COCORECO

Customer 360°

Extended sample report

FICTIONAL DATA · NO REAL CUSTOMERS

Fictional evaluation of a product and associated service at Example Company. Fifteen customers: five users, five buyers and five service customers. One optional internal reference is shown separately. The sample compares a fictional follow-up with a baseline using the same model and 15 customers per measurement. Groups are not individually paired.

Evaluate products and services from different customer perspectives. 96 questions across twelve domains show perceived value, differences in experience and priorities for improvement.

96 questions · 12 domains · 15 customers

Original items and translations are not psychometrically validated or normed. Results describe responding customers, not representative market research, a product audit or causation.

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Overall profile

n=15 | Scale 1-5 | Model customer-360-1.0

Invited: 15 | 100%

Read mean and spread together, alongside concrete work examples.



Fixed axis order. Compare domain scores, not radar area. D codes refer to the table below.

Mean and spread by dimension

Code / dimension	Mean	SD	n
D1 | Needs & outcomes	4.3	0.4	15
D2 | Product quality & usability	4.3	0.4	15
D3 | Service delivery & expertise	4.3	0.4	15
D4 | Accessibility & ease	3.4	0.4	15
D5 | Communication & clarity	3.4	0.4	15
D6 | Commitments & delivery	4.3	0.4	15
D7 | Support & resolution	2.4	0.4	15
D8 | Care & customer relationship	4.3	0.4	15
D9 | Price & perceived value	3.4	0.4	15
D10 | Transparency & trust	4.3	0.4	15
D11 | Feedback & improvement	3.4	0.4	15
D12 | Overall experience & next steps	4.3	0.4	15

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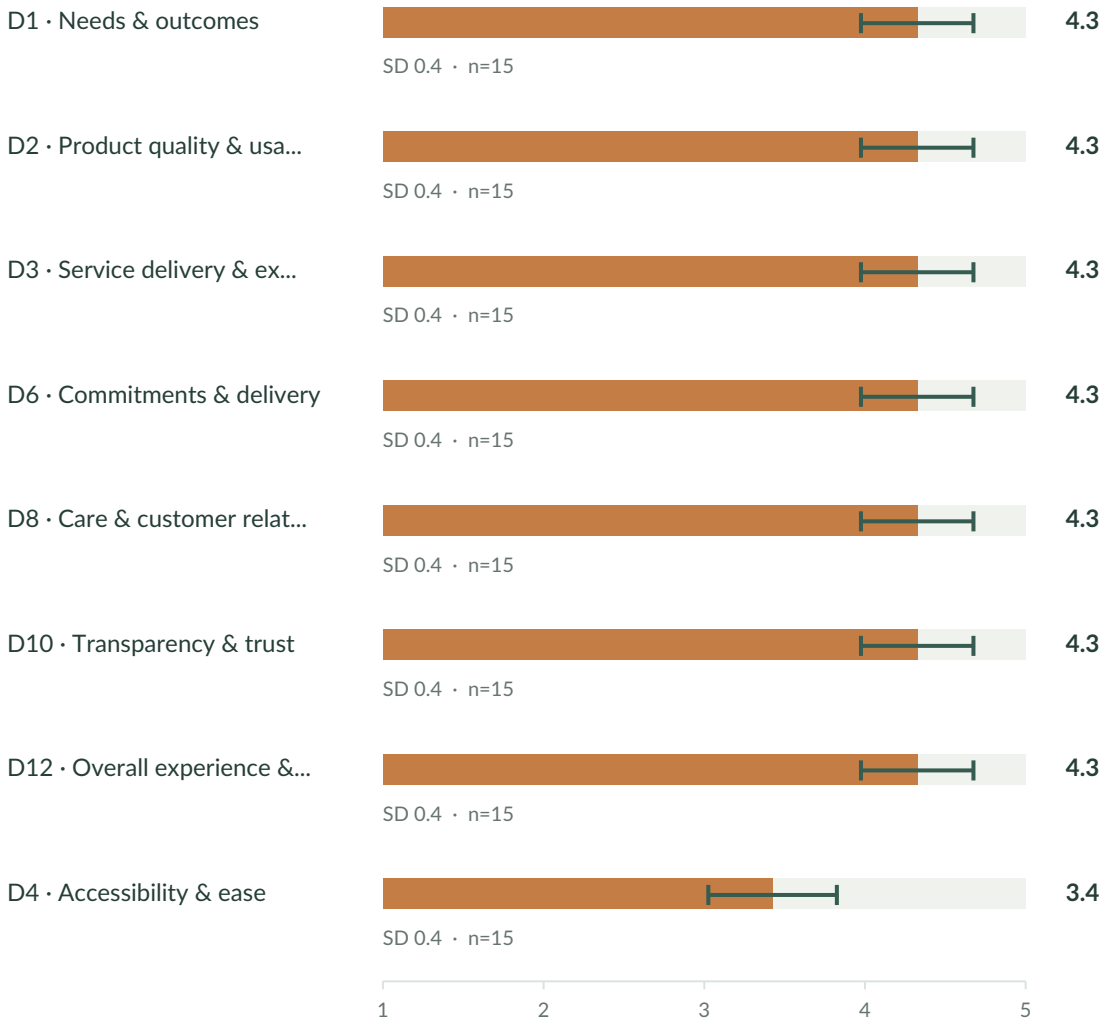
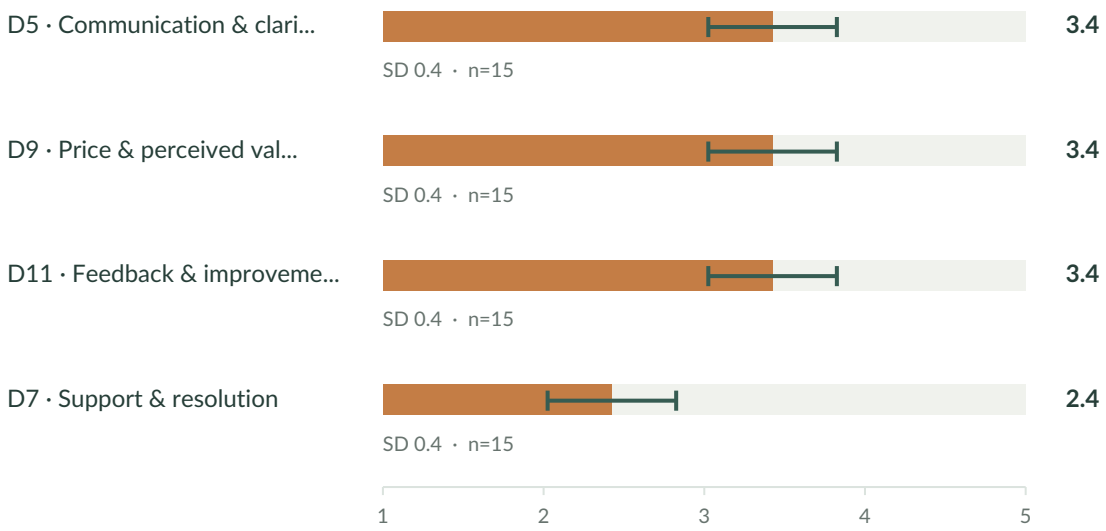
Strengths and development areas



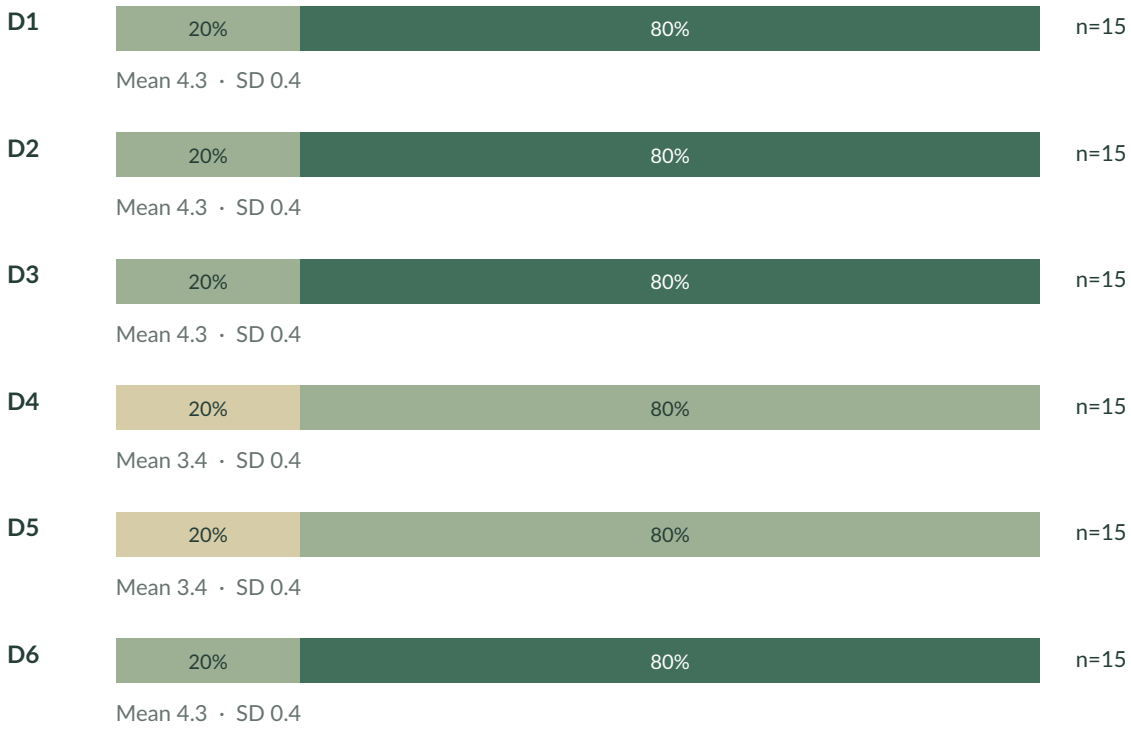
Extended report - continued

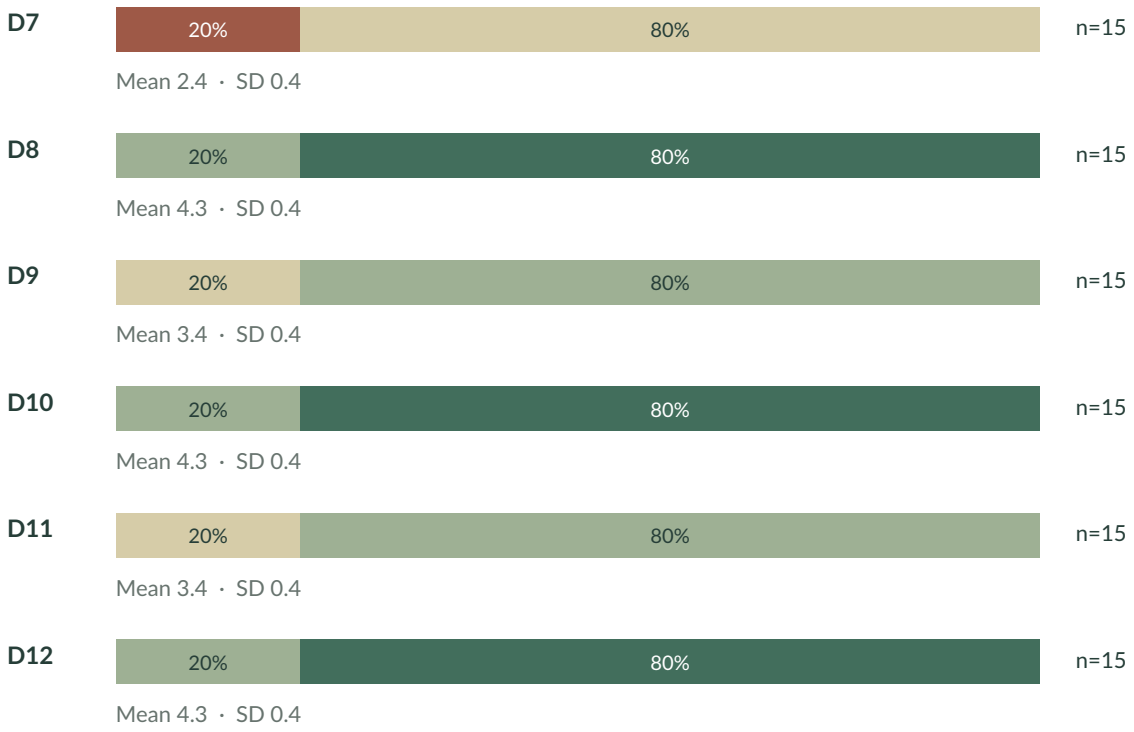


Descending means. Whiskers = mean +/- 1 SD, clipped to the scale; not a confidence interval or significance test. Relatively strong does not mean sufficient; low does not automatically mean a deficit.

Population SD of individual dimension means. Large spread can indicate different experiences. No individual results or identifying filters are provided.

Response distribution and spread





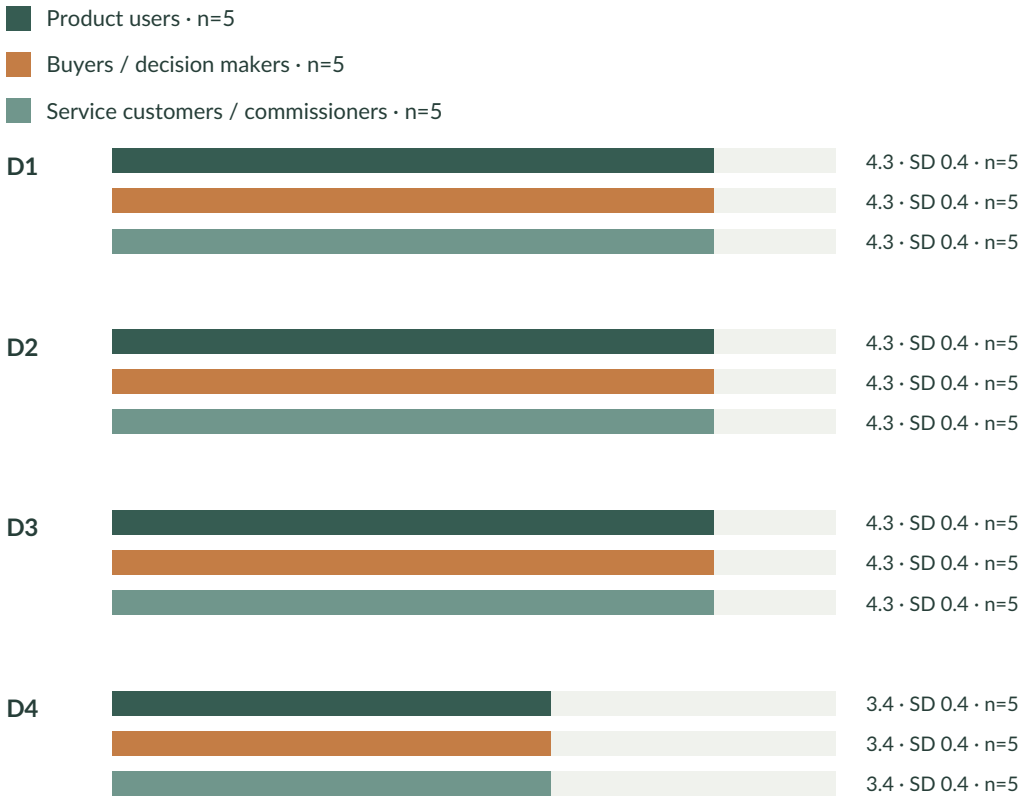
Five equal scale intervals. Each respondent dimension mean counts once; the upper endpoint belongs to the final interval.

Extended report - continued

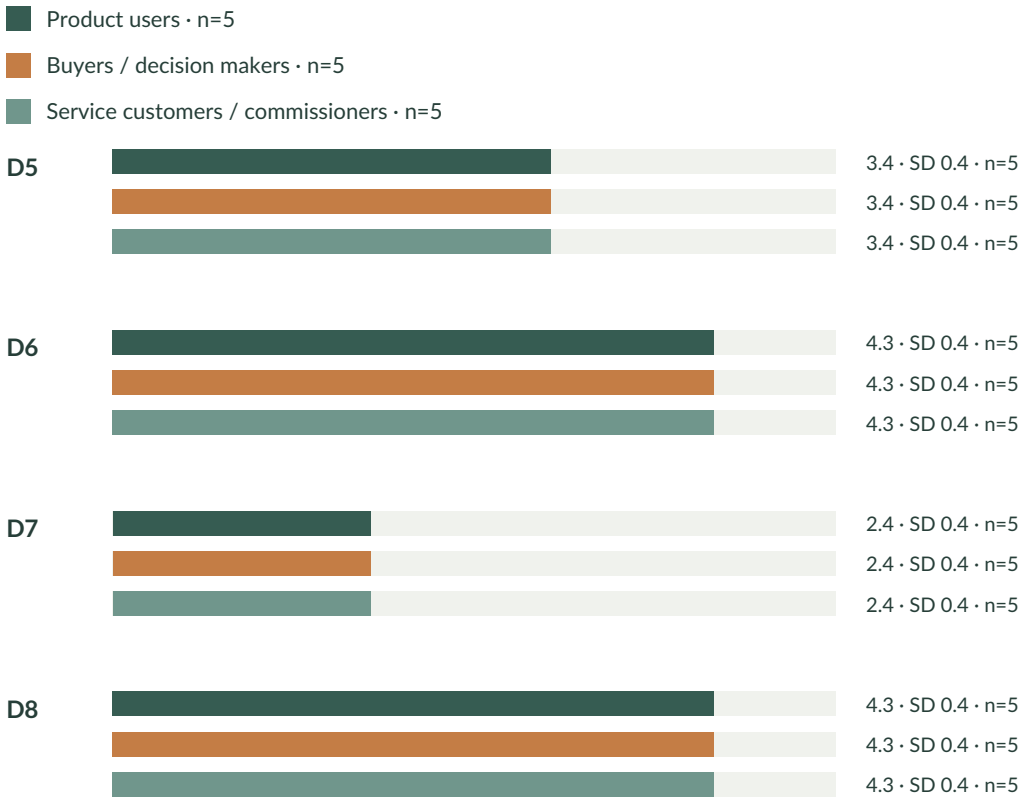
Dimension	1.0-1.8	1.8-2.6	2.6-3.4	3.4-4.2	4.2-5.0
D1	0	0	0	3	12
D2	0	0	0	3	12
D3	0	0	0	3	12
D4	0	0	3	12	0
D5	0	0	3	12	0
D6	0	0	0	3	12
D7	3	0	12	0	0
D8	0	0	0	3	12
D9	0	0	3	12	0
D10	0	0	0	3	12
D11	0	0	3	12	0
D12	0	0	0	3	12

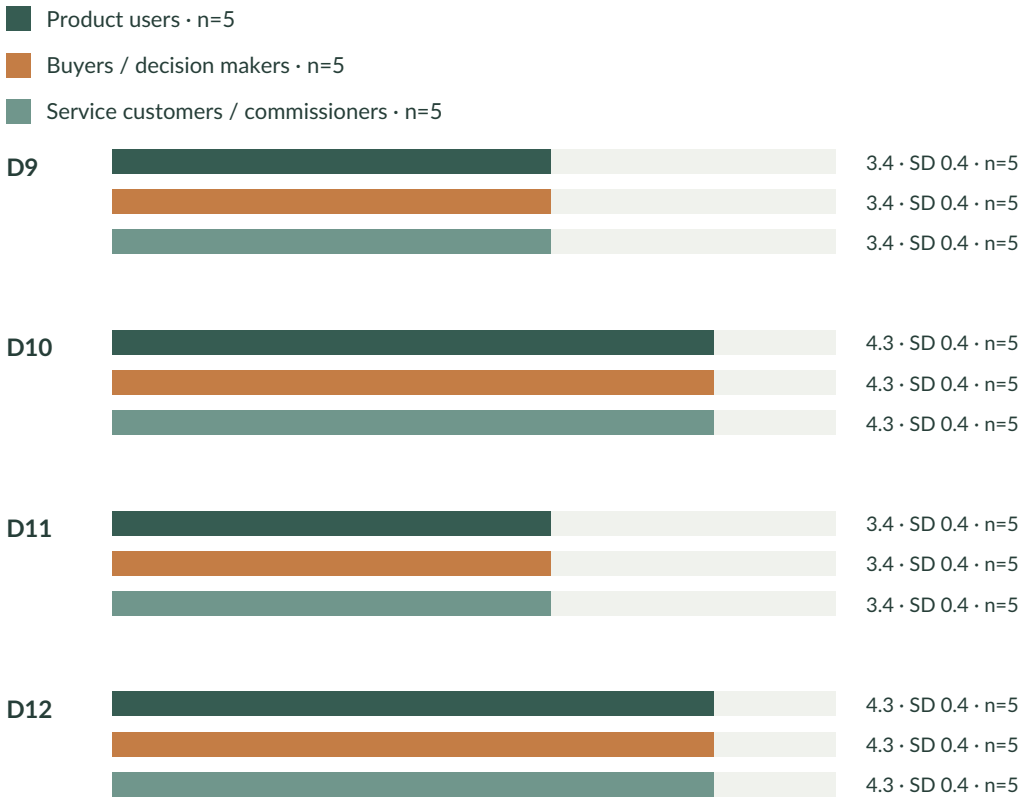
Different perspectives

At least 5 respondents per non-empty group and valid dimension. If one group is too small, the whole comparison is withheld.



Extended report - continued



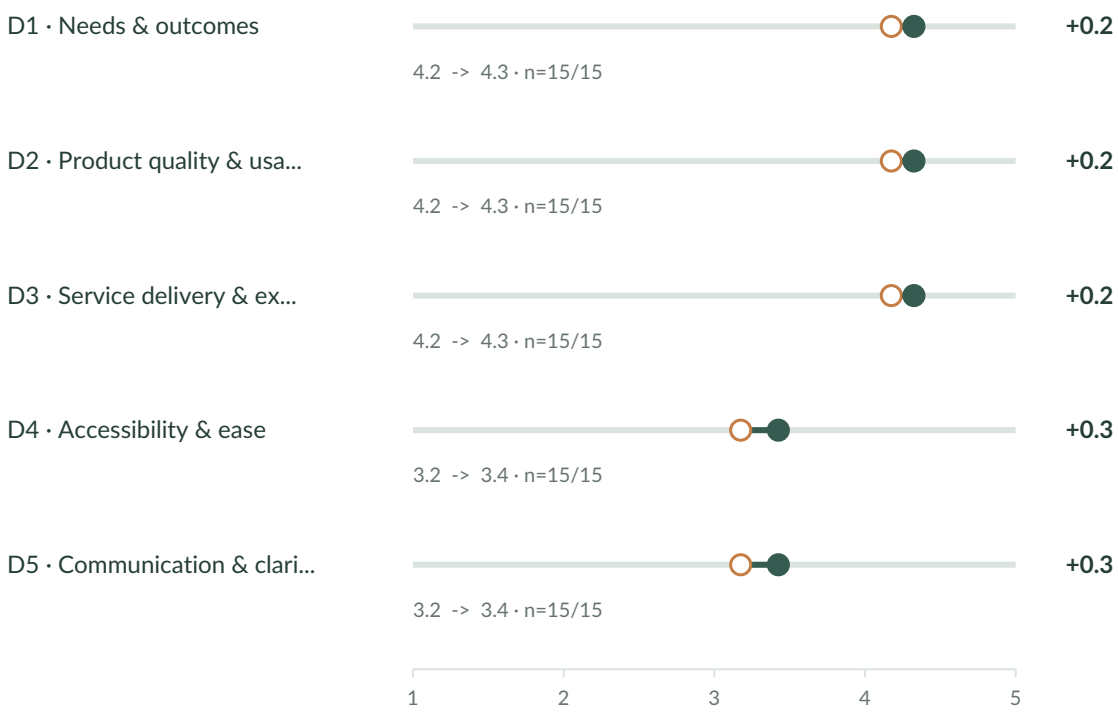


Group size alone does not guarantee complete anonymity. Avoid recognizable individual examples.

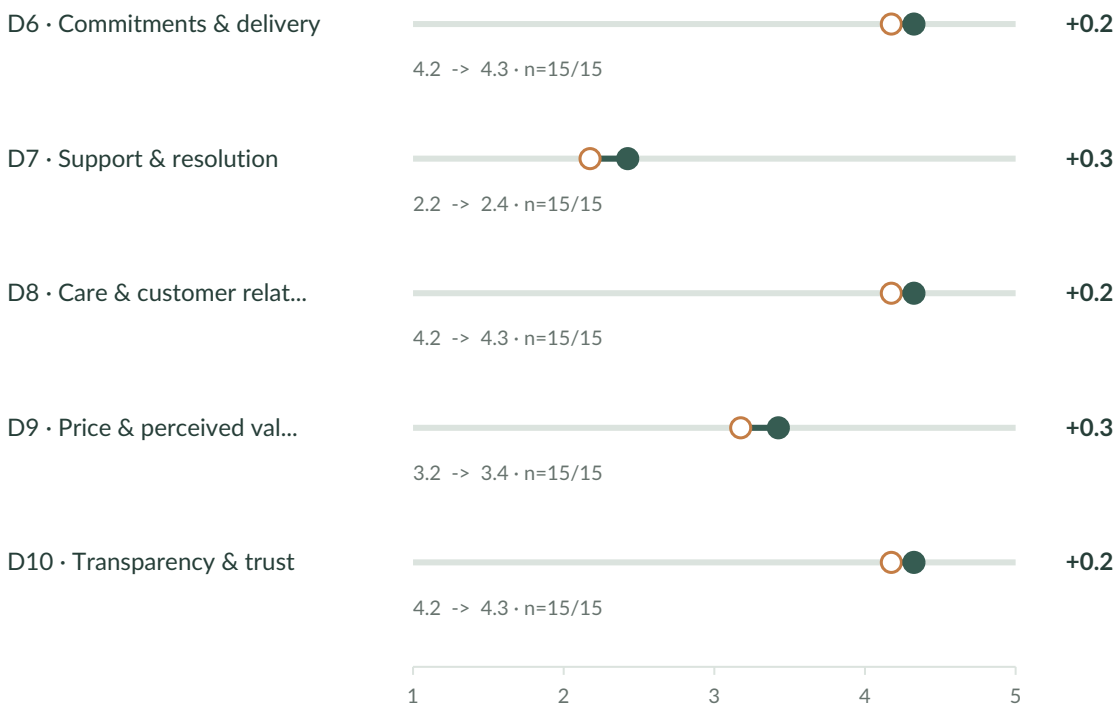
Progress

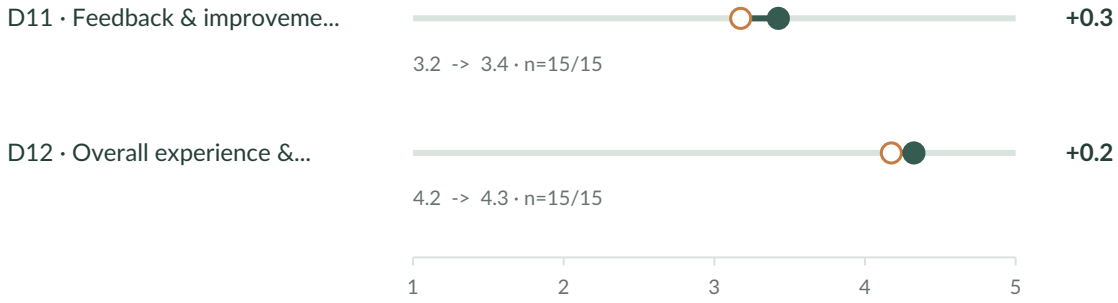
T0 | n=15 -> T1 | n=15

Open circle = baseline; filled circle = follow-up.



Extended report - continued





Extended report - continued

Theme	Baseline | Mean / SD / n	Follow-up | Mean / SD / n	Difference
D1	4.2 / 0.4 / 15	4.3 / 0.4 / 15	0.2
D2	4.2 / 0.4 / 15	4.3 / 0.4 / 15	0.2
D3	4.2 / 0.4 / 15	4.3 / 0.4 / 15	0.2
D4	3.2 / 0.4 / 15	3.4 / 0.4 / 15	0.3
D5	3.2 / 0.4 / 15	3.4 / 0.4 / 15	0.3
D6	4.2 / 0.4 / 15	4.3 / 0.4 / 15	0.2
D7	2.2 / 0.4 / 15	2.4 / 0.4 / 15	0.3
D8	4.2 / 0.4 / 15	4.3 / 0.4 / 15	0.2
D9	3.2 / 0.4 / 15	3.4 / 0.4 / 15	0.3
D10	4.2 / 0.4 / 15	4.3 / 0.4 / 15	0.2
D11	3.2 / 0.4 / 15	3.4 / 0.4 / 15	0.3
D12	4.2 / 0.4 / 15	4.3 / 0.4 / 15	0.2

Identical questions, translations, weights, reversals and scoring checked. Not individually matched. Composition, response and context can explain change. No proof of an equine-coaching effect.

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Priority matrix

Expected impact x feasibility, both 1-5. Judgments come from development dialogue, not scores or algorithmic predictions. Choose two or three themes.

Fictionally rated priorities for illustration.



Top right: high impact and feasibility. Orange: selected. Unrated: not plotted.

Extended report - continued

Theme	Expected impact	Feasibility	Selected
D1 | Needs & outcomes	3	2	-
D2 | Product quality & usability	4	2	-
D3 | Service delivery & expertise	4	3	-
D4 | Accessibility & ease	4	4	Yes
D5 | Communication & clarity	5	3	Yes
D6 | Commitments & delivery	3	4	-
D7 | Support & resolution	5	4	Yes
D8 | Care & customer relationship	2	4	-
D9 | Price & perceived value	3	3	-
D10 | Transparency & trust	4	5	-
D11 | Feedback & improvement	2	2	-
D12 | Overall experience & next steps	2	5	-

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From priority to action

1. Accessibility & ease

Specific behavior: Doorloop zelf één volledige klantreis en laat een klant hetzelfde doen. Tel onnodige stappen en herhaling. Schrap één stap en vraag of dit werkelijk eenvoudiger is.

Owner: Customer-process owner

Review date: 2026-11-23

Observable effect: Recheck the same experience with five customers and discuss concrete examples after two weeks.

2. Communication & clarity

Specific behavior: Herschrijf één klantbericht met resultaat, volgende stap, eigenaar en termijn. Laat drie klanten in eigen woorden uitleggen wat zij begrijpen.

Owner: Customer-process owner

Review date: 2026-11-23

Observable effect: Recheck the same experience with five customers and discuss concrete examples after two weeks.

3. Support & resolution

Specific behavior: Neem drie recente problemen door van eerste melding tot afronding. Wijs één eigenaar toe, formuleer een terugkoppeltermijn en vraag de klant expliciet of het opgelost is.

Owner: Customer-process owner

Review date: 2026-11-23

Observable effect: Recheck the same experience with five customers and discuss concrete examples after two weeks.

After two weeks, review visible changes and preserve what works. Repeat only with the same question and scoring model.

From domain to improvement

Needs & outcomes

Ask three customers about the desired outcome, their situation and one missing element. Adjust one promise and test it again.

Product quality & usability

With permission, observe three ordinary uses. Record errors, unclear instructions and rework. Improve one recurring obstacle and retest the same task.

Service delivery & expertise

For one service, define the minimum customer expectation, handover ownership and outcome checks. Test this across three assignments.

Accessibility & ease

Complete one full customer journey and ask a customer to do the same. Count unnecessary steps and repetition. Remove one step and check the effect.

Communication & clarity

Rewrite one customer message with the outcome, next step, owner and timing. Ask three customers to explain what they understand.

Commitments & delivery

Track commitments in one customer process for two weeks: date, owner, deviation and customer update. Improve one recurring cause of missed commitments.

Support & resolution

Review three problems from first contact to closure. Assign an owner, a response timeframe and explicitly ask whether the customer considers the problem resolved.

Care & customer relationship

Ask three customers to describe a moment when they did or did not feel heard. Practise one listening behaviour and check its effect at the next contact.

Price & perceived value

Compare one quote with the final outcome and invoice. Discuss value, gaps and unclear costs with the customer. Improve the explanation.

Transparency & trust

Choose three common promises or terms. Check what customers understand and compare with delivery. Clarify one gap without dressing it up.

Feedback & improvement

Choose a recurring customer need, test a small improvement and tell customers what changed. Check its effect on the same experience.

Overall experience & next steps

Compare the overall view with individual domains. Choose no more than two improvements with an owner and date. Reassess the same experience without assuming a link with revenue.

Method and sources

Scale 1–5, equal item weights. At least 6 of 8 answers and 5 usable customer responses per domain. Unable to assess is not zero. Mean, SD and n. Internal reference is optional and separate. No NPS or norms.

Original customer-experience domains informed by customer-journey research and customer-focused improvement. Not a SERVQUAL, NPS or ISO instrument or certification.

Original items and translations are not psychometrically validated or normed. Results describe responding customers, not representative market research, a product audit or causation.

Lemon & Verhoef (2016) · Understanding Customer Experience Throughout the Customer Journey

https://doi.org/10.1509/jm.15.0420

ISO · Quality management principles: customer focus and improvement

https://www.iso.org/iso/pub100080.pdf