

How to increase customer satisfaction with these 10 great tools?

Description

Customer satisfaction is perhaps the most important driver and indicator if your business will succeed. Satisfied customers will pay for your services and keep returning. A metric for customer satisfaction can help you gain insight into your performance, and give you the power to identify areas for improvement. With a better understanding of your customersâ?? needs, you can keep them coming back for more.

These 10 customer experience tools and software can help you measure and improve customer satisfaction. Assess them yourself or try them out!

1. The Net Promoter Score (NPS)

Are your customers satisfied with your service? Measure their satisfaction with Net Promoter Score (NPS)! This score is a scale from 1-10 that measures how likely your customers would recommend your company to friends. You can easily track this score with tools like Hotjar Polls.

2. The Customer Effort Score (CES)

The customer is trying to accomplish specific goals â?? these are known as â??jobs to be doneâ??. If you make it easier for them to do that, you can make a real difference. That means fewer screens to work through, easy-to-understand language, clear communication, simple steps, and a hassle-free process. Remember the mantra: â??Donâ??t make me thinkâ??.

You can also measure how easy it is for customers to take actions with a Customer Effort Score. It turns out that the easier it is to do business with your company, the more satisfied your customers are.

3. Surveys (with Surveymonkey)

Gaining customer insights can be done with the right tools. To make the most of your research, itâ??s important to determine the research question and the goal.

Survey tools such as Surveymonkey, Google Forms, Typeform, and SpSS (for research professionals) are all excellent options for crafting surveys with 10 or more questions. With these tools, you can get actionable insights that will help you take your business to the next level.

4. Reviews (Google)

Want to improve your SEO score and get stars for your Google My Business profile? Turning on Google reviews is the perfect way to do this. Simply provide a link for your customers to leave reviews and watch your trust factor skyrocket. Reviews are an invaluable asset for any business!

5. Reviews (Kiyoh or Trustpilot)

A review tool like Kiyoh can provide you with invaluable insight and guidance for your customers, although it may be costly. Reviews enhances the trustworthyness of your website and provide you with essential customer feedback.

An effective way to maximize the benefits is to take screenshots of the reviews and to print them out and display them in your office. This can help motivate your staff and make them feel valued.

Ranking interactions (with Ratecard)

6. Voting system by customer (Trello)

Enhance your customersâ?? experience by providing a voting system. Let customers share their valuable feedback and support your decision-making process. Open your trello development deck for beta customers and have them vote for the new developments.

Take a customer-oriented approach and open your Agile development deck to your customers, or your marketing and sales to-do list, and allow them to contribute to your roadmap of tasks by voting. This can offer great new opportunities for customer improvement, as their votes will allow you to better assess the priorities and develop them further.

This approach requires a more â??openâ?? attitude to your improvement process, ensuring that your marketing/product development roadmap is being constantly evaluated.

7. Monitor Social Media for Insights

Monitor social media feedback for helpful insights. Monitoring social media feedback means looking at what people are saying about a product or company online. This can help you find

out what people are saying about your product or service, and give you ideas on how to make it better.

8. Look for Search volume on questions and create a FAQ

If youâ??re looking for topics to talk about, it can be helpful to find out what other people are asking. You can find this out by looking at popular questions that other people have asked.

Then, you can use those questions to create a list of Frequently Asked Questions (FAQs) that you can talk about. This can be a helpful way to give people information they need.

9. Creating a Persona

Our favorite. Unlock your creativity by crafting your ideal customer persona. Learn how to create the perfect persona to target your audience and help your business succeed. Making a customer persona is like making a pretend person who you think is like your ideal customer.

You can give them a name and figure out what kind of things they like, what kind of job they have, how old they are, and other details. Knowing this information can help you create products and services that appeal to them so your business can succeed. Start to create one here by using this template.

10. Rank your projects on value for your customer

Maximize customer satisfaction by ranking your projects based on their value for the customer. When youâ??re planning out what projects to do, itâ??s important to think about *how* it will help the customer.

You should **rank** each of your projects based on *how much it will help* the customer, so that you can focus on the ones that will give the customer the most satisfaction.

11. Get out of the building and directly talk to customers

Get outside the walls of your office. Reach out to your customers! Talk to them directly and ask for their feedback.

Itâ??s important to talk to the people who use your products or services. Instead of staying in your office, go out and talk to them. Ask them what they like and donâ??t like about your products and services, and listen to what they have to say. That way, you can make sure your products and services are best for them.

12. Print the customer reviews and put them on the office wall

Show your team how much customers appreciate your work! Print out the customer reviews and hang them up in the office. This way everyone can be reminded of the impact theyâ??re making with their work. This is a creative & helpful idea.

Are you using these 10 customer satisfaction measurement tools to boost your organizationâ??s success?

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Date
11/25/2026
Author
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