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Statistics That Can Help You Gauge Customer Experience by [Julia Roger](#)

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Numbers provide a lot of answers especially to those who run their own business. Observing numbers and statistics can give you lot of clues about the customer satisfaction that you are providing. In fact, when you keenly follow numbers you can find the things which you are doing well in your business and what you are not doing well. For example, if you have operate a clothing brand and you find that you have a bug number of customers who do business the first time but are not returning back, it means there is something lacking in the quality of the clothes. Unless you follow statistics like that, you will be deluded about the high customer count but would not look at the low repeat count.

Similarly, if you find you get decent number of visits but the actual business,, it could be because of the customer experience which is not persuasive enough. It could be the rude behavior of the staff, the ambience, the display or a series of other things. Such a skewed ration could tell you that you are doing well to get attention but are attracting the wrong customers. In other words, the promotions are not in sync with the products you offer and customers come looking for something else, only to be disappointed.

There are other statistics too that may help you get valuable feedback. For example, you can look at the number of customers who do a lot of business with you and suddenly drop out after you change something. Getting their feedback is important to find out what had gone well earlier and what didnâ€™t go well later. Following analytical numbers over a period of time could give you an insight as to the things that are going well and also indicate issues, if any, in the way.

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