

## Custommerce Announces CINDEX - India's First Ever Customer Service Experience Index

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*Bangalore, July 15th 2009:* Custommerce, a nationally acclaimed thought leadership movement on customer centricity, today announced the release of the Custommerce Index, CINDEX, a measure of Customer Service Experience. With a rapidly growing economy, exploding consumerism and the growing importance of service as the only differentiating factor, CINDEX offers Indian businesses and consumers a measure to benchmark quality of service experience in the market. The Custommerce-Feedback Consulting survey focused on 4 services – Intra city Public transport (Train and Bus), Savings bank accounts and Mobile phone services.

The first Custommerce-Feedback Consulting survey focused on measuring consumer experience with services based on key outcomes like satisfaction, loyalty, advocacy, expectation fulfillment, ideal performance and value for money. The survey also measured satisfaction with relevant service parameters and extent of contacting the service organization for enquiry and problem resolution. Going forward, regular and deeper measures involving customer interaction experience with organizations is proposed.

Some key findings of the Custommerce-Feedback Consulting survey conducted with 2856 randomly selected mobile users across 15 cities (Delhi, Mumbai, Chennai, Kolkatta, Bangalore, Hyderabad, Ahmedabad, Lucknow, Pune, Nagpur, Bhopal, Bhubaneshwar, Chandigarh, Guwahati, Raipur):

- Barely 5.1% of respondents were able to recall a great service experience! This is reflective of a very low positive customer service experience among Indian consumers.
- Even among those expressing delight, the predominant recall was about people based interactions that one would expect as part of the normal service
- Clearly, customer centric service delivery among organizations in India has yet to take root
- Of the 4 services studied (public transport – within city bus and train; Mobile phone services and Savings Bank account), intra city bus transport fared the lowest in customer service experience
- The metro cities (barring Delhi) and Lucknow fared higher on bus service indicators
- Train services were understandably rated better in Kolkatta and Delhi due to the Metro. Mumbai scored low on the service experience in the suburban trains.
- In mobile services, a relatively 'smaller' operator like Aircel scored over the larger national players. The differences seem to be driven by lower network congestion, call drops and voice clarity.
- Savings account holders care most about statement accuracy and experience during deposits and withdrawals. The Private banks score over Public sector banks.

Custommerce will evaluate these and other key findings of the report and work with organizations on possible change strategies that will take them a step closer towards becoming truly Customer Centric.

"It is the mission of Custommerce to drive Customer Interaction Management (CIM) to create Customer Centric Organizations (CCO) and ultimately work towards a Customer Driven Economy (CDE)," said Mr. Ramesh Venkateswaran, Chairman Custommerce Board. "CININDEX is one such initiative that will help us engage closely with the industry and hopefully drive best practices to create more Customer Centric Organizations," he added.

### About Custommerce

Established in 2003, Custommerce is India's only dedicated forum on Customer Centricity. Far from being a management fad, refashioning business processes to align with customer's needs is critical to competitiveness today. As markets become more intensely contested, earning customer loyalty is perhaps the key arbiter of a company's success. The objective of conducting Custommerce is to highlight the benefits organizations can gain by improving and enhancing customer response. The forum attempts to identify challenges faced in customer interaction and provides possible strategies to achieve a customer-driven economy.

It has been conceived and incubated by Servion Global Solutions, a specialist in the Customer Interaction Management space.

For more information, visit [www.custommerce.org](http://www.custommerce.org)

### About Feedback Consulting

Feedback Business Consulting Services Pvt. Ltd. (Feedback Consulting) is a 24 year old research based consulting firm with over 100 executives operating across 4 offices in India. The Customer Feedback division focuses on Customer disposition studies – going well beyond conventional Customer Satisfaction (CSAT) studies.

For more information on Feedback Consulting, please visit [www.feedbackconsulting.com](http://www.feedbackconsulting.com)

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