goals and among competitive shops across the nation. Insurance companies, vendors and shop owners alike find a customer satisfaction index (CSI) program as a useful tool to monitor the success of their business.

Key performance areas that are important to your customers may include:

- Reliability
- Price
- Service
- Quality
- Efficiency

Customer evaluation can be used as a way to gauge customer expectations, perceived quality and value. It's also a way to measure the effectiveness of your marketing, standard operating procedures (SOPs) and employee training.

In many industries, quality and service play a more important role in satisfying customers than price. Companies with favorable CSI ratings tend to generate increased customer loyalty and a higher perceived value for your business.

For more information on how to enroll in a CSI Program, contact your local Axalta Coating Systems representative.