

# Introduction to the Weighted Customer Satisfaction Score (WCSS) Formula

Assem Hijazi – Experience, Knowledge & Ideas

For companies, especially those working with large or high-value clients, regular customer surveys alone don’t *always* show the full picture of satisfaction. While these surveys give basic feedback, they often overlook important factors like how much revenue each customer contributes or the role of the person providing feedback.

That’s where the *Weighted Customer Satisfaction Score (WCSS)* formula comes in. The WCSS formula builds on standard customer satisfaction surveys by adding two factors: *Revenue Weight (RW)* and *Respondent Position Weight (RPW)*. This approach allows businesses to see not just how satisfied customers are, but also to understand the value of that satisfaction, focusing on clients who have a greater impact on business success.

## Formula main components:

| Component                         | Description                                                                             | Suggested Weights                                         |
|-----------------------------------|-----------------------------------------------------------------------------------------|-----------------------------------------------------------|
| Customer Satisfaction Score (CSS) | Base score from customer survey, reflecting satisfaction level.                         | Score out of 20                                           |
| Revenue Weight (RW)               | Weight based on customer’s revenue contribution, adding value for high-revenue clients. | < 1M = 1; 1M-5M = 5; 5M-10M = 7; 10M-20M = 10; > 20M = 20 |
| Respondent Position Weight (RPW)  | Weight based on the role of the respondent, with higher weight for strategic roles.     | Executive = 20; Line Manager = 10; Operational Staff = 5  |
| Total Maximum Score               | Sum of all weighted components (CSS + RW + RPW) to yield WCSS.                          | Max possible WCSS = 60                                    |
| Normalized WCSS                   | Converts WCSS to a percentage for consistent comparison.                                | Normalized WCSS = WCSS / 60                               |

## Why the WCSS Formula is Useful

This formula gives a detailed view of customer satisfaction that goes beyond just numbers.

A high WCSS score shows not only that customers are satisfied, but that high-value or influential clients feel positively about the company.

Conversely, a low WCSS score from a high-value or high-ranking respondent suggests a need for attention and improvement.

By weighting satisfaction with both revenue and respondent position, the WCSS formula enables businesses to make customer feedback a strategic tool, identifying which relationships are most crucial and ensuring resources are focused on enhancing satisfaction where it matters most.

# How the WCSS Formula Works

## 1. Core Variables and Weights Explained

### 1. Customer Satisfaction Score (CSS):

- This score comes directly from your survey, where customers rate their satisfaction, typically on a scale from 0 to 20. The CSS is the baseline satisfaction score but doesn't yet factor in revenue impact or respondent influence.

### 2. Revenue Weight (RW):

- This factor adds a weight based on how much each customer contributes financially. Customers who spend more have a bigger impact on business success, so their feedback is weighted more heavily.
- **Suggested Revenue Weights:**
  - Less than 1 million: Weight = 1
  - 1 million to <5 million: Weight = 5
  - 5 million to <10 million: Weight = 7
  - 10 million to <20 million: Weight = 10
  - More than 20 million: Weight = 20
- **Why It Matters:** By weighting customer satisfaction based on revenue, the formula aligns customer satisfaction insights with business impact.
- For example, a high CSS from a high-revenue client signals they're both satisfied and valuable to retain.

### 3. Respondent Position Weight (RPW):

- This weight adjusts the score depending on the respondent's role within their company. For example, feedback from executives is often more strategic, representing the overall client's viewpoint, so it receives a higher weight.
- **Suggested Position Weights:**
  - Executives: Weight = 20
  - Line Managers: Weight = 10
  - Operational Staff: Weight = 5
- **Why It Matters:** Prioritizing feedback from senior roles helps companies focus on insights that are likely to impact the whole business relationship. For instance, a positive score from an executive might indicate stronger overall satisfaction, whereas feedback from operational staff might reflect day-to-day satisfaction.

### 4. Maximum Possible Scores:

- Each factor (CSS, RW, and RPW) has a maximum score of 20, so the highest total WCSS score possible is 60. This ensures that each element has an equal chance to influence the final score.

## 2. Constructing the WCSS Formula

### 1. Calculating WCSS per Customer:

- The WCSS formula combines these three factors (CSS, RW, and RPW) into a single score:

$$\text{Weighted CSS} = \text{CSS} + \text{RW} + \text{RPW}$$

- **Example Calculation:** Let's say a client's CSS is 15, their revenue weight (RW) is 10 (for contributing 10-20 million), and the respondent is an executive with an RPW of 20.

$$\text{Weighted CSS} = 15 + 10 + 20 = 45$$

- This WCSS of 45 indicates high satisfaction from a valuable and influential customer.

### 2. Normalized WCSS (Percentage per Customer):

- To turn the WCSS into a percentage, divide by the maximum score of 60:

$$\text{Normalized WCSS} = \text{Weighted CSS} / 60$$

- **Explanation:** This normalization step allows for consistent comparison across different customers, as it puts all scores on a standard scale. For instance, a normalized score of 0.75 or 75% from a high-revenue client would indicate relatively high satisfaction.

## 3. Calculating WCSS for Groups of Customers:

1. To see the satisfaction level across a group of customers, multiply the WCSS by the number of customers in that group:

$$\text{Total WCSS for Group} = \text{Weighted CSS} \times \text{Number of Customers}$$

- **Why This Helps:** Grouping WCSS scores allows companies to see patterns in customer satisfaction among different customer segments. For instance, it can highlight whether certain high-revenue segments are more satisfied or if specific roles (e.g., executives across multiple clients) show higher or lower satisfaction.