



Customer Satisfaction Dashboard – Summary Report

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Data Period: 01 Aug 2023 – 31 Aug 2023

1. Overview

This dashboard provides a performance snapshot of customer support operations across multiple channels and categories.

It tracks **ticket volumes**, **customer satisfaction (CSAT)**, **Net Promoter Score (NPS)**, and **response time** to identify service strengths and improvement areas.

2. Key Metrics

- Total Tickets: 86K** – Overall volume of customer cases handled.
- Average CSAT Score: 4.24 / 5** – Indicates generally high satisfaction.
- NPS Score: 67.89%** – Strong customer loyalty, with the majority as Promoters.
- Average Response Time: 0.60 sec** – Very fast first-response rate.

3. Key Insights

- Ticket Volume by Category**
 - Highest cases from **Returns** and **Order Related** categories.
 - Lowest volumes from **Onboarding** and **App/Website** categories.
- NPS Distribution**
 - Promoters:** 82.46% (71K tickets) – Highly satisfied customers.
 - Passives:** 14.57% (13K tickets).
 - Detractors:** Minimal, indicating strong positive perception.
- Channel Performance**
 - Outcall** has the highest average CSAT.
 - Email** lags behind, indicating possible improvement in asynchronous support quality.
- Geographical Spread**
 - Customer interactions span multiple cities, with visible clusters in urban centers (map visualization).

4. Recommendations

- Focus on Returns & Order-Related Categories:** These have the highest ticket volumes; process optimization could reduce load.

- **Improve Email Support:** Training or faster follow-ups may raise CSAT in this channel.
 - **Leverage Outcall Strength:** Practices from this channel could be replicated to other channels.
 - **Continue Fast Response Times:** Maintaining sub-second response speed is a competitive advantage.
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5. Conclusion

Overall customer sentiment is **strong** with a high NPS and good CSAT.

Strategic improvements in **high-volume problem categories** and **lower-performing channels** could further enhance loyalty and reduce support demand.