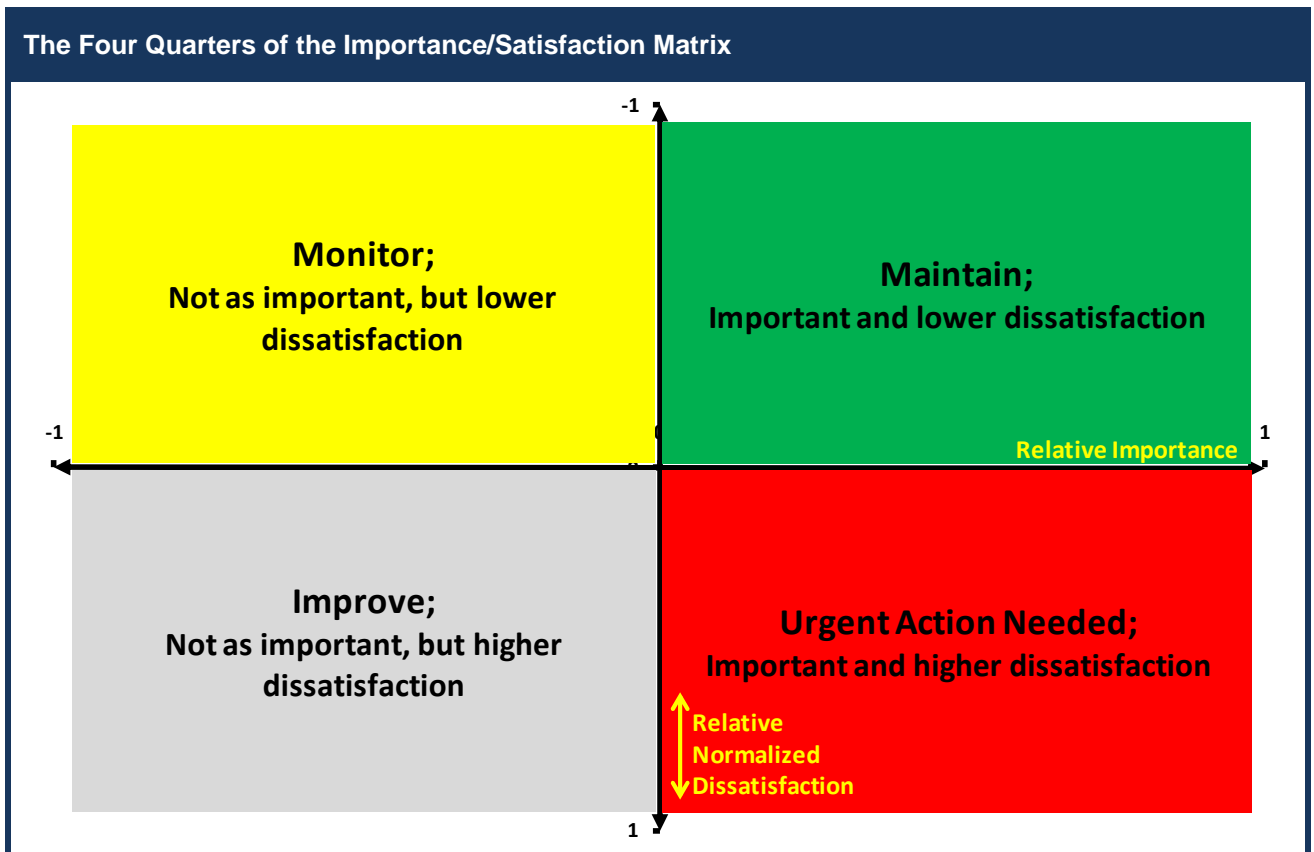# Total Customer Experience (TCE) Importance/Satisfaction Methodology

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One of the weaknesses of many research reports is that they show the importance of various aspects of an issue or the various levels of user satisfaction with the same or other aspects of an issue. These dimensions are important to help determine satisfaction or importance, but unless they are considered simultaneously, readers may be misled into investing in improving factors of low importance, or, with equally poor results, focusing on areas of dissatisfaction that may not be of high importance.

In many surveys by the Webtorials Analyst/Consulting Division, respondents are asked to rate the importance of certain features, characteristics, or functions and then to also rate their dissatisfaction with the same set of features, characteristics, or functions. Based on these findings, the average satisfaction with each feature is assigned to the vertical component of a four-section matrix, while the average importance of each feature is assigned to the horizontal axis.

Features in the lower right quarter are the most critical to be addresses because it represents those features that are very important and where current users are dissatisfied. This "red zone" identifies the features where there is a significant need for products and services to address these issues.

The Four Quarters of the Importance/Satisfaction Matrix

-1

Monitor;
Not as important, but lower dissatisfaction

Maintain;
Important and lower dissatisfaction

-1   Relative Importance   1

Improve;
Not as important, but higher dissatisfaction

Urgent Action Needed;
Important and higher dissatisfaction

Relative Normalized Dissatisfaction

1

Features in the upper right quarter "green zone" are those where there is are needs that are important and are being addressed.

The two left-hand quarters signify that the features are less important. In the upper left "yellow zone," the need is being met, but the fact that the need is being met is not of great significance. Therefore, one should avoid concentrating on these two areas too much because they could represent a false sense of importance. Features that fall in the lower left quarter do not have high importance, so a low satisfaction is relatively meaningless until the more important issues have been resolved.

In general, the questions used to generate data for the TCE plots are asked in an "inverse" fashion in that the customer is asked about their level of dissatisfaction as opposed to their level of satisfaction. This is based on a belief, which is currently undergoing testing, that it is both easier and more meaningful for individuals to identify areas with which they are dissatisfied than those with which they are satisfied. Consequently, the vertical axis is plotted with negative numbers above the axis and positive numbers below the axis, equating general belief that a lack of dissatisfaction is equivalent to satisfaction.

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