

Customer effort score survey template

Customer effort score (CES) evaluates how easy or difficult it was for customers to interact with your company or resolve their issues. Customers are asked to rate the ease of their experience on a scale, and the feedback helps you understand how streamlined and efficient your processes are. CES is important as it directly correlates with customer retention — easier experiences often lead to higher satisfaction and loyalty.

CES questions for copy & paste

Intro message: *Thank you for using our [product/service]! We're dedicated to making your experience as smooth and effortless as possible. To help us improve, we'd appreciate your feedback on how easy or difficult it was to interact with us today. Please answer the following questions:*

1. [Insert company name] made it easy for me to handle my issue today.

1 - Strongly disagree

2 - Disagree

3 - Somewhat disagree

4 - Neutral

5 - Somewhat agree

6 - Agree

7 - Strongly agree

Thank you message: *Thank you for your feedback! Your input is crucial in helping us make our processes more efficient and user-friendly. If you have any additional comments or*

need further assistance, please let us know. We appreciate your time and effort in helping us improve!

How to calculate CES

The formula for calculating CES is straightforward. Here's how it works:

1. **Collect responses:** Gather all the responses from your customer survey.
2. **Calculate the average:** Add up the number of respondents who selected "somewhat agree," "agree," and "strongly agree" and divide it by the total number of responses.

The formula is:

$$\text{CES} = \text{Sum of 5, 6, and 7 scores} \div \text{number of respondents}$$

Example

Let's say a company gets the following CES responses from 10 customers:

- Customer 1: 4
- Customer 2: 6
- Customer 3: 3
- Customer 4: 5
- Customer 5: 1
- Customer 6: 7
- Customer 7: 2
- Customer 8: 4
- Customer 9: 5
- Customer 10: 3

How to calculate CES:

1. **Sum of scores** of 5, 6, or 7 = 4
2. **Number of respondents** = 10

Now, calculate the average:

$CES = 4 \div 10 = 0.4$ or 40%

In this case, the CES score is **40%**, meaning that, on average, customers found the interaction relatively easy, but there is still room for improvement.

Interpreting CES

- A **low CES score** indicates that customers found the interaction easy, which is positive.
- A **high CES score** means customers found the experience difficult, suggesting there are friction points that need to be addressed.

Reducing customer effort often leads to higher satisfaction and loyalty, as customers prefer businesses that make their interactions smoother and less stressful.