

# CUSTOMER CONFIDENCE SCORE™

Your Guide to Creating a Survey  
that Measures How Much Your  
Customers Trust You

by Shep Hyken



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## **BORING, BUT IMPORTANT!**

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# Introduction: What Is the CCS?



The Customer Confidence Score (CCS) is a simple, trackable metric that measures how much customers trust your company to “do what’s right.”

Think of this as the trust version of Net Promoter Score (NPS); one number that reflects confidence, reliability, and loyalty. NPS and other customer satisfaction metrics measure the experience, effort, and customer service. For companies that haven’t achieved high scores using traditional survey questions, the CCS metric will give you insight into your customers’ confidence in your company and its products. Anything other than a high CCS score means your company is at risk to losing business to the competition.

In addition to the main CCS question, other survey questions will provide you with further insights into how much your customers trust you.

# The Anchor Question

We want to measure how our customers feel about our consistency, reliability, and how we handle problems and complaints. An anchor question is the overarching question that gives us the best insight into how much our customers trust us. I am a strong advocate of a short two-question survey, where the second question is open-ended.

An example of a good anchor question:

*On a scale of 1–10, how much do you trust us to do what's right for you as a customer?*



# The Scoring System



Of course, a perfect “10” is what you strive for. Either customers trust you or they don’t. Anything less indicates customer confidence issues that are likely costing you business. However, there is a reason “9” is included in the Trust Champion category. Some people are reluctant to give a “10” (implying perfection) to any organization.

SCORE	CATEGORY	MEANING
9-10	Trust Champions	Deep confidence. They believe in you.
8	Trust Neutrals	Generally positive but not fully committed.
1-7	Trust Skeptics	Doubts about honesty, reliability, or fairness.

# A Score Is Just a Number



Even if you have a perfect score of 10, you want to know why. An open-ended question can give you more insights into what the customer is thinking and why they gave you that “number.” An example of a good open-ended follow-up question to a high score is:

**What’s the most important reason you gave us that score?**

This question keeps the answer focused, giving you the biggest driver of trust. But what if your score is anything less than a 10? Consider a different open-ended follow-up question:

**What’s one thing we could do to make us trust you more?**

Responses can be grouped into themes like reliability, honesty, recovery, or customer care. And these are short questions that don’t feel like a homework assignment. (Other examples of open-ended questions will be covered shortly.)



# Alternative Anchor Questions

Some of these questions are dependent on the type of business and industry you are in. Think of this as a thought-starter to help you come up with the appropriate questions for you and your customers.



## On a scale of 1–10,



how much do you trust us to do what's right for you as a customer?  
(Original Anchor)



how much do you trust us to deliver the same level of quality every time?



how confident are you that we'll deliver on our promises?



how confident are you that if something goes wrong, we will make it right?



how much do you trust us to be honest with you, even when we make a mistake?



to what extent do you feel we are transparent about our policies, pricing, and capabilities?



compared to other companies you buy from, how much do you trust us?

”

*Creating confidence through trust and consistency.*

# Additional Open-Ended Questions

Open-ended questions are great follow-ups to better understand why a customer gave you a particular score. Some of the questions below are appropriate for all responses, such as the original open-ended question from “A Score Is Just a Number.”

Other questions are appropriate based on the score the customer gave you. Again, these are thought-starters. Use these questions or come up with others that are more appropriate for your situation.



## For any score:

- What’s the most important reason you gave us that score?  
(Original Open-Ended Question)

## For a score of 9 or 10:

- Is there one thing we can do to make you trust us even more?
- Can you share an example of when we earned your trust?

## For a score lower than a 9:

- Is there something we can do to make you trust us more?
- What could we do to increase the score to a higher number?
- Is there something that happened that made you feel like you couldn't trust us the next time?

# How to Use It

<b>Track Trends:</b>	<b>Run surveys quarterly, semi-annually, or annually to monitor shifts in trust.</b>
<b>Segment Customers:</b>	<b>Compare CCS scores and group accordingly.</b>
<b>Spot Strengths and Weaknesses:</b>	<b>Group customers by scores and themes from open-ended questions.</b>
<b>React to Low Scores:</b>	<b>For any customer who rates you a "9" or less on your anchor question, consider a follow-up. (This is dependent on the type of business and the number of responses. Even an automated response that is personalized can be helpful.)</b>
<b>Benchmark Success:</b>	<b>Aim for continuous high scores and improvement.</b>

# Why It Matters



Trust drives loyalty, referrals, and forgiveness when mistakes happen.

The CCS gives leaders a simple number to help them define customer experience opportunities.

The CCS is a tool to create customer-focused conversations about earning and protecting trust. Customer loyalty requires trust!

**MOST IMPORTANT:** The CCS is more than a score. It's a signal. It tells you if customers believe in you – and if they'll be willing to say, "I'll be back!"

# FUN

Before we go, I want you to smile.  
Each week, I create a cartoon for my weekly newsletter.  
Below are some of my “Trust” cartoons.





**DON'T MISS OUT!**

Get your weekly cartoons when you subscribe to The Shepard Letter, Shep's weekly customer service and CX newsletter. (And it's free!)

# Resources

Below are a list of articles Shep Hyken has written related to trust and customer confidence:

- [The Trust You Build Today Makes Solving Tomorrow's Complaints Easier](#)
- [Eliminate the Trust Gap: Six Ways to Create Trust With Your Customers and Employees](#)
- [Three Simple Ways to Get Customers to Trust You](#)
- [How Much Do You Trust Your Customers?](#)
- [Do You Trust Your Customers? Do Your Customers Trust You?](#)
- [Do Your Customers Trust You This Much?](#)





**83%** of customers say that a great customer experience increases their trust in a company.

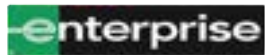
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**Download the  
State of Customer Service & CX  
TODAY (And it's free!)**

# About Shep Hyken

Shep Hyken is a customer service and experience expert, award-winning keynote speaker, researcher, New York Times and Wall Street Journal bestselling author, and the CAO (Chief Amazement Officer) of Shepard Presentations. Shep works with clients who want to create amazing experiences for their customers and employees. His articles have been read in hundreds of publications, and he is the bestselling author of eight books. He is recognized throughout the world as one of the leading experts in customer service and experience.

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