TEST - Customer Desirability

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PATHWAY 1



CES PMF

NPS



Customer Centricity

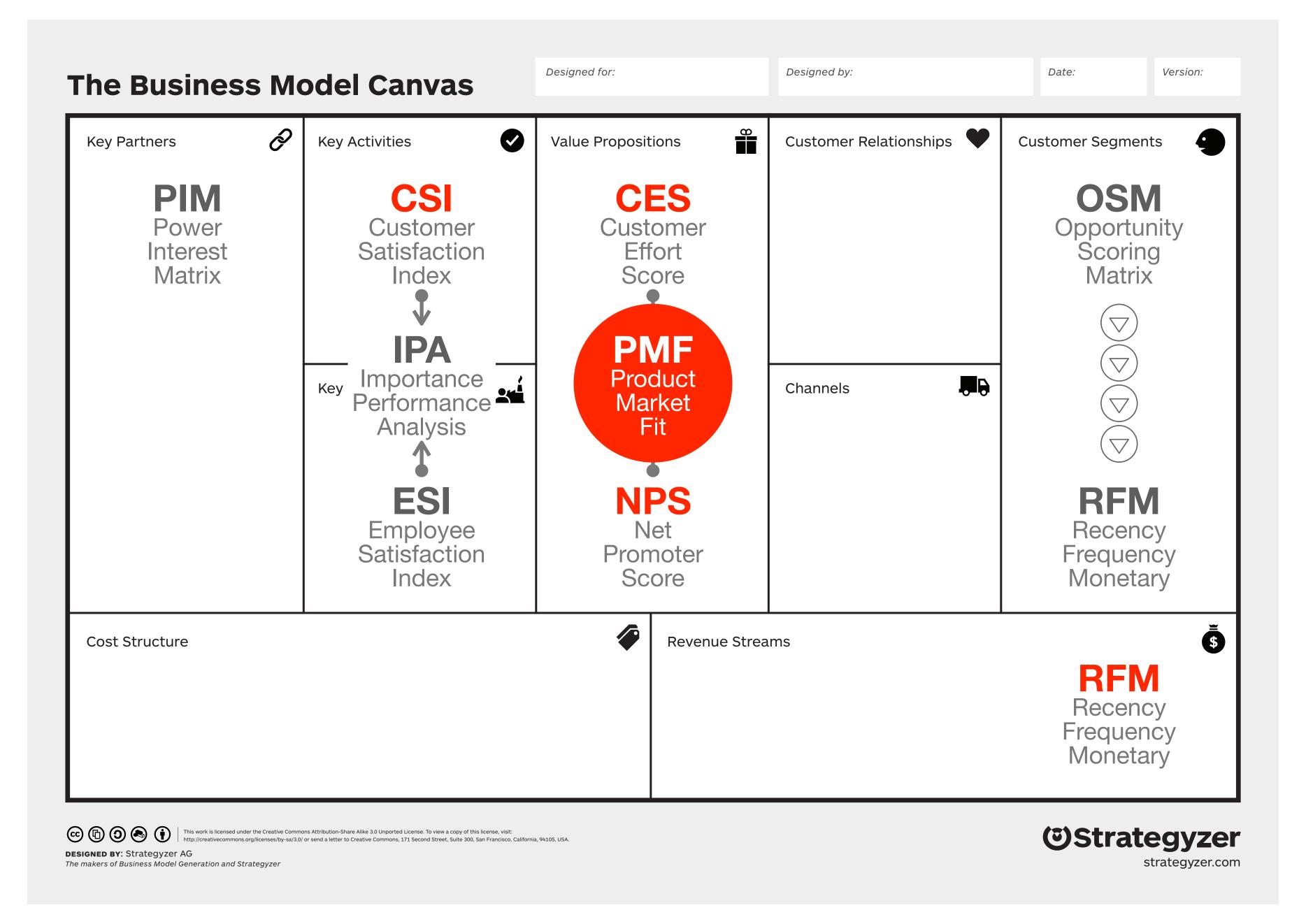


พิสูจน์ให้มั่นใจว่าสินค้าและบริการ "สร้างใหม่ (MVP / MVS)" จะมีคนซื้อใช้ ตั้งใจเฝ้ารอขอเป็น "Fan Club" พร้อมตอบรับเป็น "Brand Fan" ของแบรนด์เรา หรือไม่ "ทีมงาน" มีความสามารถ ในการเข้าใจลูกค้าขององค์กรธุรกิจ (Customer Centricity) มากน้อยเพียงใด

"...อยากทราบ "Feedback Loop" ฟังเสียงลูกค้า (Voice of Customer: VOC) มาตรวัดผลที่ ควรมองหา นำมาตัดสินใจคืออะไรบ้าง? และต้องทำอย่างไร เมื่อ...ลูกค้าสนใจ แต่ "อาจจะ" ไม่ ซื้อใช้ หรือ ซื้อใช้แล้ว "อาจจะ" ไม่บอกต่อ?..."







Product Market Fit (PMF)

Customer Satisfaction Score (CSAT)

Customer Effort Score (CES)

Net Promoter Score (NPS)

RAPID TESTING TECHNIQUE

Single Ease Question (SEQ)



Product Market Fit (PMF) = RETENTION

Customer Satisfaction Score (CSAT) = SATISFACTION

Customer Effort Score (CES) = INTERACTION

Net Promoter Score (NPS) = INTENTION

"...หากสินค้า/บริการ X ขาดตลาด ไม่มีจำหน่ายในตลาด หรือ ยกเลิกการผลิต ท่านจะรู้สึกอย่างไร..."



Product Market Fit (PMF) = RETENTION

"How disappointed would you be if you could no longer use this product?"

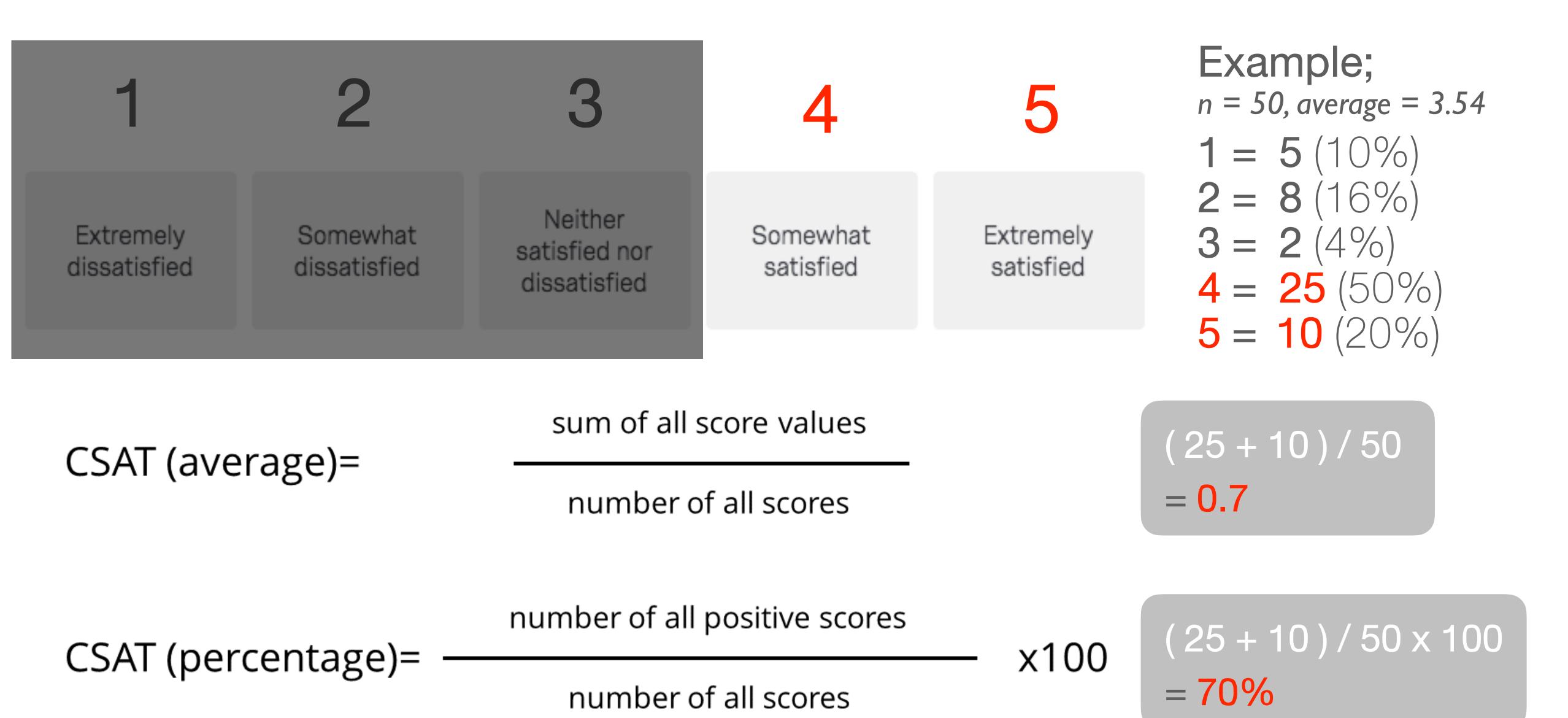
1. Very disappointed
2. Somewhat disappointed
3. Not disappointed (it isn't really that useful)
4. N/A – I no longer use [product]

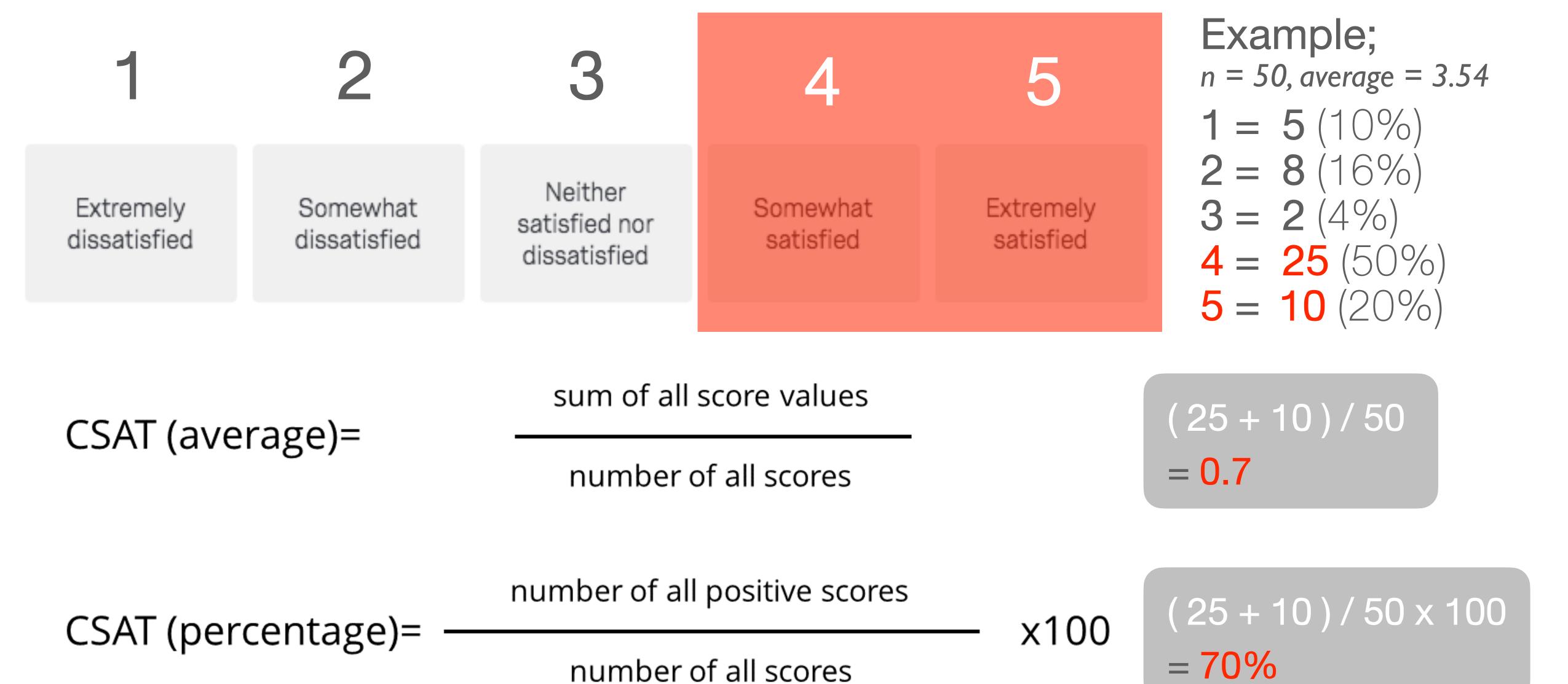
Customer Satisfaction Score (CSAT) = SATISFACTION

"How would you rate your **overall satisfaction** with the [goods/service] you received?"

"...หลังจากที่ท่านได้ใช้ สินค้า/บริการ X มีความพึงพอใจอยู่ในระดับใด..." ONLY positive responses

Very unsatised
 Unsatised
 Neutral
 Satised
 Very satised





Customer Effort Score (CES) = INTERACTION

"To what extent do you agree with the following statement: The company made it **easy for me to handle** my issue."

"...หลังจากที่ท่านได้ใช้ สินค้า/บริการ X รู้ได้รับความสะดวกอยู่ในระดับใด..."

Customer Effort Score (CES)Question

To what extent do you agree or disagree with the following statement:

The company made it easy for me to handle my issue.

- ☐ 1. Strongly disagree
- □ 2. Disagree
- ☐ 3. Somewhat disagree
- 4. Neither agree nor disagree
- ☐ 5. Somewhat agree
- ☐ **6.** Agree
- ☐ 7. Strongly agree

gartner.com/SmarterWithGartner

Source: Gartner

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sting Techniques: ase Questions (SEQ)



- INTERACTION

"...หลังจากที่ท่านได้ใช้ สินค้า/บริการ X รู้ได้รับความสะดวกอยู่ในระดับใด..."

Net Promoter Score (NPS) = INTENTION

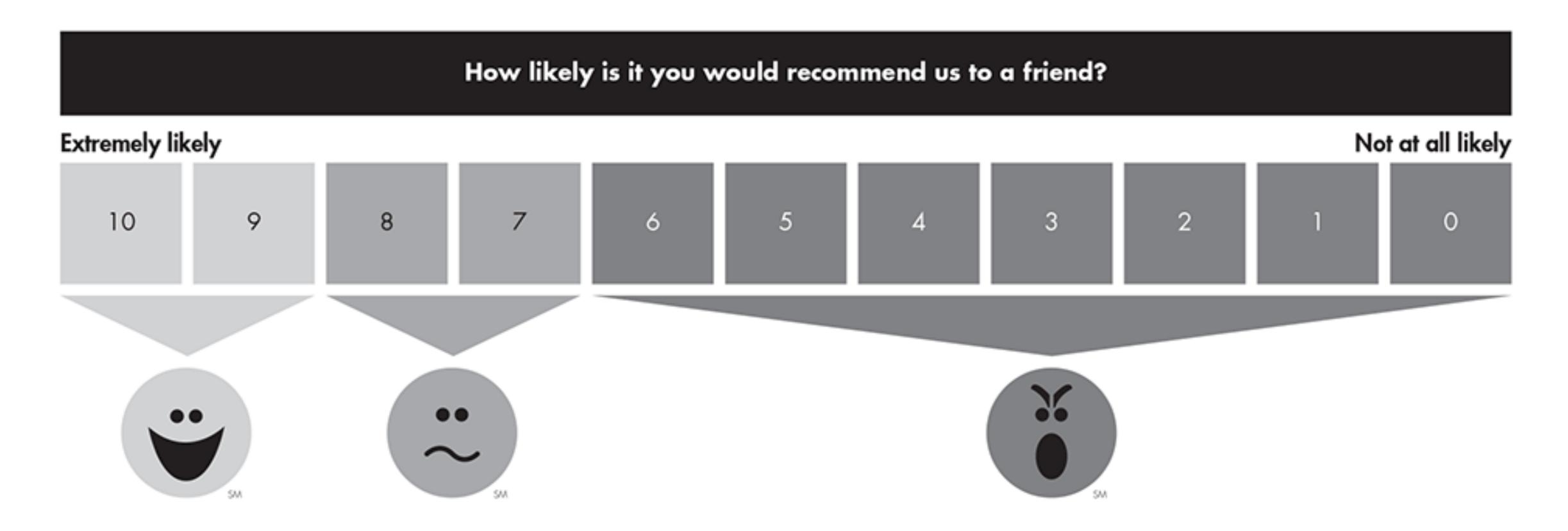
"On a scale of zero to ten, how likely are you to recommend our business to a friend or colleague?"

"...หลังจากที่ท่านได้ใช้ สินค้า/บริการ X จะแนะให้กับเพื่อนหรือไม่..."

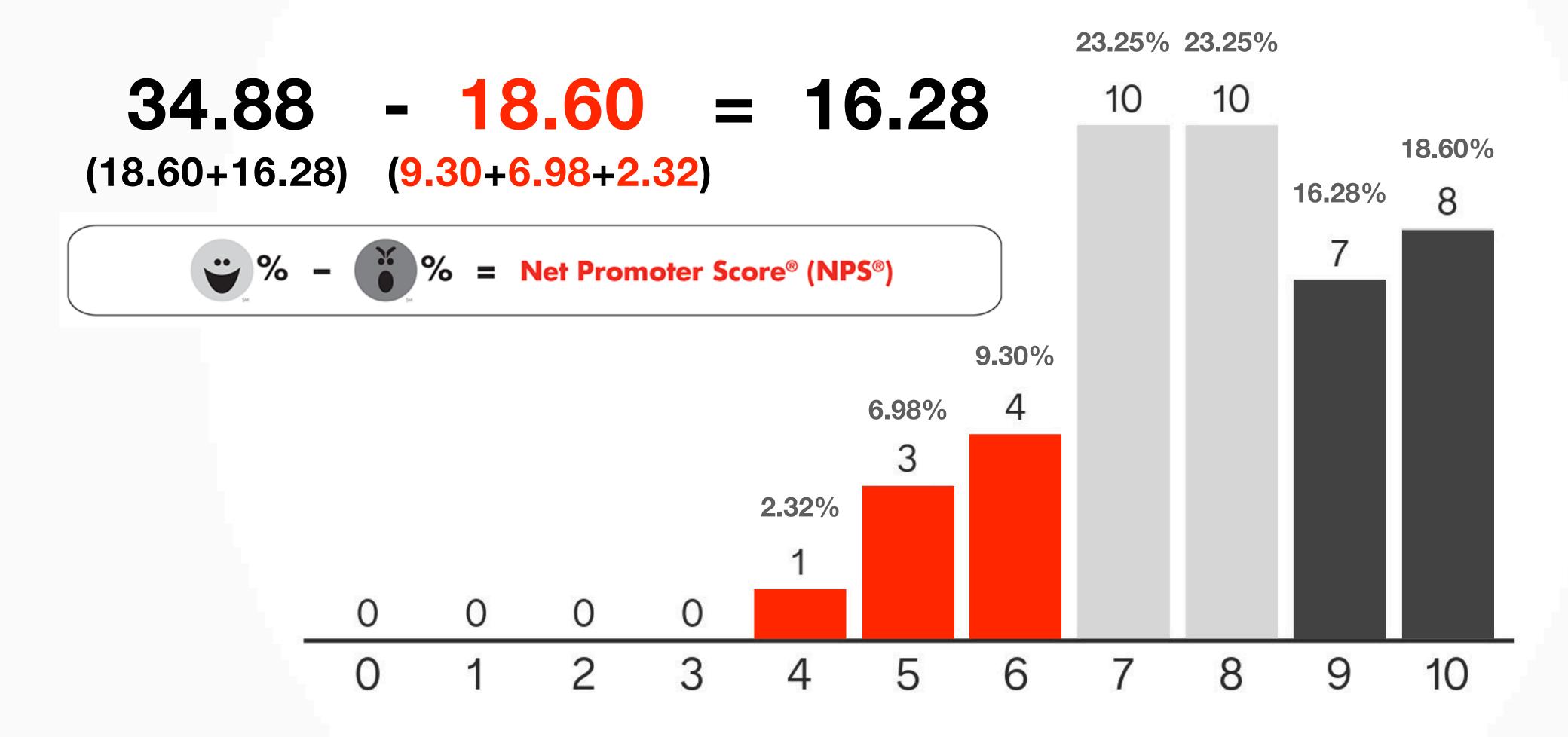


O-6 Detractors7-8 Passives9-10 Promoters

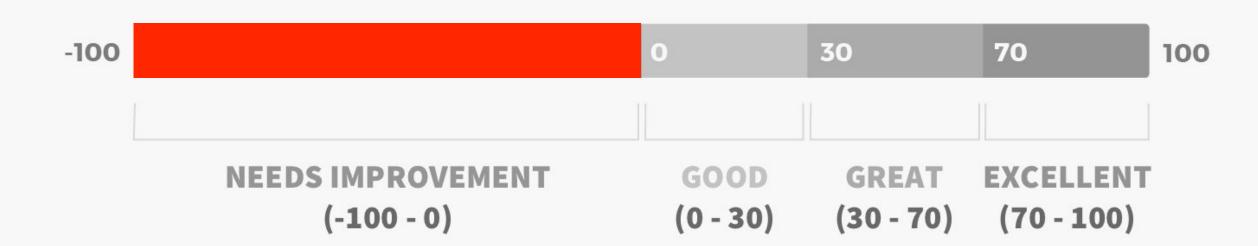
Net Promoter Score—a simple calculation



HOW WOULD YOU RECOMMEND? | How likely is it that you would recommend "Today's Design Workshop" to a friend or colleague?

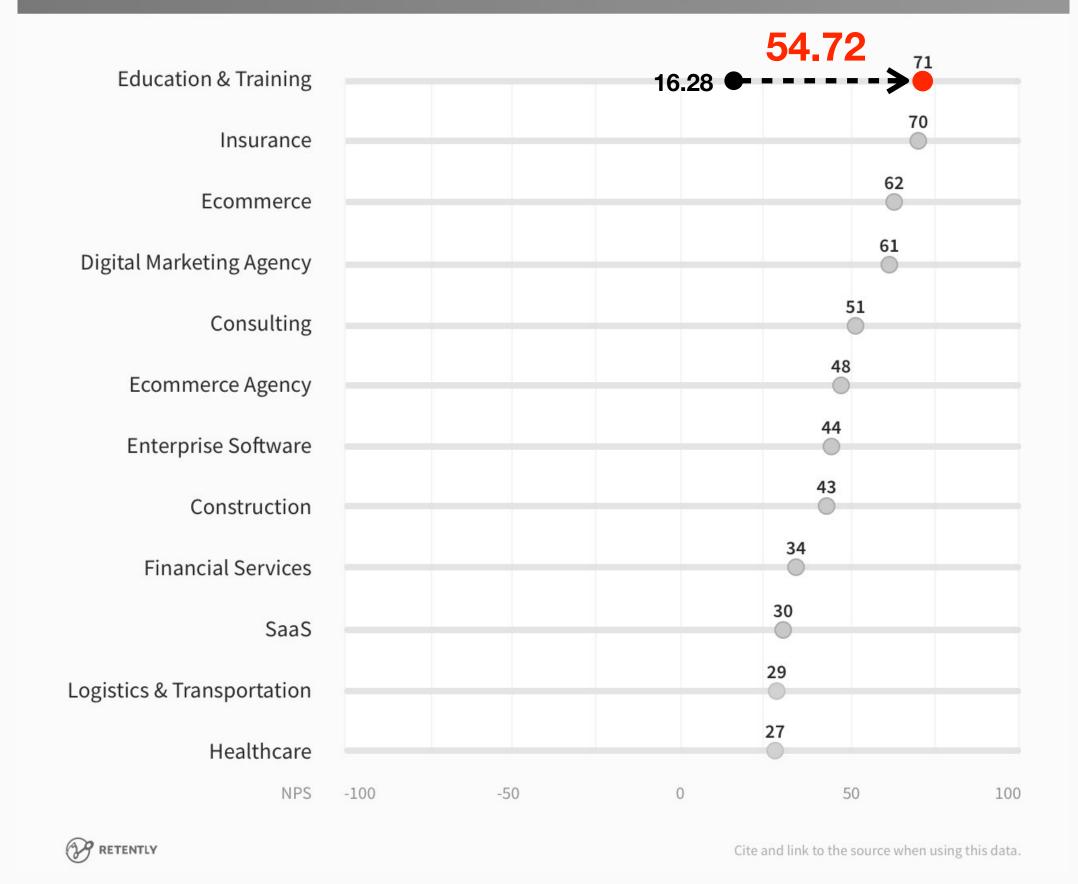


What is a good NPS score?



Retently 2020 NPS Benchmark

average NPS score per industry



9:41

< All inboxes (1302)

<p>RETENTLY

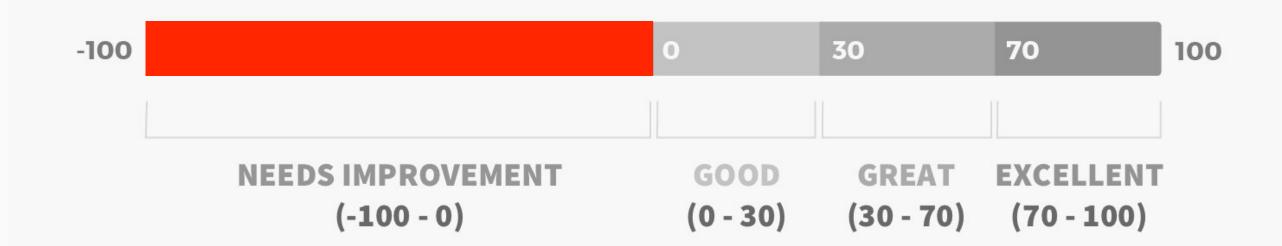
How likely are you to recommend **Retently** to a friend or colleague?

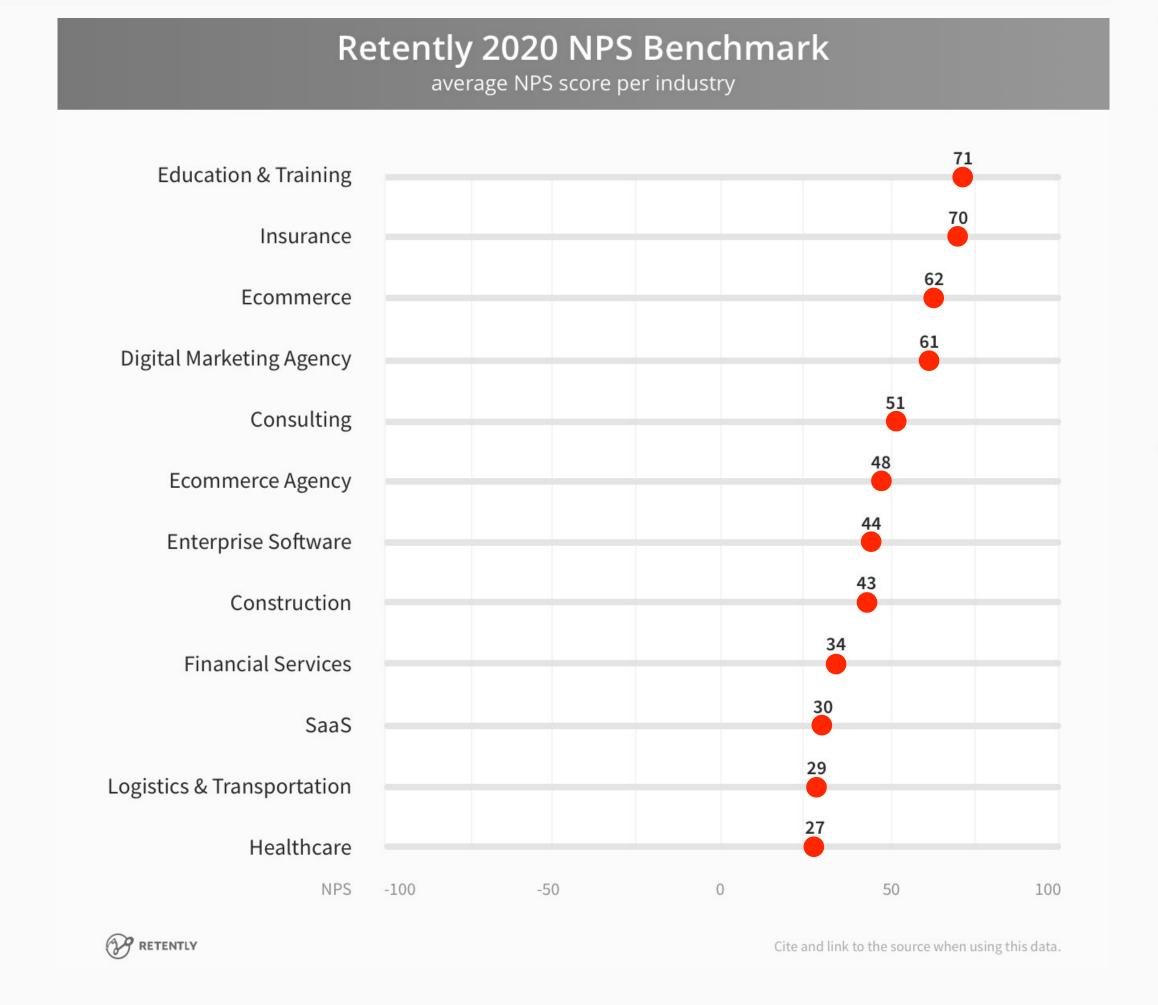


0 - Not likely

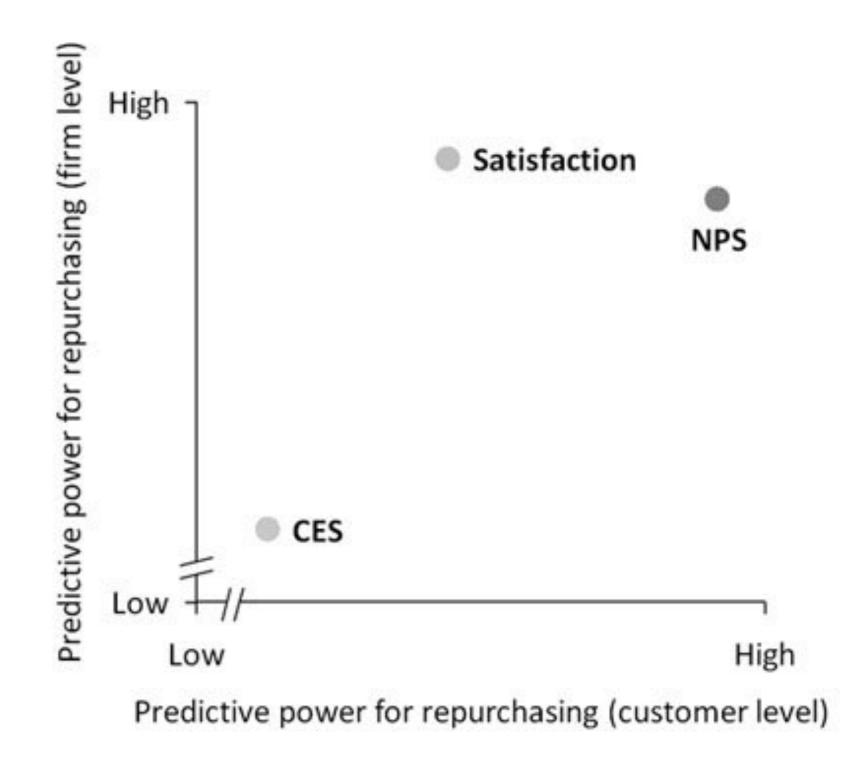
10 - Very likely

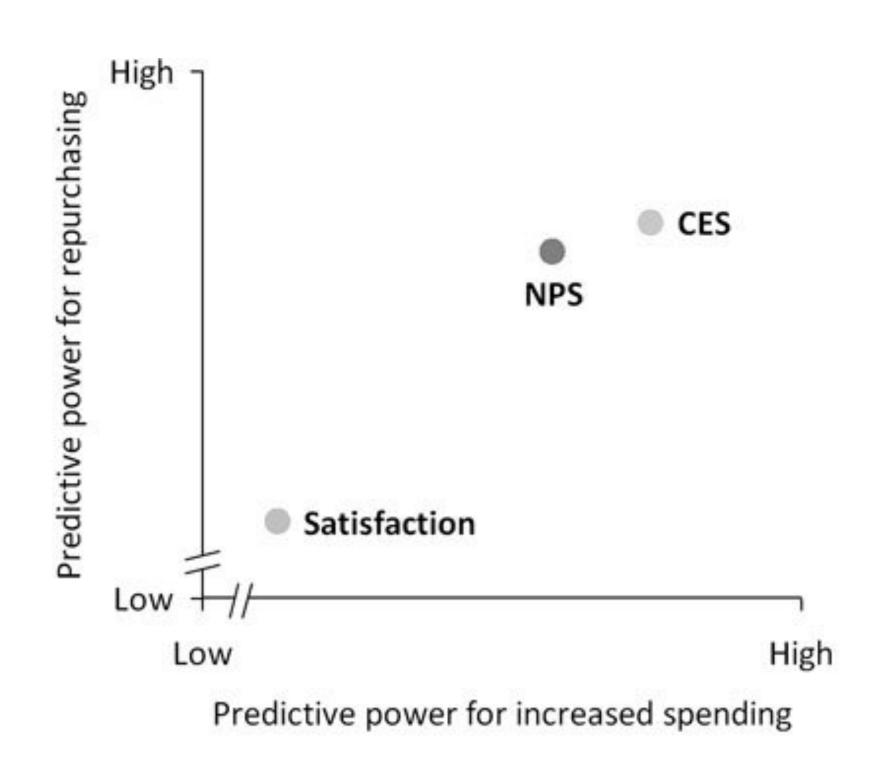
What is a good NPS score?

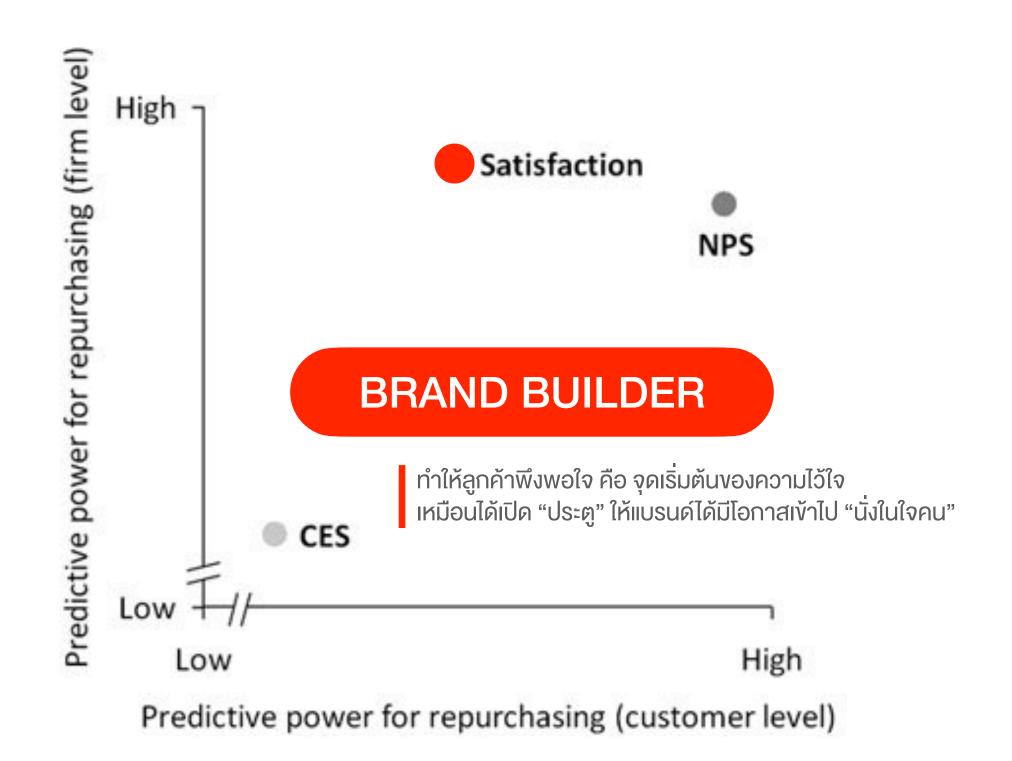


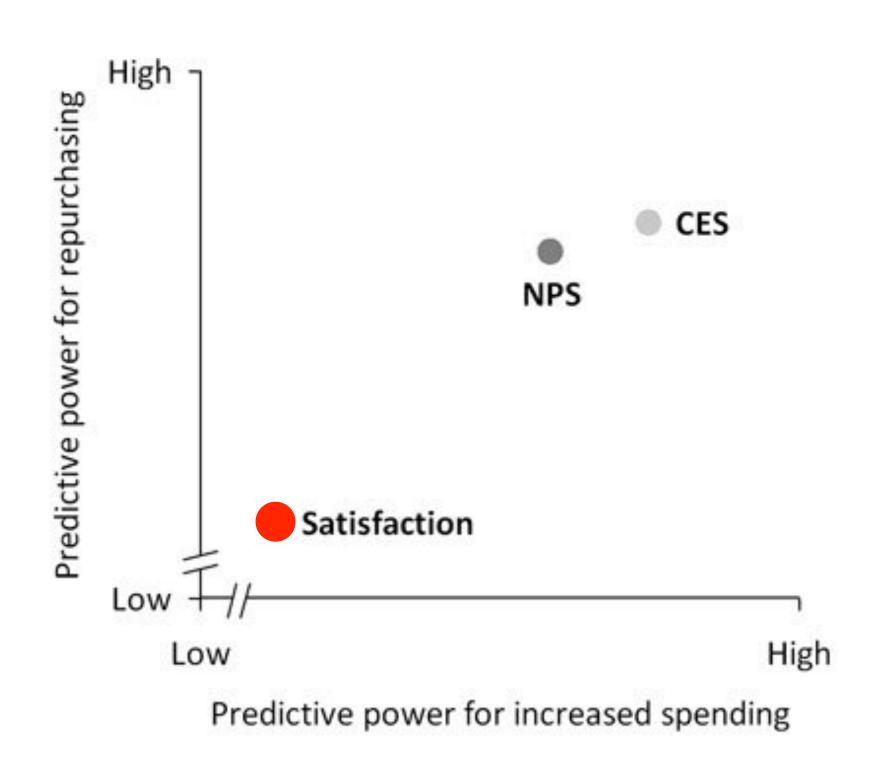


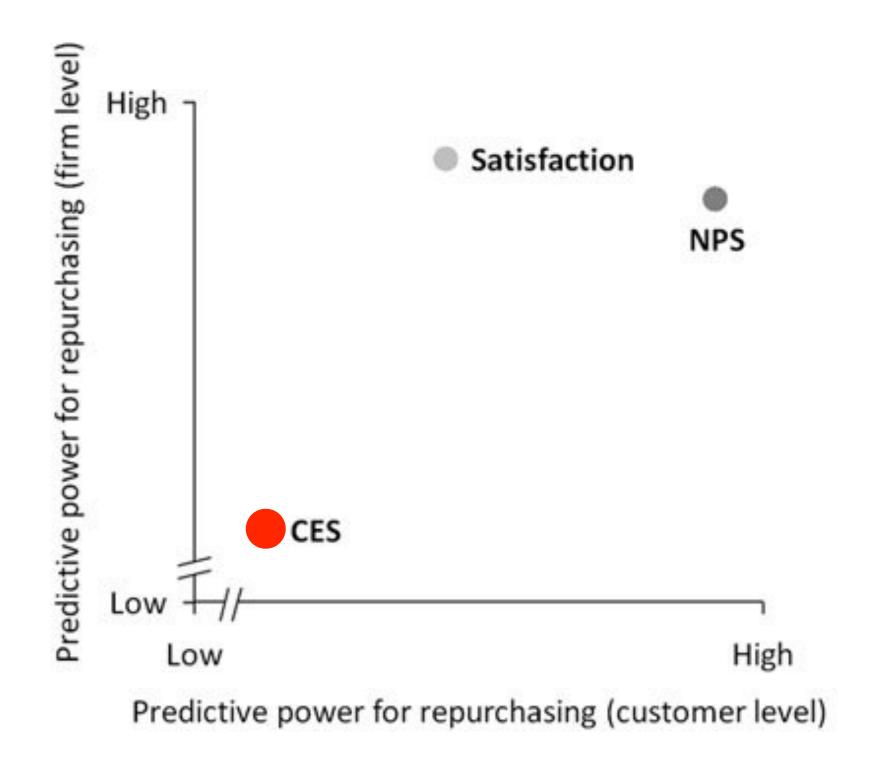
司令■ 9:41 < All inboxes (1302) RETENTLY How likely are you to recommend Retently to a friend or colleague? 0 - Not likely 10 - Very likely

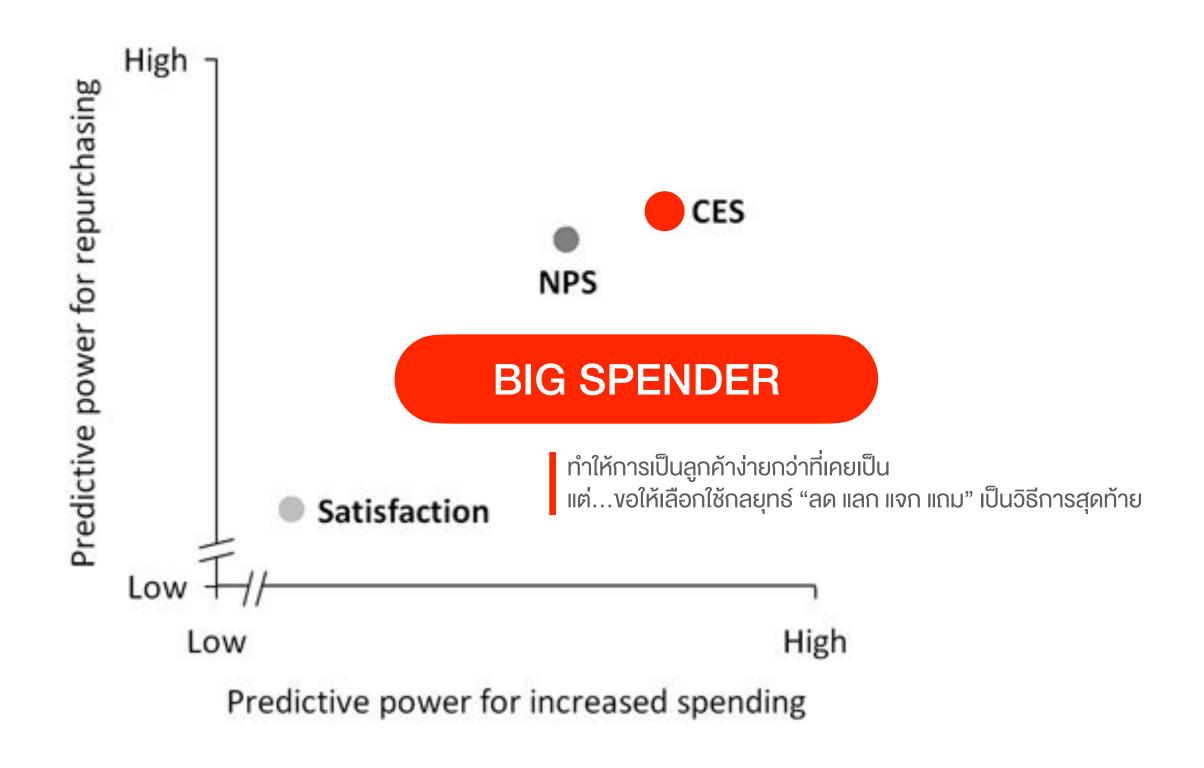


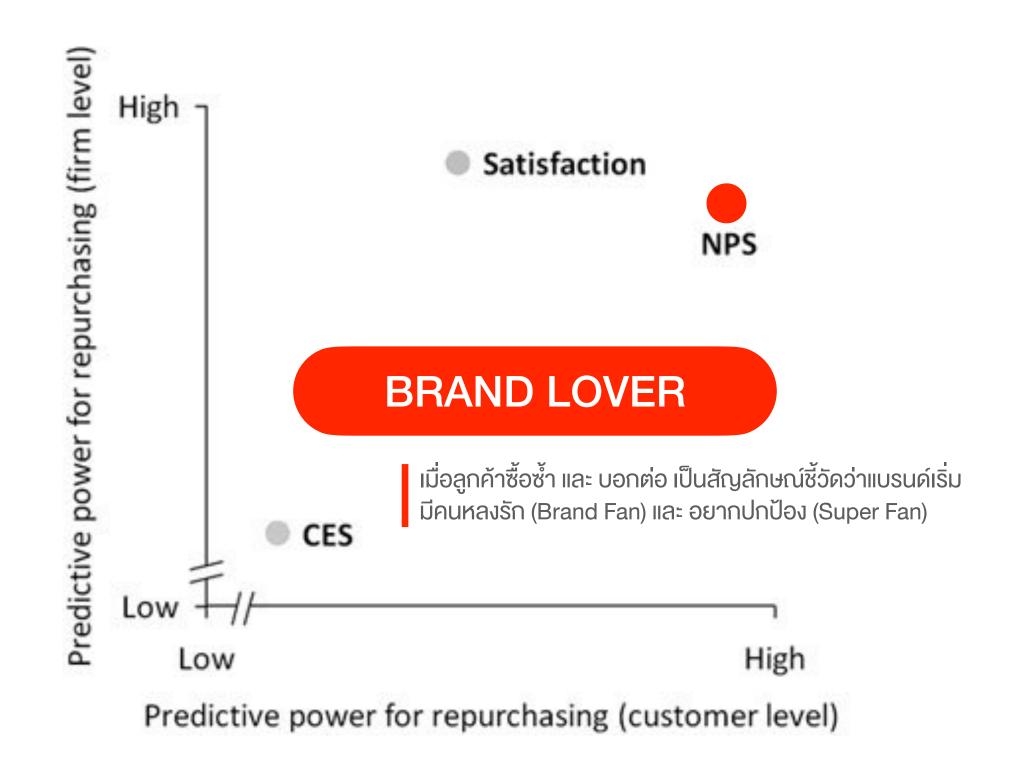


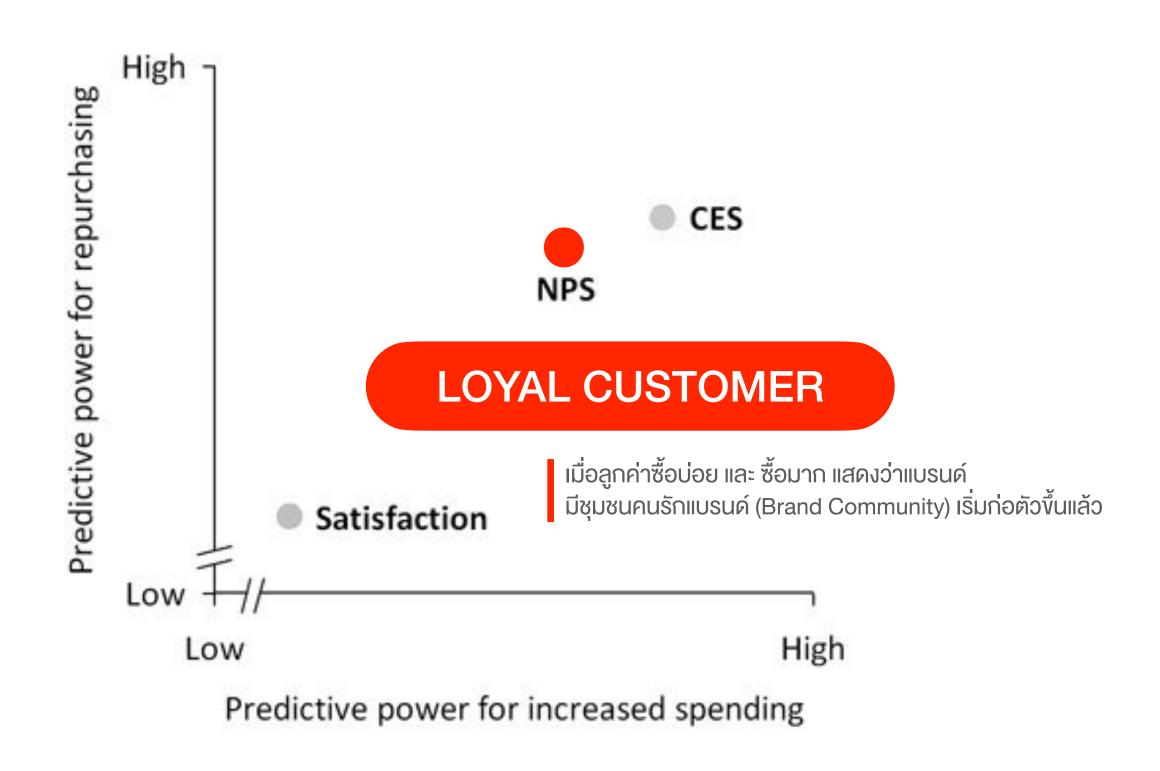










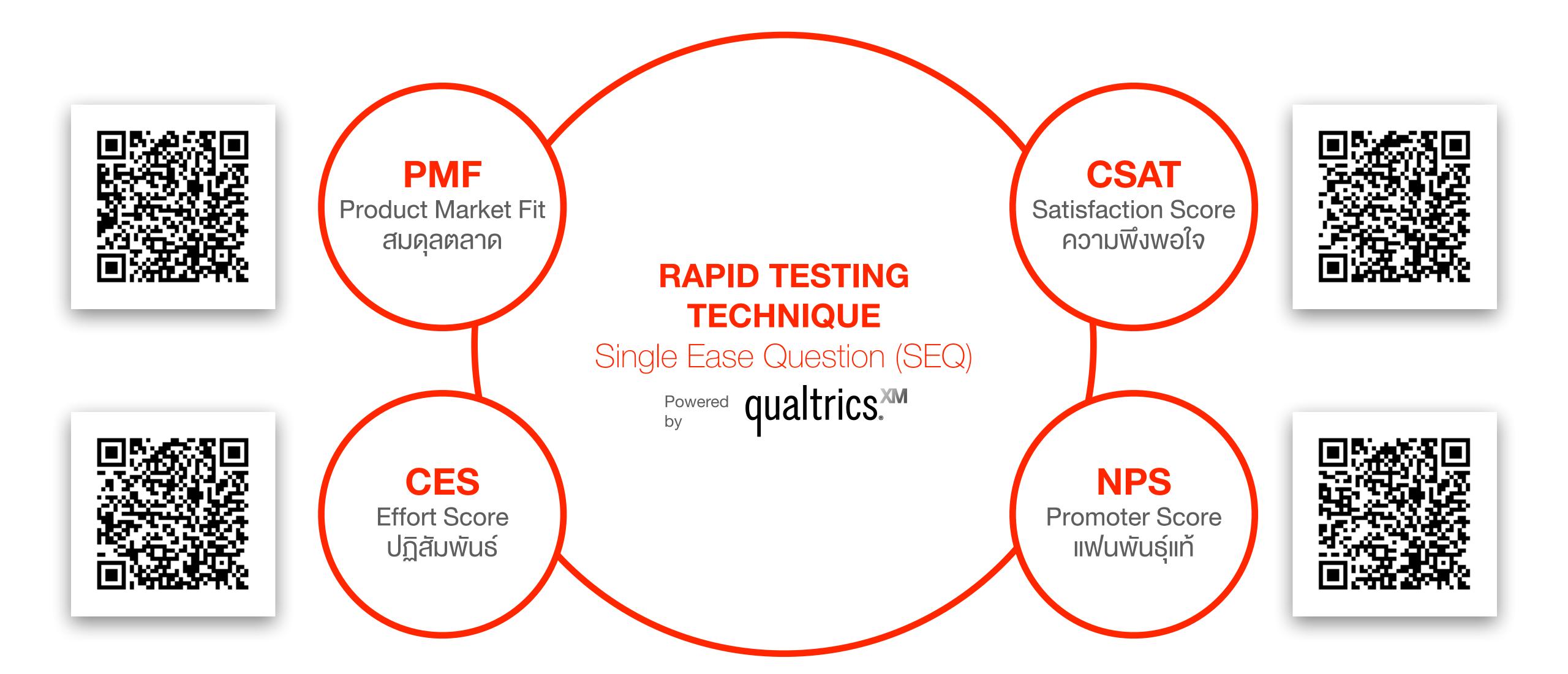


Customer Experience Metrics

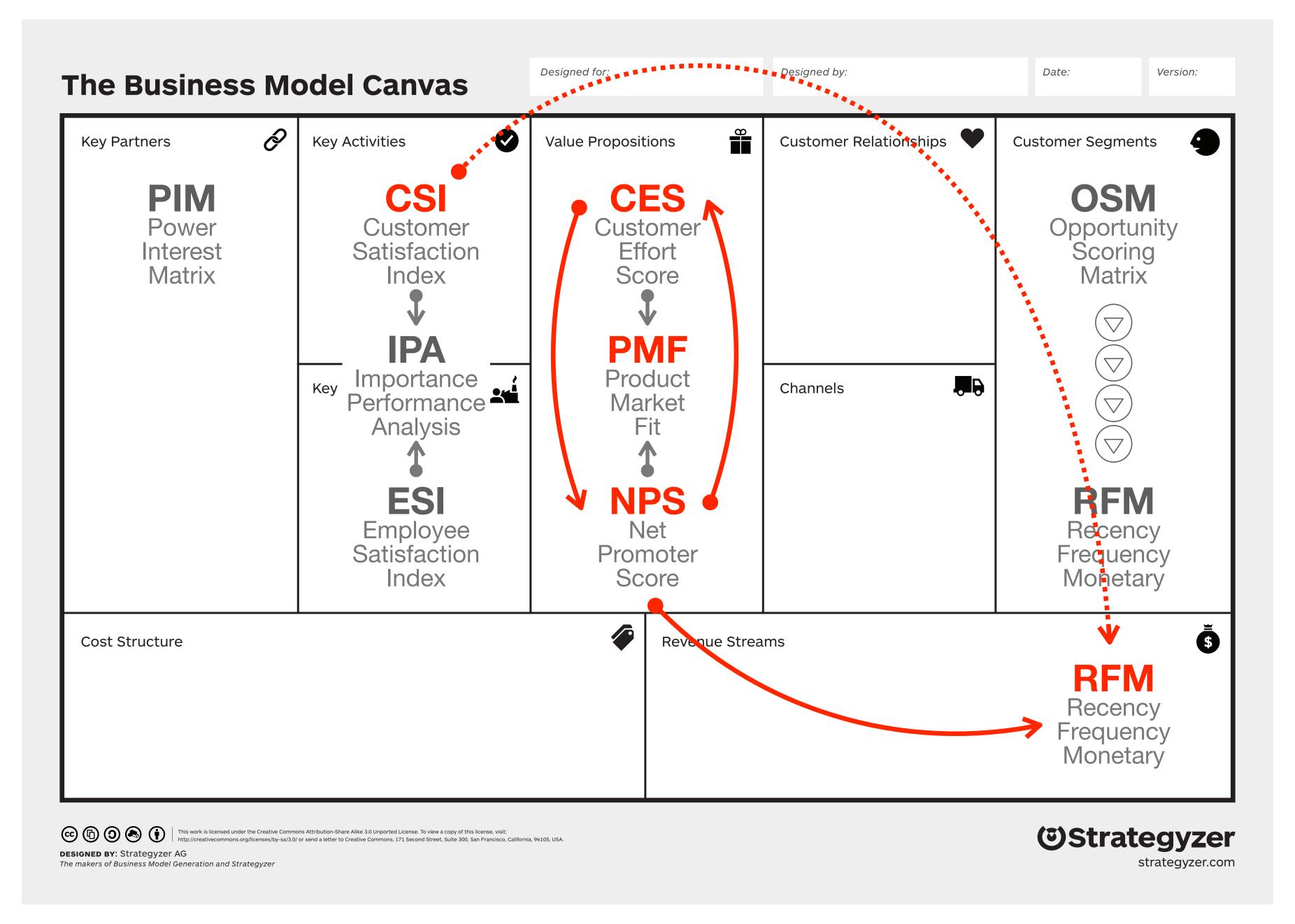


Making It Easier To Be A Customer

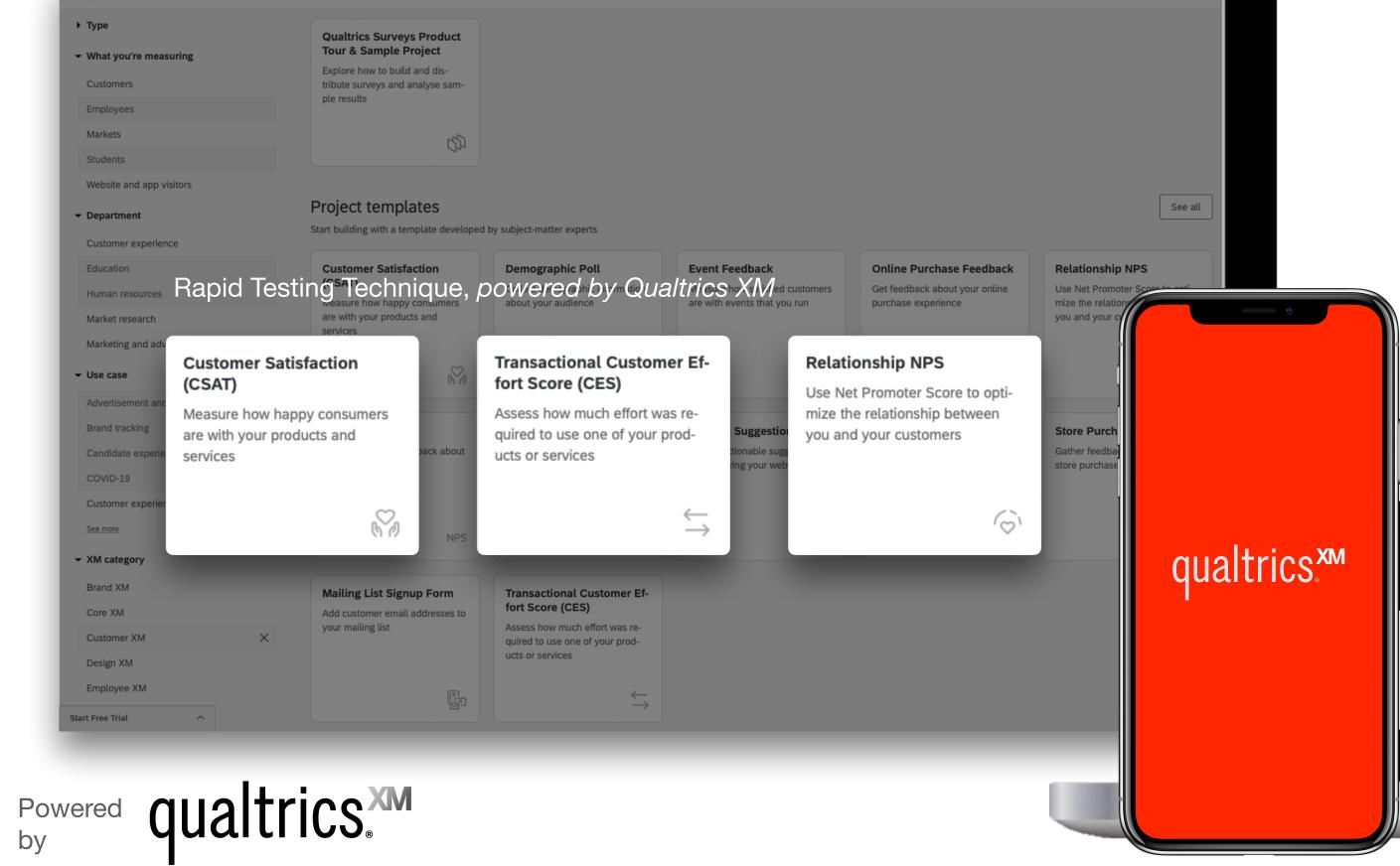


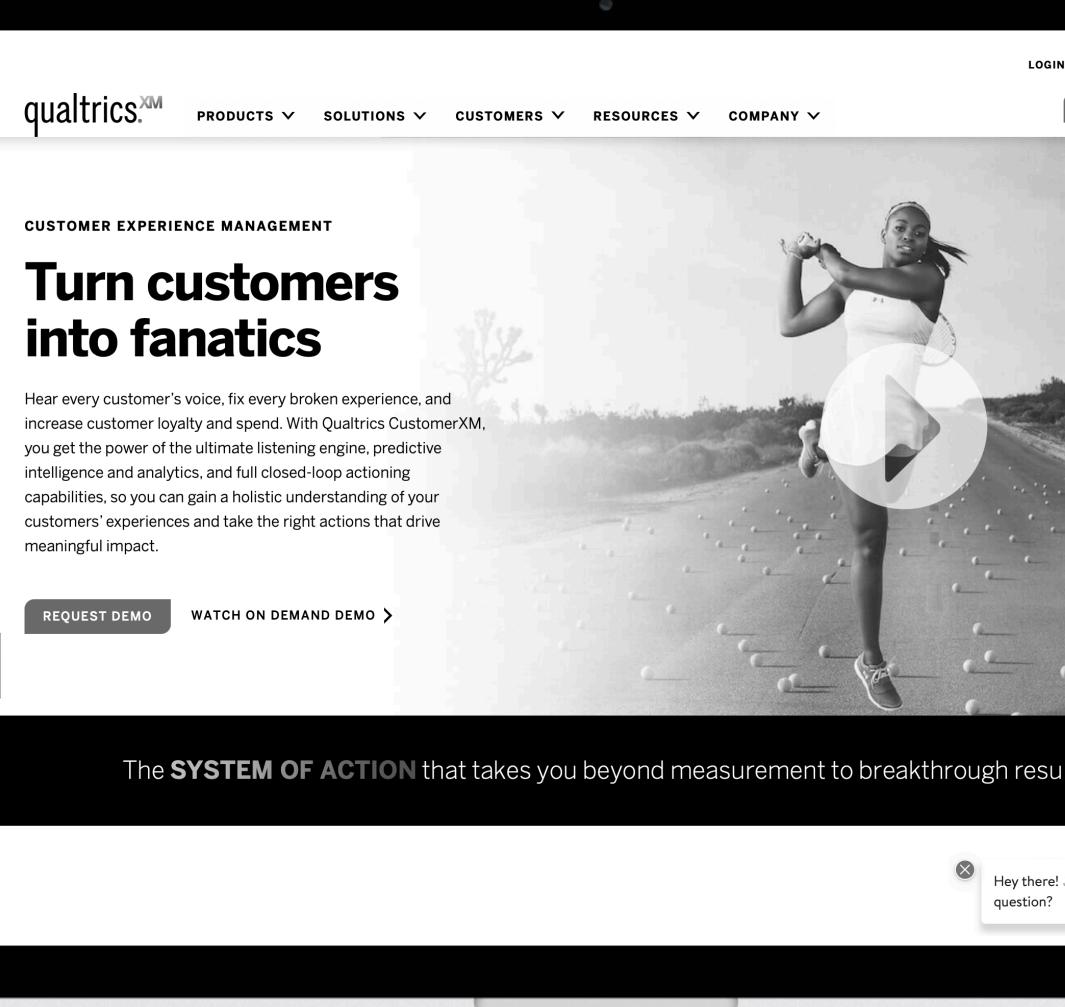




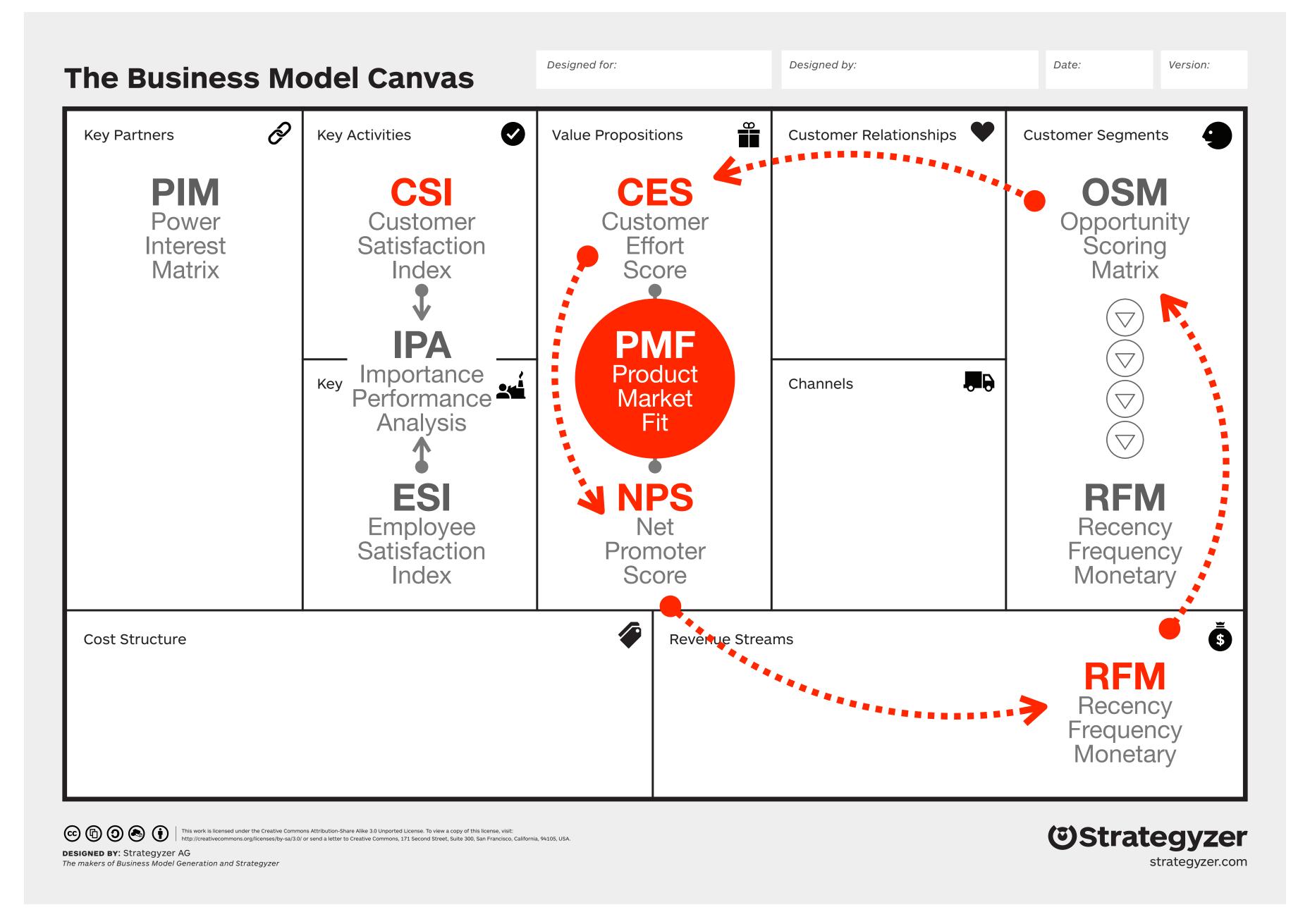


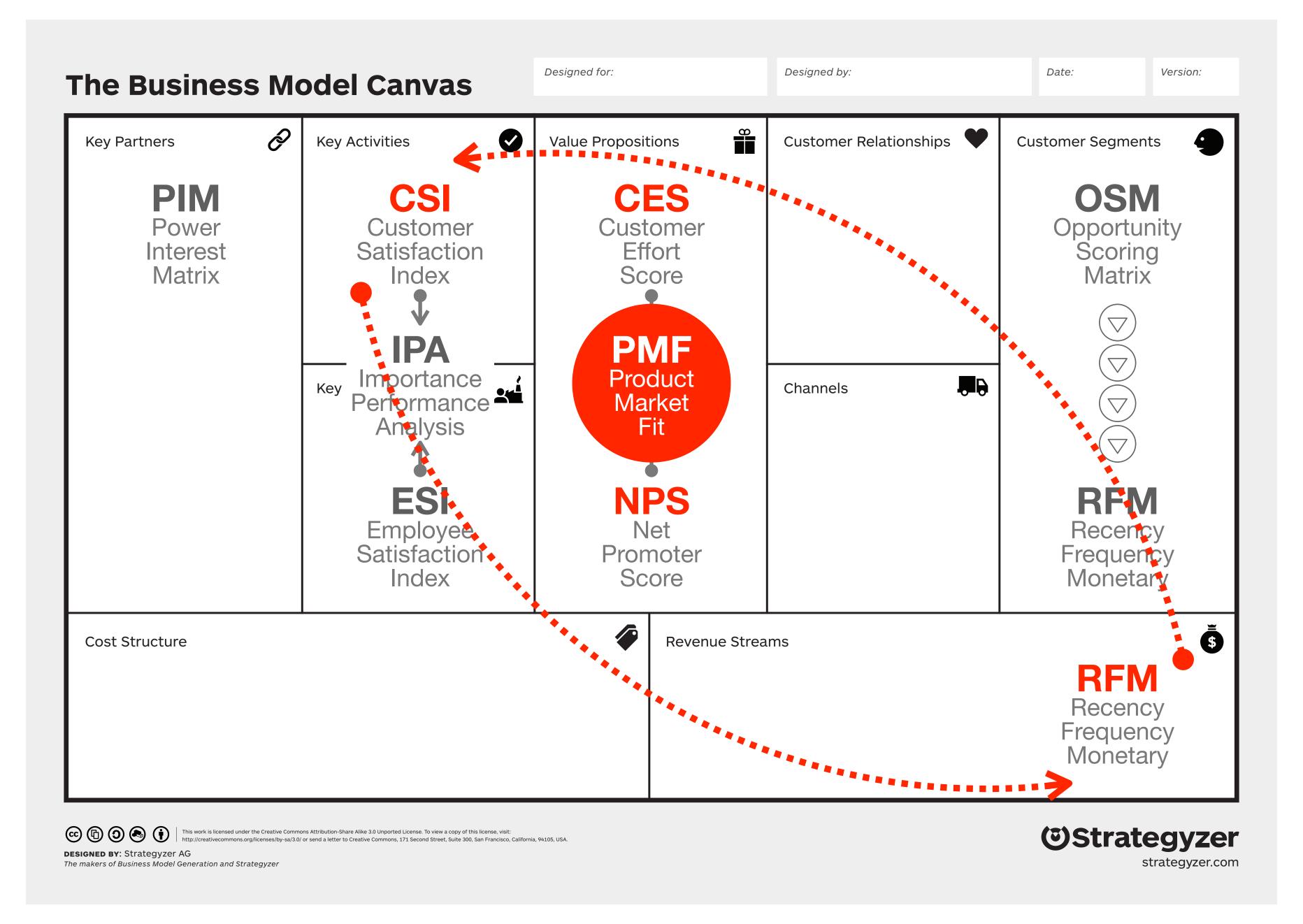












PRODUCT /SERVICE CONCEPT TESTING





facilitated by CoLAB, International Gastronomy Tourism Centre (iGTC)

In partnership with



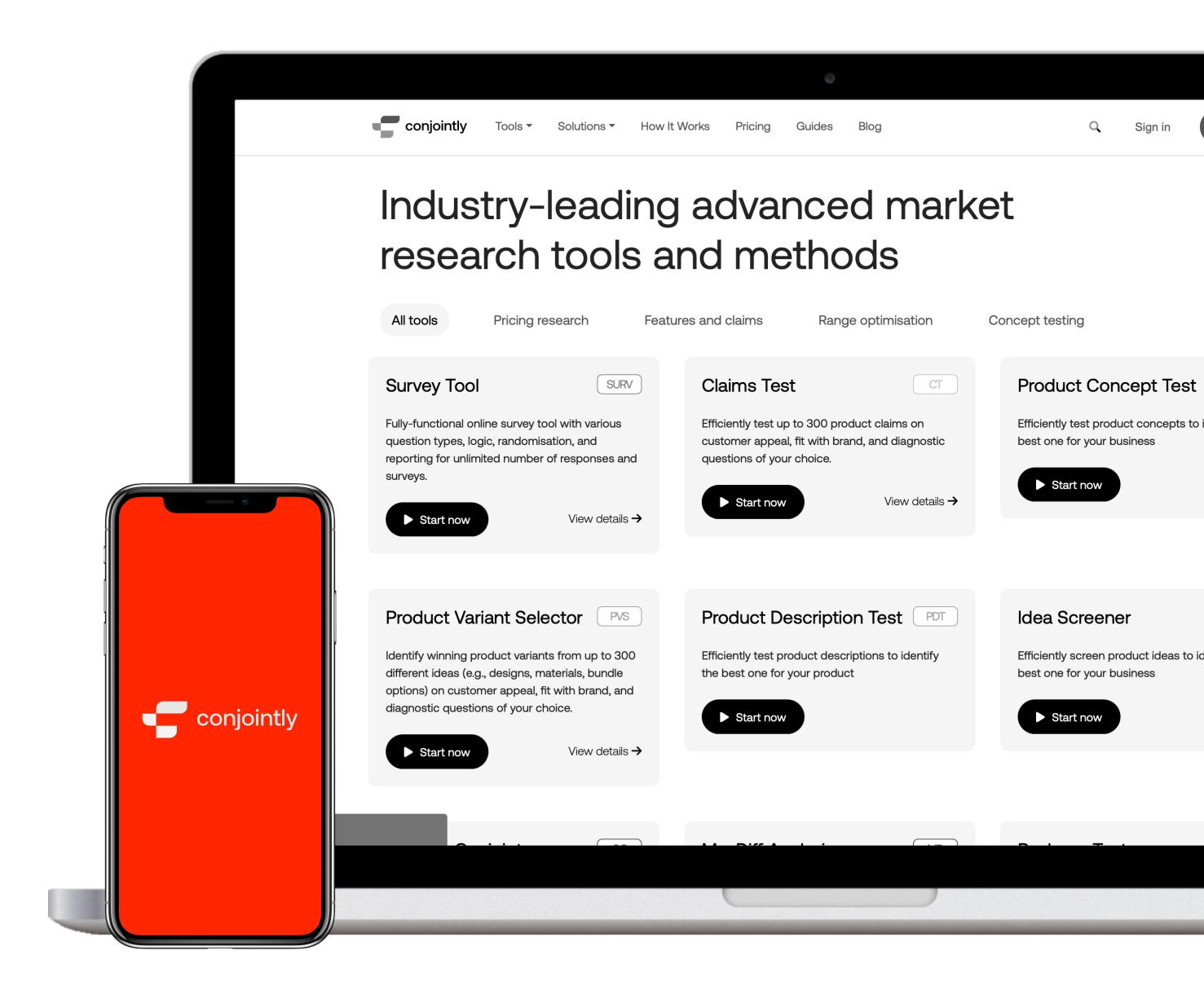




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CONCEPT TESTING

CHOICE BASED CONJOINT **USER** RESEARCH

Innovative Drinking Plant Based Protein

Concept Testing Survey



Powered





Which of the following Innovative Drinking Plant Based Protein would you choose?

Product A

Size	250 ml
Protein	32 g
Flavour	Chocolate
Price	THB 80

320 ml	200 ml
25 g	20 g
Strawberry	Banana
THB 95	THB 65
	<i>)</i> (

Product B

X None of the al

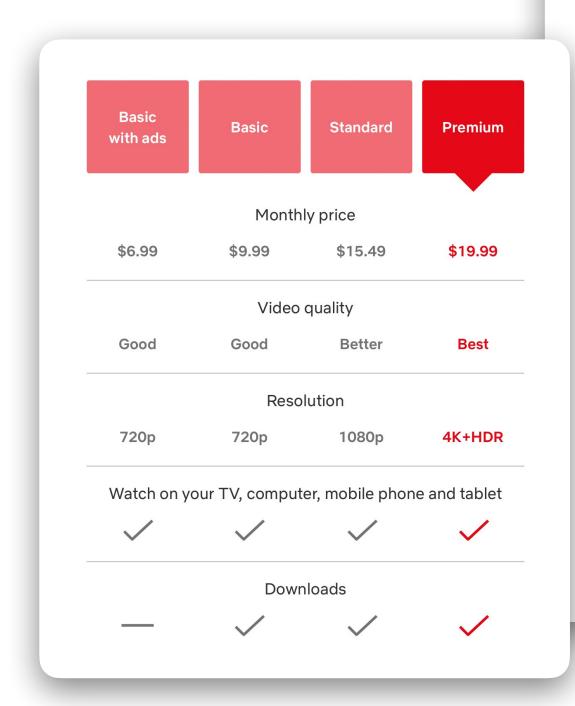
Go back

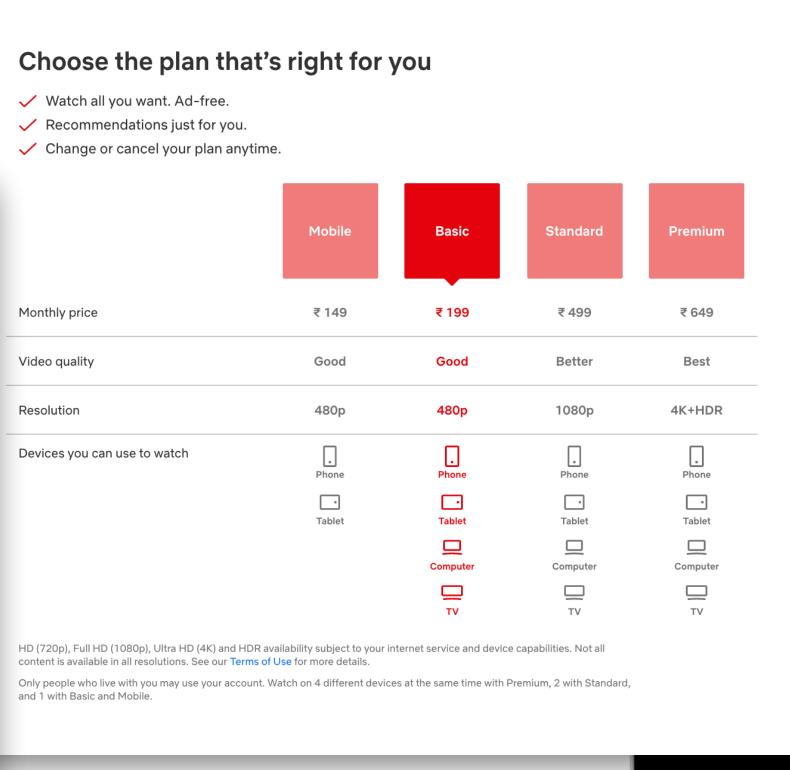




CONCEPT TESTING

Choice Based Conjoint





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