



# *CSAT*

## *Customer Satisfaction*

# Objective

# What is CSAT

- CSAT is short for **Customer Satisfaction**, which is a commonly-used key performance indicator used to track how satisfied customers are with your organisation's products and/or services.



# Customer Satisfaction

- Customer satisfaction is defined as **a measurement that determines how happy customers are with a company's products, services, and capabilities.** Customer satisfaction information, including surveys and ratings, can help a company determine how to best improve or changes its products and services.



# How to Make your Customers Happy

1. Make your customers feel important
2. Actively listen
3. Know your product and services
4. Understand the cost of losing one customer
5. Ask your customers what they want
6. Treat your customers as individuals
7. Don't waste your customer's time
8. Maintain a sense of humor and fun at work
9. Thank your customers every chance you get
10. Never take your customers for granted

# Happy Customers have Few Things in Common

- **Repeat customers:** They are open to purchase additional products and services over and over again.
- **Loyal customers:** They have other options to market their business but they consistently choose us.
- **Long-term customers:** They remain customers of your business for years or even decades.
- **Advocates:** They speak positively about your company to their friends, family, and colleagues.



# *CSAT Survey*

## *SMS*

# CSAT Survey

- Representatives are required to send the CSAT survey link through SMS **every call** both **inbound** and **outbound**.
- Real Time Analyst Team collates all customers survey responses and evaluates the calls if representatives verbally stated the suggested CSAT spiel and/or informed customers to take the survey.
- A perfect CSAT is identified when a customer gives the highest scale in every question.





# Survey Questions

1→ Overall, how would you rate your experience in working with our Support team?



OK ✓

2→ How would you rate your Support Agent? \*



OK ✓

# Survey Questions

3→ How easy was it to get your issue resolved? \*

|                |   |         |   |                |
|----------------|---|---------|---|----------------|
| 1              | 2 | 3       | 4 | 5              |
| Extremely Hard |   | Neutral |   | Extremely Easy |

OK ✓

4→ How likely are you to recommend 411 Locals to someone you know? \*

|                    |   |   |   |       |   |   |   |   |   |                  |
|--------------------|---|---|---|-------|---|---|---|---|---|------------------|
| 0                  | 1 | 2 | 3 | 4     | 5 | 6 | 7 | 8 | 9 | 10               |
| Extremely Unlikely |   |   |   | Maybe |   |   |   |   |   | Extremely Likely |

OK ✓

# Survey Questions

5→ Why did you score us a 10?

Type your answer here...

Shift ⬆ + Enter ↵ to make a line break

6→ Would you be willing to write an online review for us?

☒ A Yes ✓

☐ B No

**Submit**



Thank you!

I know your time is valuable so I truly appreciate your participation. We are hyper focused on delivering the best experience and value in the industry. Your feedback will help us prioritize the things that matter the most to you, our top priority.

I also wanted to thank you for your willingness to provide an online review for us. To proceed, please click the "Complete Review" button below.

Thank you again for being our customer.

- Pat Ferdig, VP, Customer Success

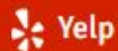
**Leave a Review**

press Enter ↵



Thank you for allowing us to serve you.

If you enjoyed your time with us or just want to give us some feedback, please click on one of the sites below and leave us a review. Thank you!



411 Locals

101 Convention Center Dr #900, Las Vegas , Nevada 89109

p:(866) 391-0622

*" Shortly after this call, you will receive a text message with a link to a survey where you can rate our services and our interaction today. "*

*" While it will only take you a couple of minutes to complete it, your honest feedback is critical to help us improve. "*



Let us know how we did today.

<https://411locals.typeform.com/to/mMjGr3KD#phone=XXXXXX>

- (Phone Name)

## NOTE:

- Change the xxxxx at the end with the customer's phone #. If the customer has multiple phone #s, choose only one.

Háganos saber cómo le servimos hoy.

<https://411locals.typeform.com/to/hRPHSYUC#phone=xx>  
**xxx**

- (Phone Name)

## NOTE:

- Change the xxxxx at the end with the customer's phone #. If the customer has multiple phone #s, choose only one.



# APPLIES TO THE FOLLOWING CRM DISPOSITIONS:

- SOLD/ACCOUNT NUMBER
- UPSELL/ACCOUNT NUMBER
- CR/ACCOUNT NUMBER



*Questions?*