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Stage 4: **Agile**

The company continually re-targets customer feedback efforts at those areas most likely to yield new insights, updates survey questions to reflect current business needs, and provides interactive reporting tools throughout the organisation.



3

Stage 3: **Continuous Improvement**

The company connects customer feedback data to deep meta-data about the customer experience and used the feedback actively coach and train employees as well as seek improvements to business process.



2

Stage 2: **Accountability**

The company sets individual targets for customer feedback scores and has a closed loop service recovery process in place for customers who give negative feedback.



1

Stage 1: **Tracking**

The company collects high-level customer feedback scores and tracks its performance but does little else with the data.



0

Stage 0: **Ignorance**

The company has little or no formal process in place.