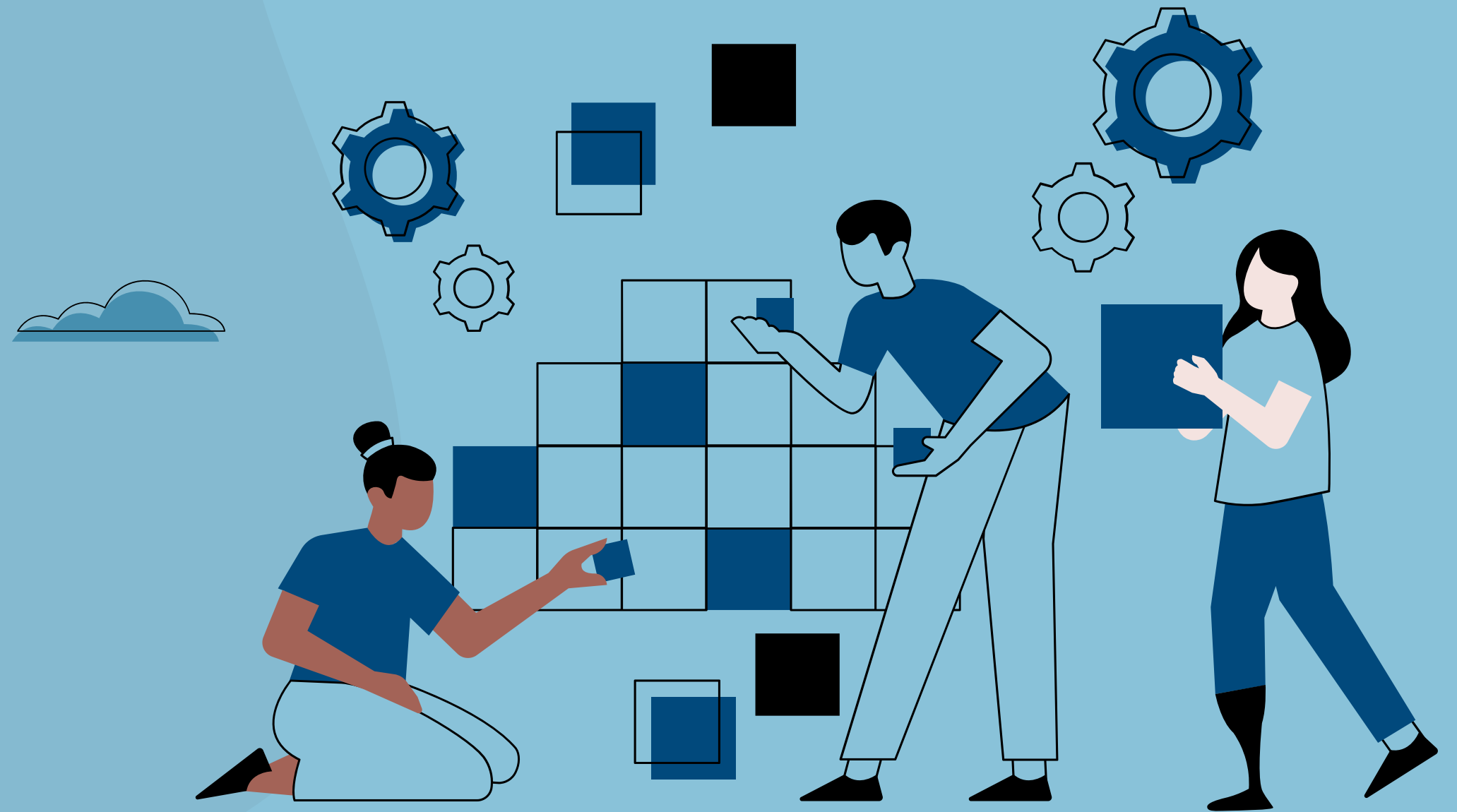


Customer Satisfaction Report - Jun 2025

Power BI Portfolio Project

2025 Jun

Presented by Rafah
Alghanmi



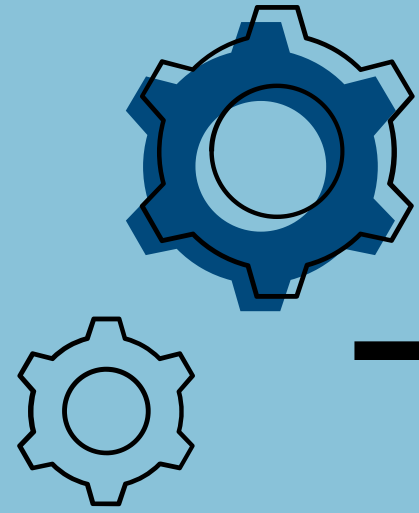


Table of content

This is the material point that will be delivered in the presentation.

01 Objective &
Tools

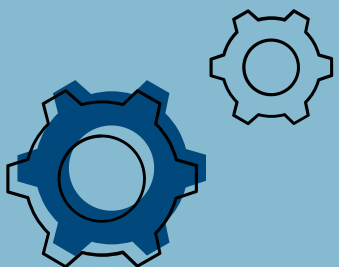
02 Overview

03 Satisfaction
Analysis

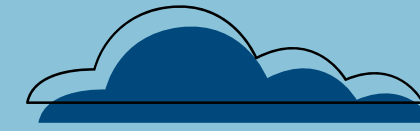
04 Time &
Performance

05 Suggestions
& Feedback

06 Key Insights &
Recommendation



Objective & Tools



Objective: Understand customer satisfaction trends to identify strength and improvement areas in service quality.



Tools Used:

- Power BI
- Excel
- Power Query
- Microsoft Forms



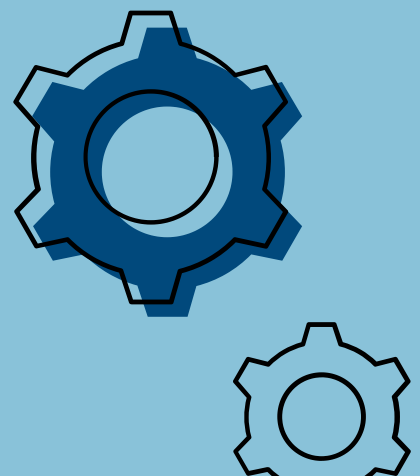
Data Source:

collected from 50 survey responses via Microsoft Forms including satisfaction ratings, feedback and timestamps.



Dashboard Pages :

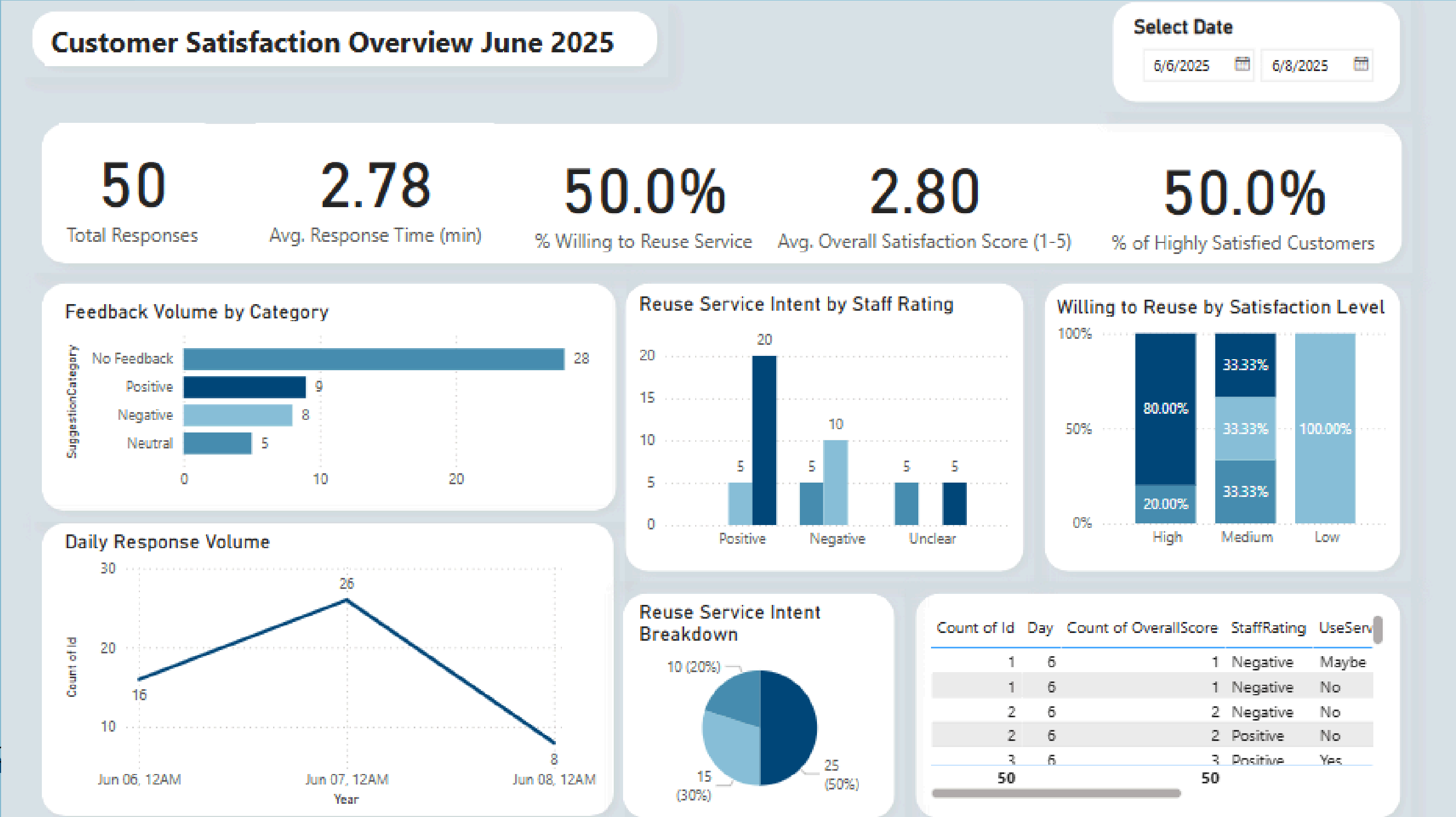
- Overview
- Satisfaction Analysis
- Time & Performance
- Suggestions & Feedback



Overview Analysis

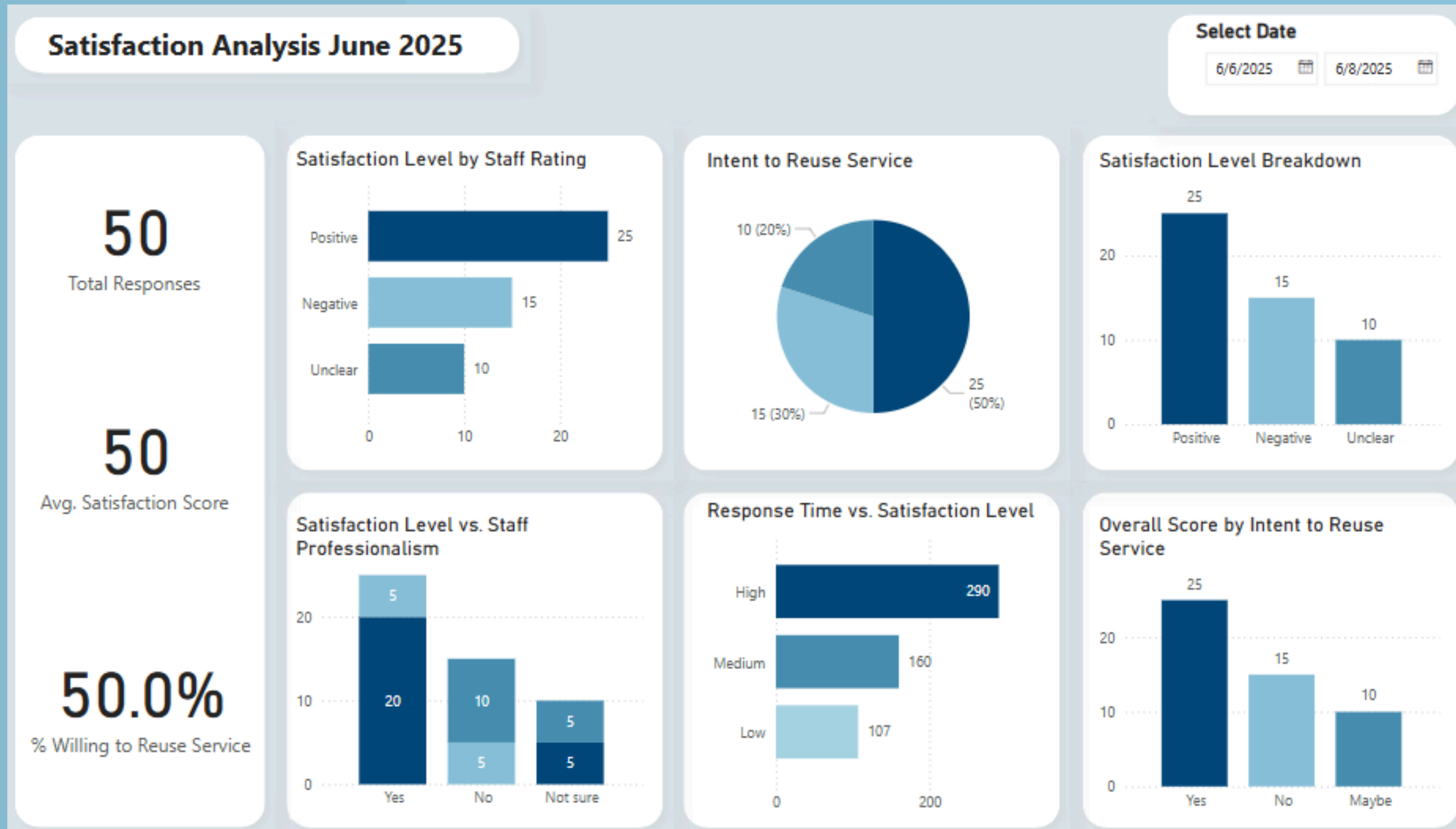


Insights: Despite moderate response times and average satisfaction scores, only half of the customers are willing to reuse the service indicating room for service quality improvements and a potential disconnect between experience and loyalty.



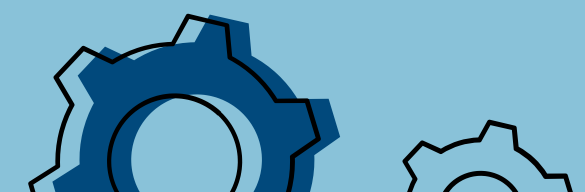
Satisfaction Analysis

Insights: Although most respondents gave positive ratings to staff professionalism, only 50% are willing to reuse the service. This indicates a potential gap between satisfaction and trust/loyalty, which may reflect inconsistency, unmet expectations or lack of follow-up



Key Observations:

- High ratings for staff, yet only half would reuse the service.
- Potential trust or consistency issue.
- Satisfaction score may not reflect long term loyalty
- Deeper analysis needed into what's causing hesitation.



Time & Performance

Insights: Faster response times clearly lead to higher satisfaction and willingness to reuse the service highlighting responsiveness as a key driver of customer trust.

Time & Performance June 2025

Select Date

6/6/2025

6/8/2025

26

Total Responses (with Time Data)

2.78

Avg. Response Time (min)

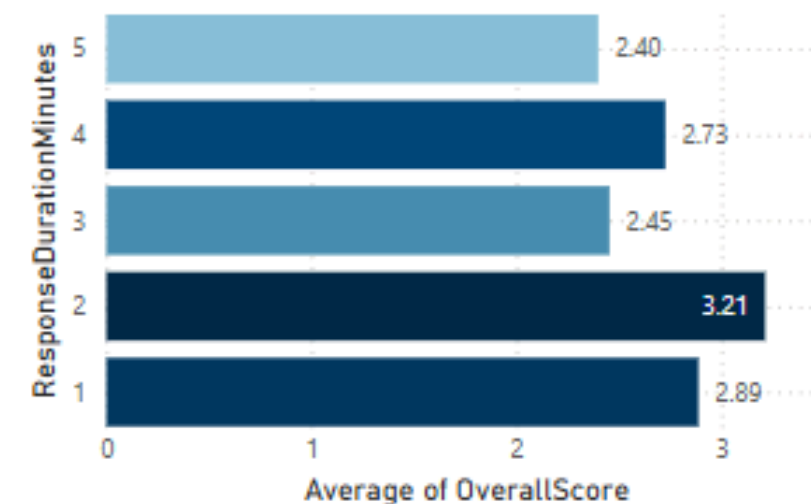
1

Fastest Response (min)

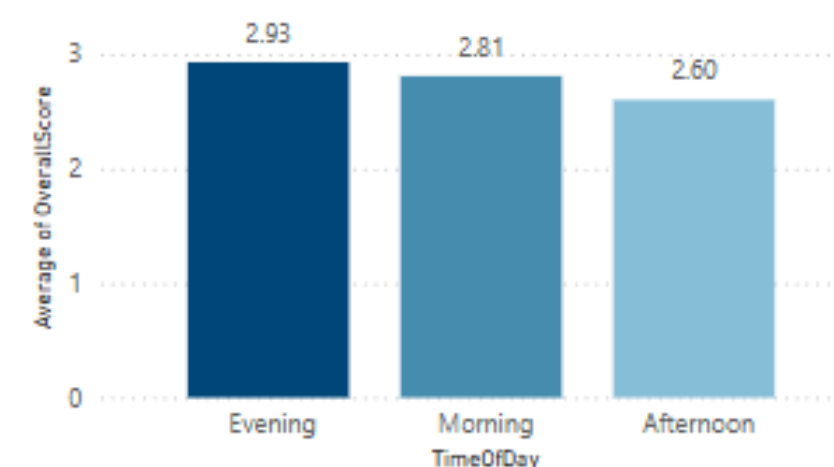
5

Slowest Response (min)

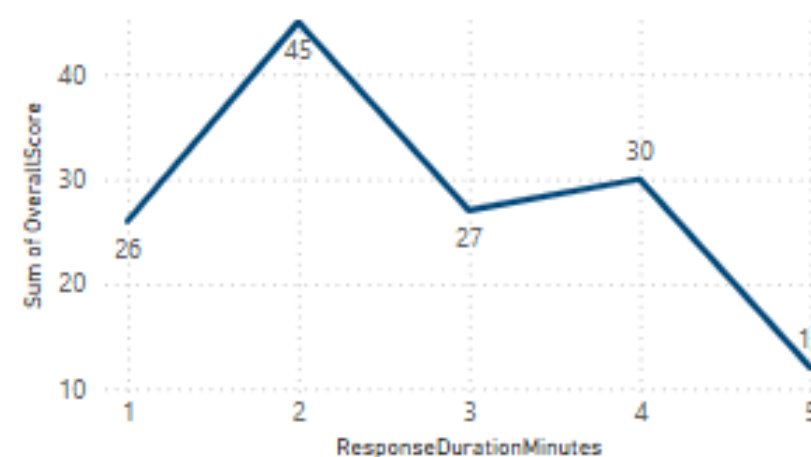
Avg. Satisfaction by Response Time



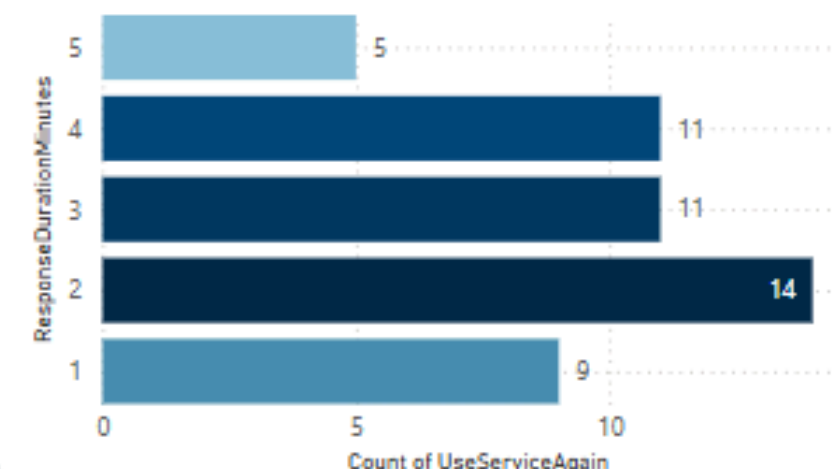
Avg. Satisfaction by Time of Day



Total Satisfaction Score by Response Time

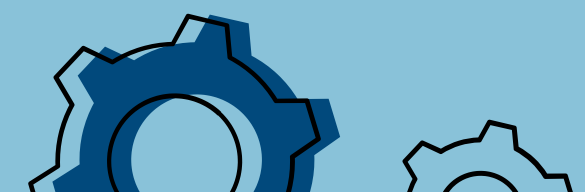


Wiling to Reuse Service by Response Time



What this tells us:

- Clients expect fast responses
- Delays may hurt loyalty
- Consider auto replies or FAQ bots



Suggestions & Feedback

Insights: The majority of suggestions focused on response time and service clarity, indicating operational delays and communication gaps. Negative experiences were often tied to unclear processes or lack of updates, highlighting areas for process improvement.

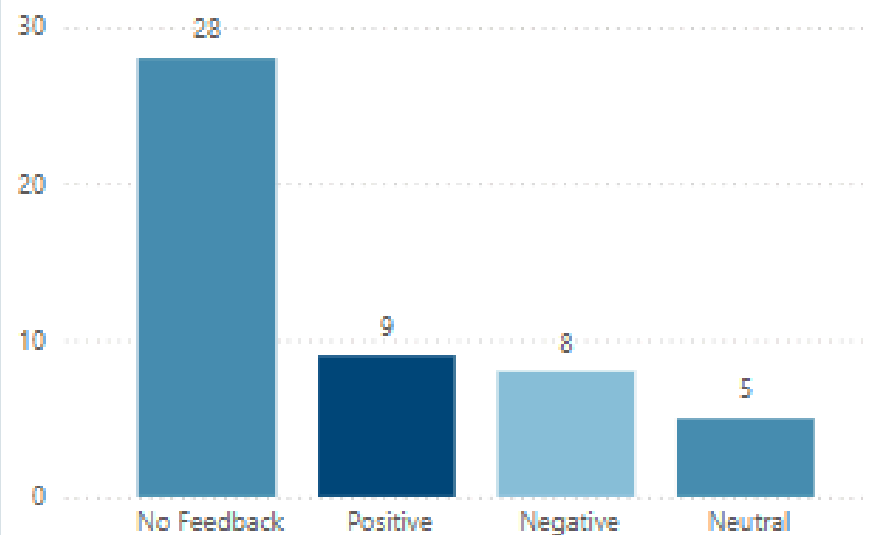
Customer Feedback & Suggestion June 2025

Select Date

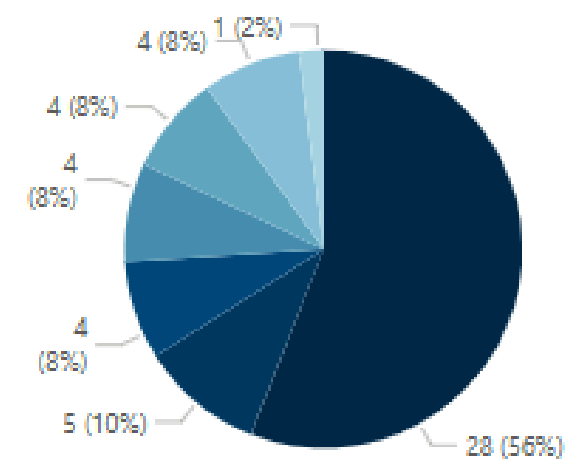
6/6/2025

6/8/2025

Suggestions by Type



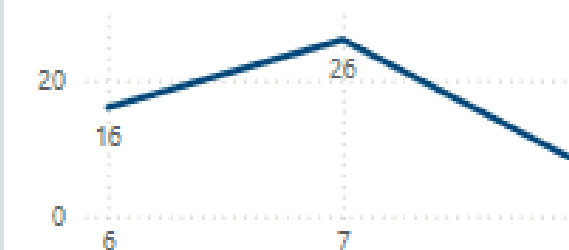
Most Frequent Suggestions



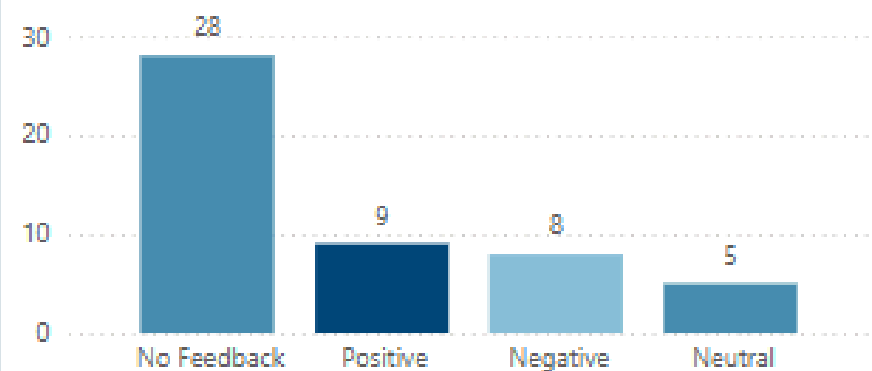
50

Total Responses

Total Responses by Day



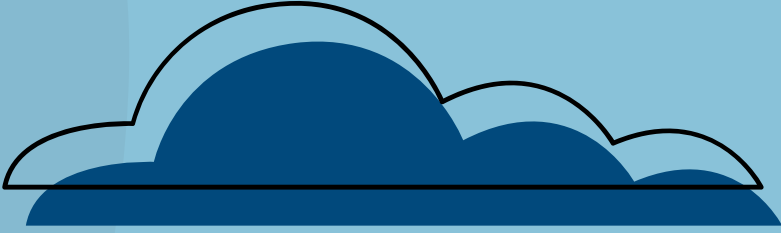
Customer Experience per Feedback Type



Id	Day	Suggestions	Feedback Type	Experience Rating (1-5)
1	6	Everything was organized and clear	Positive	5
2	6	No suggestions	No Feedback	4
3	6	Staff training	Neutral	3
4	6	No suggestions	No Feedback	4
5	6	Very bad	Negative	2
6	6	No suggestions	No Feedback	4
7	6	Everything was organized and	Positive	5

Key Observations:

- Most suggestions related to speed and clarity, showing clear service bottlenecks
- Negative experiences were linked to lack of follow-up or unclear steps
- Suggestion trends align with low willingness to reuse, especially on days with peak volume
- Actionable feedback exists improving response systems can directly enhance satisfaction
- Tracking suggestions by day helps identify peak service failures



Key Insights

2.

Slow response time emerged as a major contributor to negative feedback, pointing to service bottlenecks.

4.

Satisfaction does not necessarily translate into long term trust or repeat behavior.

1.

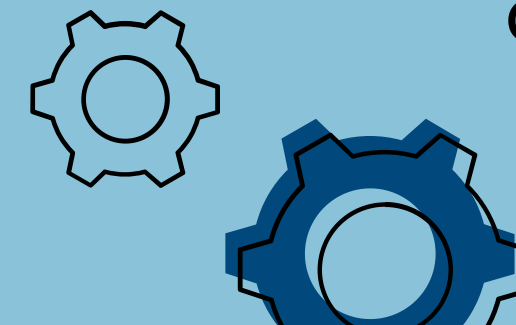
High satisfaction scores for staff professionalism, yet only 50% would reuse the service indicating a trust or loyalty gap.

3.

Most suggestions were related to communication clarity and update frequency, revealing operational weaknesses.

5.

Service experience fluctuated based on response time and time of day highlighting inconsistency.



Recommendations



Improve response time through better resource allocation or automation.



Establish a clear, consistent update system to keep users informed throughout the process.



Enhance staff training on proactive communication and expectation management.



Analyze peak service failure times and redistribute workload accordingly.



Develop a follow up mechanism targeting users who show hesitation to reuse the service.



Implement feedback tracking dashboards for continuous process monitoring.

Thank You

Thank you for your time and attention.

This analysis reinforces the importance of responsiveness, transparency, and continuous improvement in building customer trust.

I'm happy to answer any questions or discuss next steps.



Rafah Alghanmi



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