

CUSTOMER EFFORT SCORE (CES)

Original Design Iceberg companion. Define the situation and keep evidence separate from assumptions. Add a sheet when the scope needs more space.

01 / BOUNDARY

What contact or request is rated?

02 / VERSION

Exact wording, scale and score direction.

03 / INVITATION

Timing, eligibility and unresolved cases.

04 / DISTRIBUTION

Counts by rating and declared summary calculation.

05 / WORK ACCOUNTS

What made the interaction easy or difficult?

06 / CHANNELS

Repeated contact, repeated information and coordination.

REVIEW & DECISION

Original Design Iceberg companion. Interpret the work, record its limits and agree a next action with an owner and a review point.

01 / REMOVED WORK

Which burden would the intervention remove?

02 / TRANSFERRED WORK

Who performs it instead, and with what capacity?

03 / COMPLETION

Can the person still reach a reliable outcome?

04 / RECOVERY

Who notices and repairs a failed handover?

05 / COMPARABILITY

Are question, timing and invitation unchanged?

06 / NEXT ACTION

Owner, evidence and review condition.