Customer Satisfaction Dashboard
Waltham Forest ServiceStore

Filter by Year and Month
All

Overall Rating
★★★★★
4.57 / 5.00

Business Response Rate
98.38%

Business Response Time
2.89

Feedback Category Distribution
Negative 8.32%
Neutral 2.64%
Positive 89.05%

Customer Satisfaction Trends by Month
3.6 — 4.9 — 5.0 — 4.5 — 4.3 — 4.7 — 4.5 — 4.4 — 4.6 — 4.5
Jul 2023 | Oct 2023 | Jan 2024 | Apr 2024 | Jul 2024 | Oct 2024

Response Time by Rating
1.92 (1) | 3.20 (2) | 2.83 (3) | 3.00 (4) | 2.97 (5)

Negative Feedback
service time

Negative Feedback Titles
service

Positive Feedback Titles
water service butt sayed

Positive Feedback
professional friendly water butt service garden sayed job helpful polite installed excellent efficient

Key Insights and Trends from Customer Satisfaction Analysis

Overall Performance:

- **Average Rating:** 4.57, indicating a generally **high level of satisfaction** among customers.

Business Responsiveness:

- **Response Time**: An average of 2.89 days, showing **timely communication**.

- **Response Rate**: Exceptional at 98.78%, highlighting the **company's commitment to addressing reviews**.

Feedback Distribution:

- **Positive Feedback**: 89%, showcasing a predominantly **satisfied customer base**.

- **Negative Feedback**: 8.35%, with room for **addressing specific issues**.

- **Neutral Feedback**: 2.65%, suggesting **occasional mixed experiences**.

Review Trends:

- Ratings have shown a consistent upward trend, **rising from 3.62 in May 2023 to a stable range of 4.5–5 stars in 2024**, demonstrating **continuous improvement in service quality**.

Word Cloud Insights:

- Positive reviews often highlight terms like **"helpful," "efficient," "friendly," "garden," and "professional."**

- Specific praise for staff like **"Sayed"** indicates **personalized service impact.**

Response Time by Rating:

- Faster responses for lower ratings (**1.92 days for 1-star**) suggest prioritization of dissatisfied customers.

- Slightly **slower times for higher ratings** (~3 days for 4- and 5-stars) indicate a balanced approach to communication.

Identified Issues and recommendations

1.Confusion between Waltham Forest Servicestore and Waltham Forest Council: "Council" word is getting repeated many times in negative feedbacks.

Insight: A recurring issue noted by customers is the confusion between **Waltham Forest Servicestore** and **Waltham Forest Council**, which may lead to customer frustration and misdirected expectations.

Recommendation: **Improve branding and communication** by clearly distinguishing the Servicestore's services from the council's. Consider **updating the website, social media profiles, and customer-facing materials** to clarify the difference.

2. Appointment Scheduling Issues: "Appointment" word is getting repeated many times in negative feedbacks.

Insight: The repeated mention of **"appointment"** suggests that there are **frequent issues with appointment scheduling**, possibly involving delays or missed appointments.

Recommendation: Review and improve the appointment scheduling process. Consider **implementing an automated reminder system** and ensure that customer **appointments are prioritized and handled efficiently** to avoid dissatisfaction.

3.Communication Issues: "Phone" and "**Email**" words are repeated many times in negative feedbacks.

Insight : **Communication Issues**: Customers have frequently complained about **not being able to get through to the service via phone,** and a lack of response to inquiries.

Recommendation : **Improve Customer Communication:** To ensure customers feel supported, company can **enhance the phone response system** to minimize wait times and avoid missed calls. Additionally, adopting a proactive approach to email and inquiry responses will show customers that their concerns matter. Expanding customer support options, such as **live chat or self-service portals**, could further ease communication, making it easier for customers to get the help they need without frustration. By addressing these issues, the company can rebuild trust and demonstrate its commitment to excellent service.