



# Why move 4s to 5s?

The top box path to stronger loyalty + better financials



In the world of customer experience (CX) measurement, a 4 on a 5-point scale isn't cutting it. These 4s are your Satisfied customers, and there are major differences between their behavior and your 5s—who are your Highly Satisfied customers. That's why, at SMG, we use top box scoring. So you can see the gap between your 4s and 5s—and know how to fix it.

## 4 research-backed reasons to focus on top box



### 1 5s are significantly more loyal

On average, Highly Satisfied customers are 3X more likely to return and 4X more likely to recommend than Satisfied customers. That's solid proof of a stronger customer relationship.



### 2 Key drivers point to improvements that matter most

When you zero in on key drivers, you maximize your efforts. Getting better in these areas leads to more Highly Satisfied customers—which means you'll move the needle on your scores.



### 3 Top performers stand out

A big benefit of CX measurement is being able to see variability in execution. If you're grouping 4s and 5s, you miss the chance to identify and learn from your true top performers.



### 4 It sends a message of excellence

Striving for the highest scores in every customer interaction gives your organization a single, clear focus. Your customers (and employees) will notice and reward you with their loyalty.

## 4 tips for rallying your teams around top box scores



### 1 Put your reporting tools to work

You don't have to guess at how to get more highly satisfied customers. The smg360™ reporting platform prioritizes the measures that, if improved, will have the biggest impact on loyalty.



### 2 Tie CX data to important business metrics

When your teams understand how a bump in CX scores relates to the bottom line (or any other important measure), they literally see the value in delivering a top box experience.



### 3 Set goals + track progress

Add specific action plans to your Areas for Focus, then post to your breakroom scoreboard to shine a spotlight on what exactly needs to happen to get better.

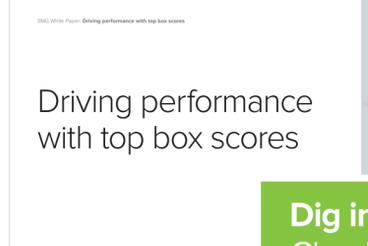


### 4 Make a practice of recognizing employees

Use celebration alerts to recognize wins with customers and find creative ways to reward teams that hit their CX goals.



There's plenty to learn from your unhappy customers, too (those who rank their experience as a 1, 2, or 3)—but it's critical to prioritize closing the gap between your 4s and 5s. That's where you'll see the most gain. A clear focus on top box scoring is the most direct path to true loyalty—which means your customers are more frequent, they spend more per visit, and they recommend you more often. That's something everyone can get behind.



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