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Marketing for Lawyers
**Measuring of clients
satisfaction**

Lesson 4



Question

- When are you satisfied with a product?



Customer satisfaction

- Customer satisfaction measures how products and services supplied by a company meet or surpass customer expectation.
- The implementation of a customer service standard should lead to higher levels of customer satisfaction, which in turn influences customer retention and customer loyalty.



Question

- Why is it necessary to have satisfied customers?



Why is it necessary to have satisfied customers

- come back
- satisfied customers tend to loyalty customers
- low price sensitivity
- inform other people about their positive experience
- low cost for hold current customers than to gain new customers
- less complains of the current customers
- important information resource for management



Measuring of customer satisfaction

- Measuring customer satisfaction provides an indication of how successful the organization is at providing products and/or services to the marketplace.
- Satisfaction depends on:
 - a number of both psychological and physical variables which correlate with satisfaction behaviors such as return and recommend rate.
 - other factors the customer, such as other products against which the customer can compare the organization's products.



Measuring customer satisfaction

- a survey with a set of statements using a Likert Technique or scale
- customer is asked to evaluate each statement in terms of their perception and expectation of performance of the product being measured
- Example – statements for a company:
 - We try to apply individual approach to customers.
 - We offer a wide range of customer services.
 - We regularly determine the degree of final customer satisfaction.
 - We know what image our products have at customers.
 - We implement the acquired information to our decisions.
 - We offer products reflecting the latest demands and wishes of customers (distributors).
 - We focus on gaining customers, for whom we can achieve a competitive advantage.
 - We are faster in responding to the wishes of customers than our competitors.
 - We respond as fast as possible to the marketing events of competitors.



Dimensions of customer satisfaction

- Here are a few of the possible dimensions for measurement:
 - quality of service
 - speed of service
 - pricing
 - complaints or problems
 - trust in employees
 - the closeness of the relationship with contacts in the firm
 - types of other services needed
 - positioning in clients' minds



Task

- Prepare Customer satisfaction questionnaire (use Likert scale) - questionnaire should be possible to use for workers of Attorney-at-law offices



Methods of measuring 1

- SERVQUAL
 - provides the basis for the measurement of customer satisfaction with a service by using the gap between the customer's expectation of performance and their perceived experience of performance. (Parasuraman et al. 1988)
- J.D. Power and Associates
 - top-box approach for automotive industry rankings
 - customers are divided into 2 groups – the best one and the rest
- A.T. Kearney's Customer Satisfaction Audit process
 - incorporates the Stages of Excellence framework and which helps define a company's status against eight critically identified dimensions. A company should to respond on these questions:
 - What's missing?
 - What's misunderstood?
 - What could be done better?



Methods of measuring 2

- Consumer satisfaction matrix
- Customer satisfaction window



Consumer satisfaction matrix

Consumer satisfaction matrix			
	High Importance	Medium Importance	Low Importance
High Satisfaction			
Medium Satisfaction			
Low Satisfaction			



Consumer satisfaction window





Task

- Choose 1 product and prepare Consumer satisfaction matrix or Consumer satisfaction window



Thank you for you attantion.