### Play #24 Exercise: Creating a WCCS Program and Customer Satisfaction Survey

Use the information in the section “**Nine Keys to Achieving World Class Customer Service”** to perform this exercise.

1. On a regular basis, communicate clear and consistent messages to your team that your company will do everything in its power, and then some, to make your customers feel they have had the best possible experience when doing business with you.
2. Use the guidelines in the section **“Measuring Customer Satisfaction”** to create simple customer satisfaction surveys to measure your Net Promotor Score and Composite Customer Satisfaction Score (CSAT).
3. Ensure the KPI software you’re using tracks your Net Promotor Score and CSAT.
4. Hire the best possible people you can find to work in Customer Service.

**Resources for Creating a WCCS Program**

* <https://executive.mit.edu/course/breakthrough-customer-experience-cx-strategy/a056g00000URaahAAD.html>
* <https://online1.gsb.columbia.edu/customer-experience-strategy>
* <https://www.coursera.org/learn/wharton-customer-analytics>
* <https://www.coursera.org/learn/foundations-user-experience-design>