Centennial values customer service and is focused on delivering the *best customer experience*. In order to do this, we measure many different levels of customer satisfaction. For example,

General Satisfaction:
General satisfaction is the broadest measure of customer satisfaction. It is measured by asking customers to rate how satisfied they are with the organization. Customer Satisfaction and Net Promoter are two examples of general satisfaction metrics.

> **Customer Satisfaction (General Transactional)** – measures how well a product or service experience meets customer expectations. At Centennial, this is strictly a measure of the service experience.
>
> Centennial's Customer Satisfaction Question is '*How Satisfied were you with the service you received?*'
>
> **Net Promoter (General Relational)** – measures how likely someone would be to recommend services provided to a friend or colleague. This includes the time at which they first identified a need for services, all interactions, and their overall (relational) perception of their entire experience.
>
> Centennial's Net Promoter Question is '*How likely is it that you would recommend the service(s) provided to you by the City of Centennial to a friend or colleague?*'

Attribute Satisfaction:
To generate more specific and actionable data about customer attitudes it can be beneficial to ask about the satisfaction with a specific part of the experience, or an attribute. One example of a metric that uncovers attribute level satisfaction is Customer Effort.

> **Customer Effort (Transactional Attribute) –** is a more specific and diagnostic measure of customer attitudes, and it is used to ask about the satisfaction with a specific attribute or feature of service. In the case of Customer Effort at Centennial the specific attribute customers are rating is ease of use, or ease of doing business, during the most recent transaction.
>
> Centennial's Customer Effort question is '*To what extent do you agree with the following statement: The City of Centennial made it easy for me to handle my issue.*' Followed by '*What specific technologies, business processes and/or employee behaviors made doing business with the City easy or difficult?*'

Centennial Customer Satisfaction Resources
Centennial uses each of the metrics listed above to measure satisfaction. To learn about our customer satisfaction metrics visit the Customer Experience page on the intranet (cNet) which now includes links to two resources:

1. Net Promoter, Customer Satisfaction and Customer Effort - View graphs representing Centennial's real-time results for Net Promoter, Customer Satisfaction and Customer Effort.

2. City-wide Survey Summary - View the real-time Summary Report for the Customer Satisfaction Survey.
3. Customer Satisfaction by Department - Individual department pages also include links to real-time summary reports for their own departments and divisions.

Thanks for everything you do to make service at Centennial great for our customers! Keep up the good work!