

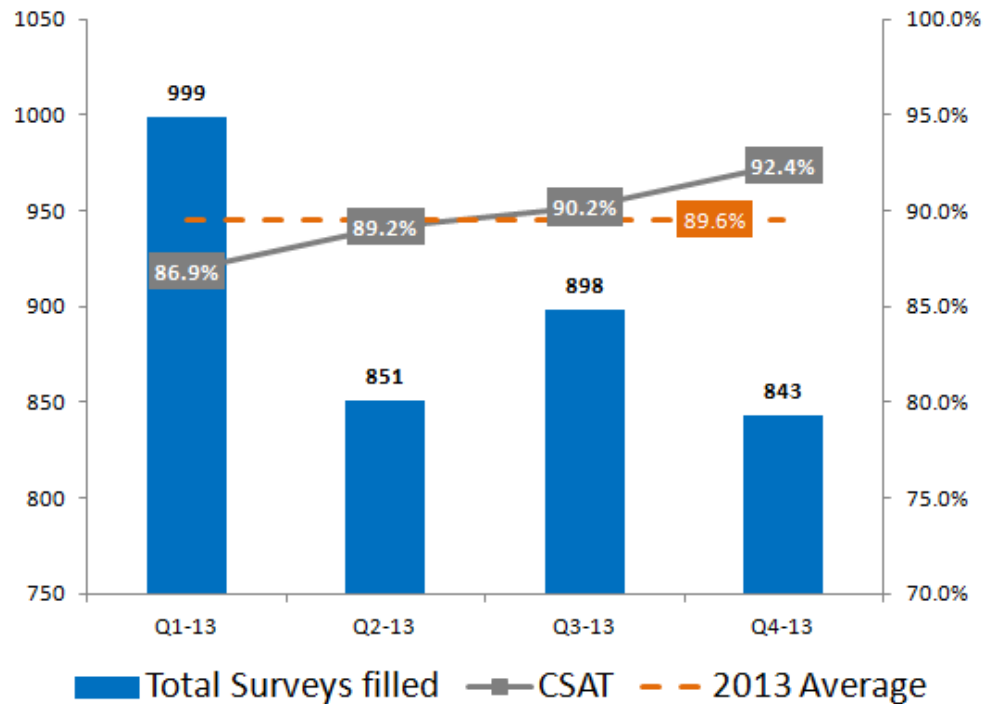
Agenda

- CSAT
- Distribution
- Q-Ticket

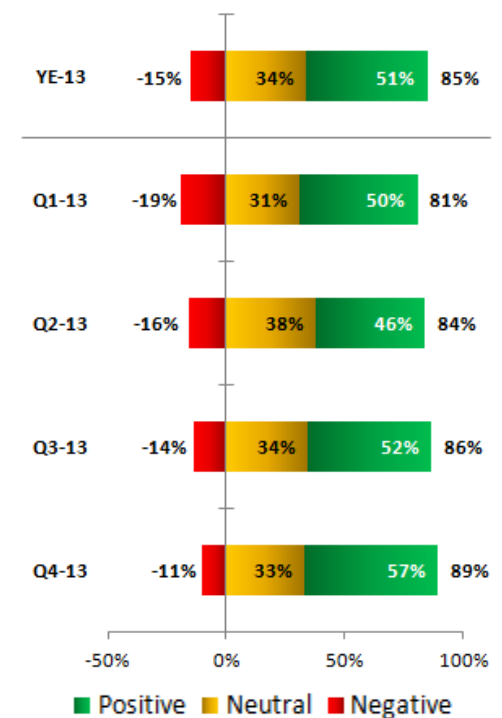
CSAT rose! Customers speak a bit more when dissatisfied

The negative sentiments among customers has reduced with the increase in CSAT scores. The volume of surveys filled has also reduced, thus signifying that the customers give more feedback when the CSAT scores are low.

Global CSAT



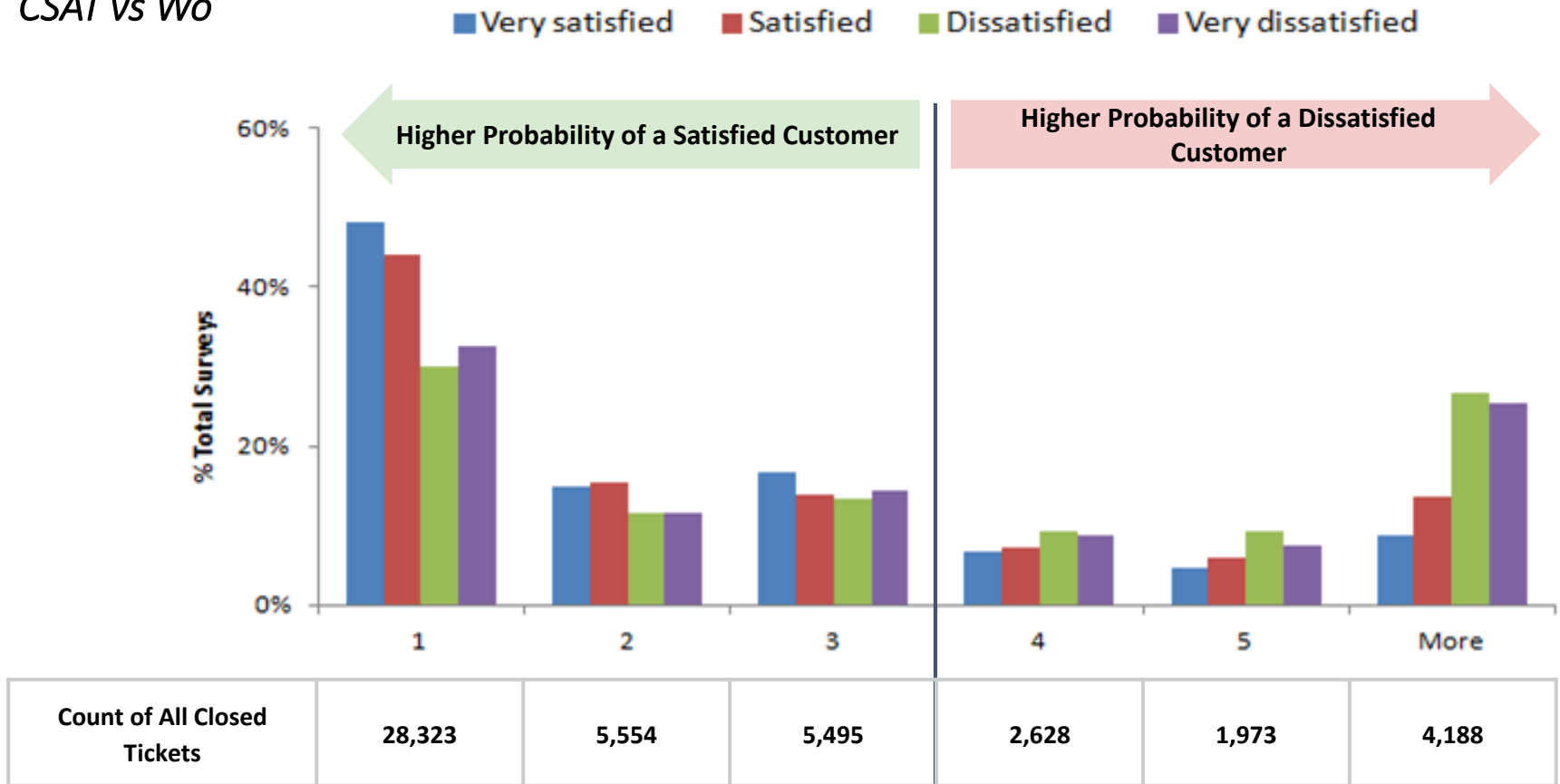
Global Sentiment (N = 1,007)



Note: Sentiment Analysis is a technique for measuring polarity (positive or negative) and extracting emotions, opinions and points of view expressed in the sample text. The analysis was carried on "Additional Comments" received in the payroll surveys (N = 1,007)

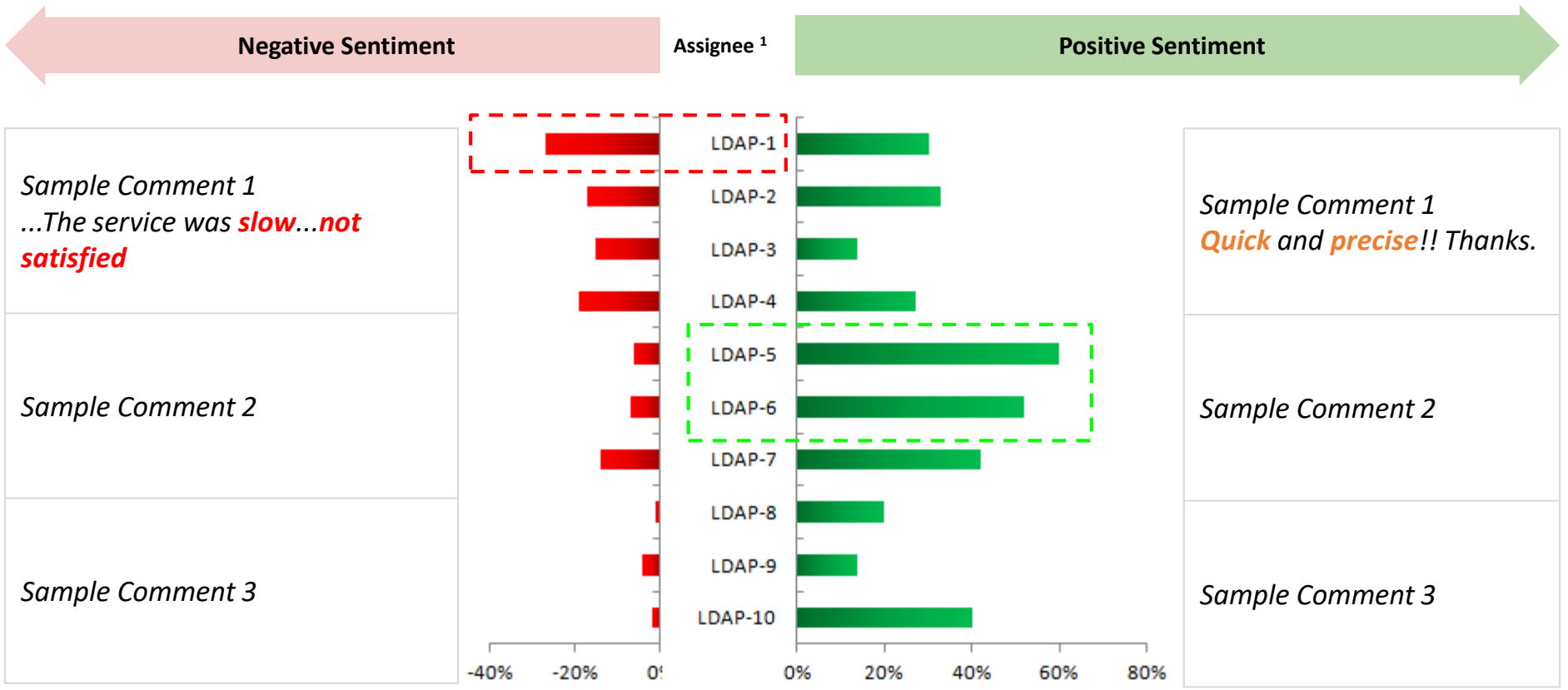
No more than 3 worklog updates to keep CSAT up

CSAT vs Wo



We can provide username analysis to support feedback

CSAT Sentiment Analysis - Assignee Sentiment Scores - Region A

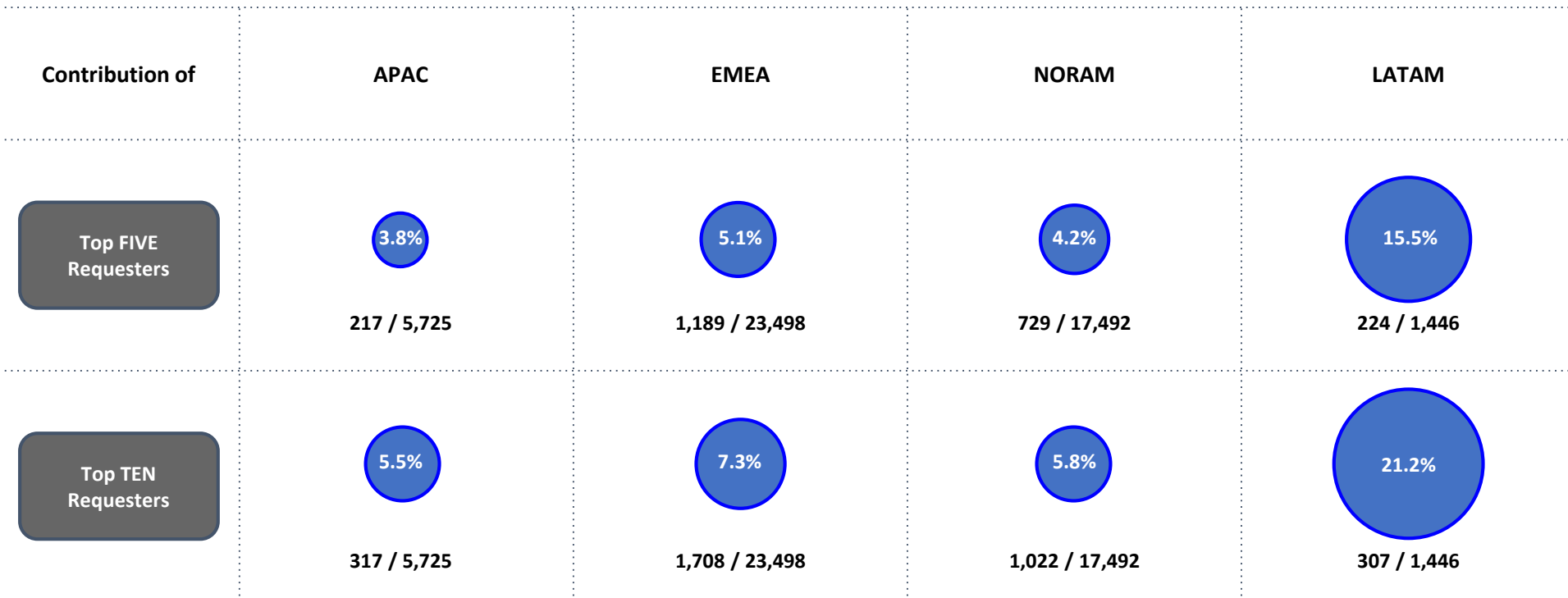


Agenda

- CSAT
- **Distribution**
- Q-Ticket

A significant amount of tickets are from top requesters

Top FIVE and TEN ticket requesters contribute heavily in LATAM, compared to other regions.



Note: Based on 2013 closed tickets report.

Distribution - All Tickets

Tickets Created by Top 12 Requesters

The Top 12 Requesters were found to contribute 22.8% of the tickets in LATAM. However, in other regions they contributed between 6 - 8% only.

APAC		
Requester ID	Frequency	% Share
sunilrao	60	1.05%
weiting	47	0.82%
kmichiko	46	0.80%
jinny	33	0.58%
aroe	31	0.54%
anuraguppal	23	0.40%
kdiana	23	0.40%
anuradhak	19	0.33%
satishshah	18	0.31%
mikab	17	0.30%
kellywang	17	0.30%
yeonsil	17	0.30%
Total =	5725	6.13%

EMEA		
Requester ID	Frequency	% Share
jgerlof	469	2.00%
galitp	237	1.01%
laurenceg	215	0.91%
kkellman	150	0.64%
lkeeney	118	0.50%
jbosshard	110	0.47%
julita	110	0.47%
onohara	110	0.47%
ppetzinka	95	0.40%
harringtonl	94	0.40%
davidcleary	88	0.37%
richterm	85	0.36%
Total =	23498	8.00%

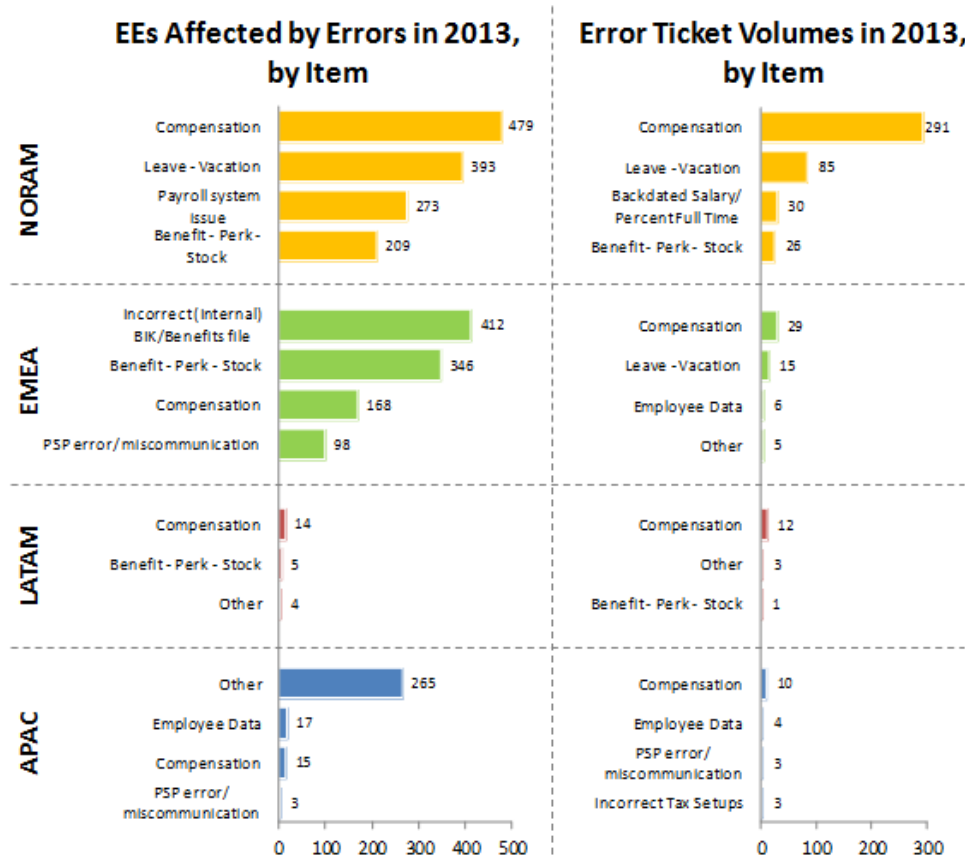
LATAM		
Requester ID	Frequency	% Share
tcosta	63	4.36%
carolpriscilla	55	3.80%
juliacrosmann	47	3.25%
dtborges	31	2.14%
fsimoes	28	1.94%
monicasantos	24	1.66%
gustavasantos	21	1.45%
kaul	13	0.90%
anamariabarro	13	0.90%
olindina	12	0.83%
cmagalhaes	12	0.83%
mariangela	11	0.76%
Total =	1446	22.82%

NORAM		
Requester ID	Frequency	% Share
mboyle	205	1.17%
jasminey	200	1.14%
sdp	159	0.91%
christinem	86	0.49%
brianfnock	79	0.45%
whitfield	77	0.44%
external-benefits	76	0.43%
nikb	62	0.35%
bernadette	58	0.33%
mariecollins	49	0.28%
karent	47	0.27%
annesromek	44	0.25%
Total =	17492	6.53%

Note: The ticket categories were synchronized manually to the new categorization, and hence results may differ

Compensation type of errors dominate. Can study them further if more data is available.


Compensation type of error tickets emerge as the most prevalent error, both in terms of ticket volume and EEs affected. We can further deep-dive into these errors, but will need access to detailed data.



Boost response rate to make CSAT scores more scalable and accurate

The monthly satisfaction score cannot be generalised and applied to the total tickets due to a high "Margin of Error". Thus, we should explore options to boost the survey response rate and make the results more statistically significant.

Region (Monthly Ticket Volume)	Current Scenario		Scenario 1	Scenario 2	Scenario 3	Recommended Scenario	
	Surveys Filled	Margin of Error (E)	E = $\pm 4\%$	E = $\pm 5\%$	E = $\pm 10\%$	Surveys Filled	Margin of Error (E)
APAC (N = 500)	50	$\pm 13\%$	n = 274	n = 218	n = 81	218	$\pm 5\%$
EMEA (N = 2,000)	120	$\pm 9\%$	n = 462	n = 323	n = 92	323	$\pm 5\%$
NORAM (N = 1500)	130	$\pm 8\%$	n = 429	n = 306	n = 91	306	$\pm 5\%$
LATAM (N = 150)	20	$\pm 21\%$	n = 121	n = 109	n = 59	59	$\pm 10\%$
GLOBAL (N = 4,100)	300	$\pm 5.5\%$	n = 524	n = 352	n = 94	524	$\pm 4\%$

 Recommended Sample Size

Note: N = Denotes the population size, where population is defined as the average monthly closed ticket volumes. n = Expected sample size (at a confidence level of 95%, and varied margin of error) to make results generalisable to the population **Source:** Raosoft Sample Size Calculator

Appendix

Detailed Slides

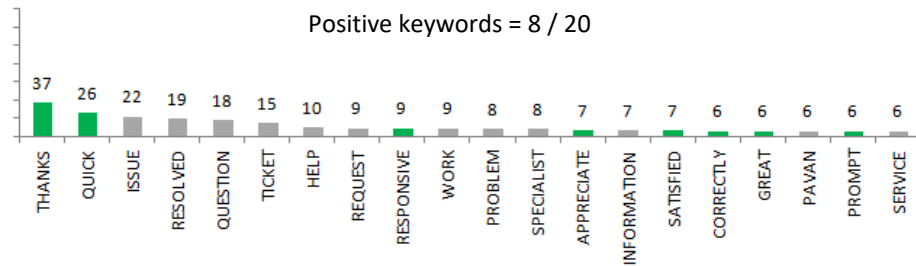
Top 20 Keywords in Payroll Surveys

All Regions

Top keywords that commonly appear in the “Additional Comments” field of payroll surveys, across regions, are as follows.

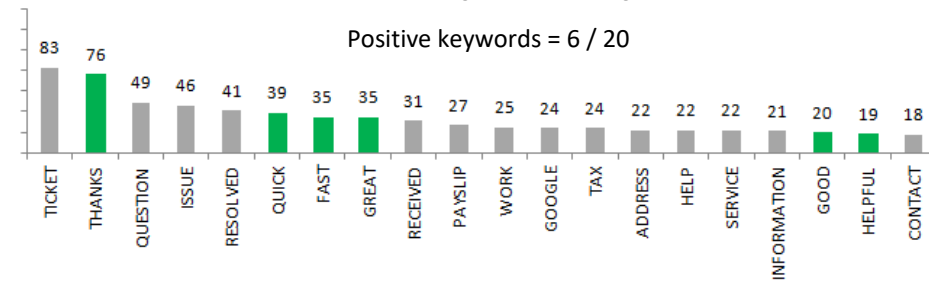
APAC (N = 122)

Positive keywords = 8 / 20



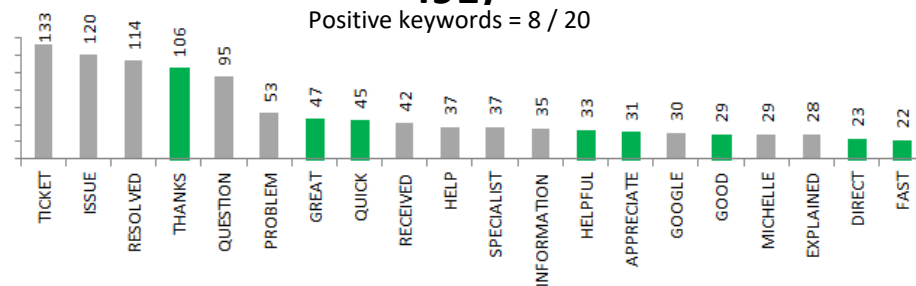
EMEA (N = 359)

Positive keywords = 6 / 20



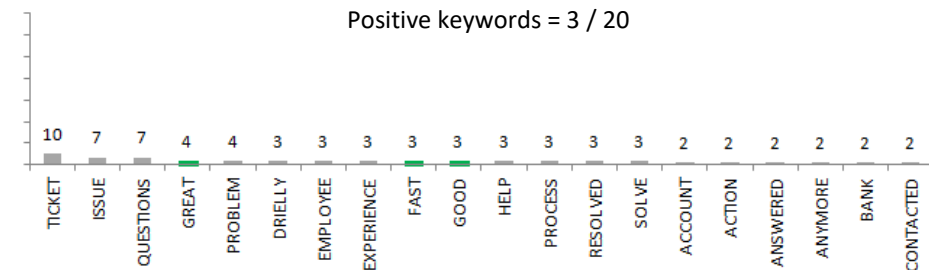
NORAM (N = 491)

Positive keywords = 8 / 20



LATAM (N = 35)

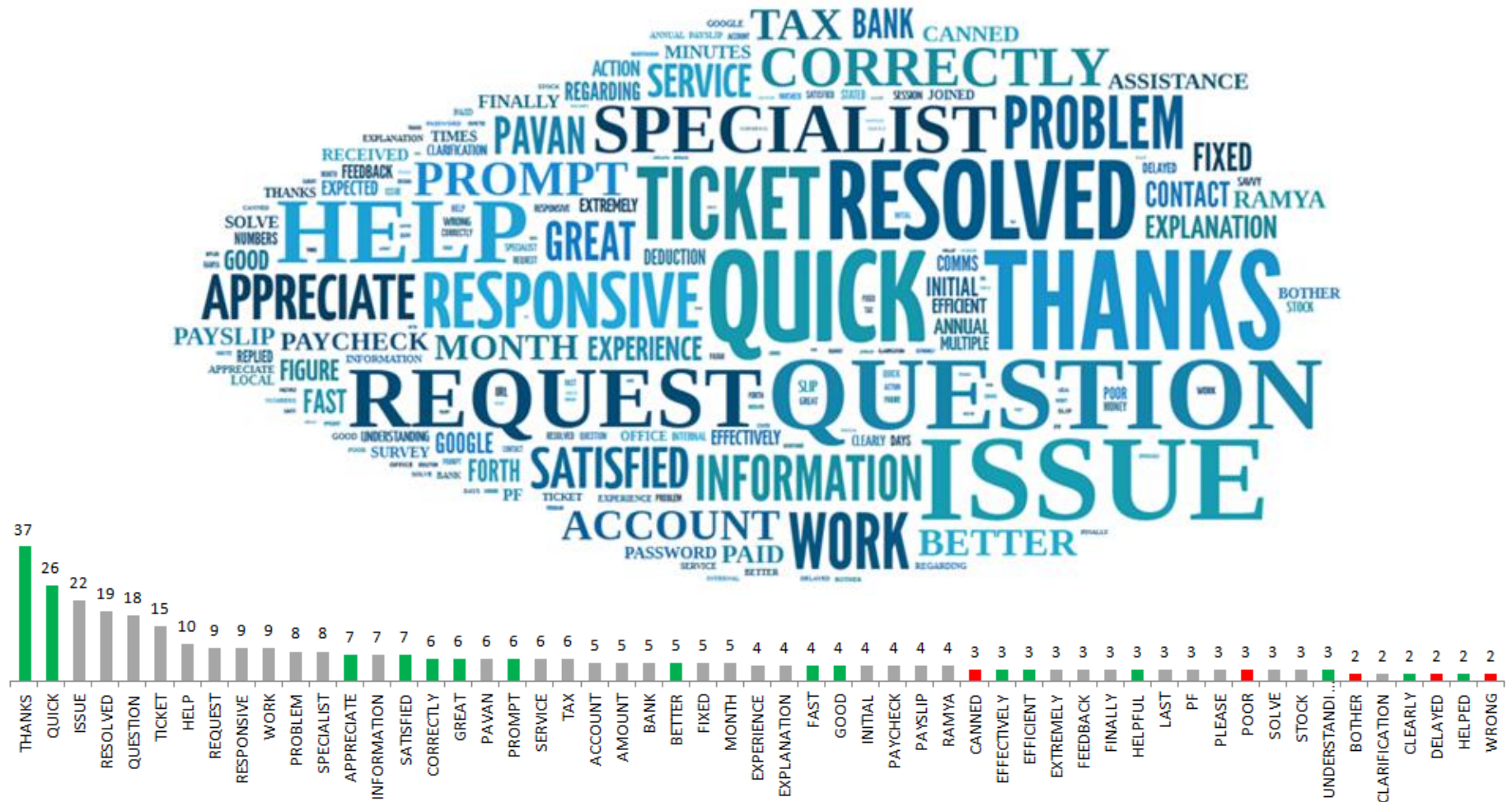
Positive keywords = 3 / 20



Positive keywords

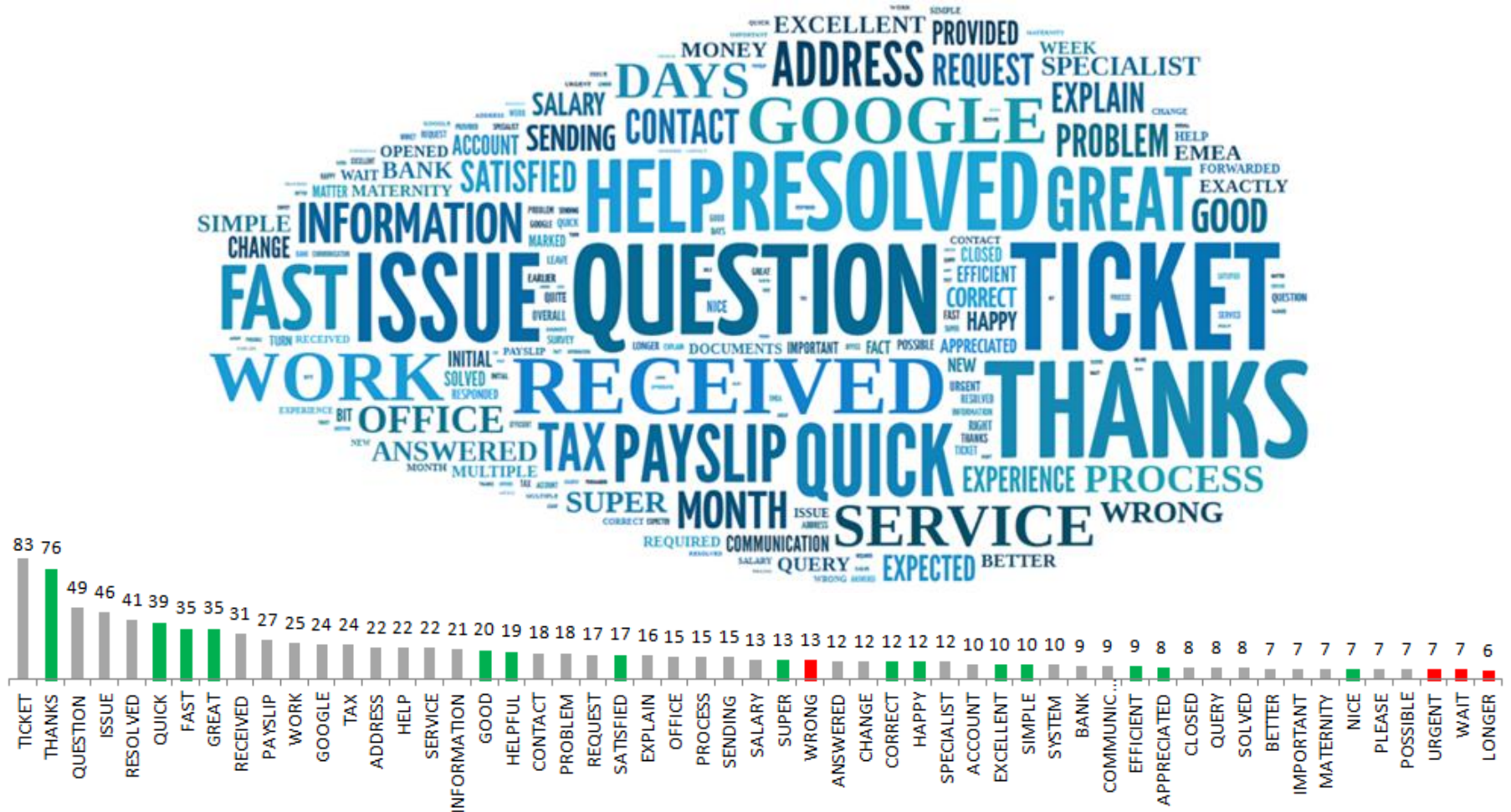
Note: The analysis included only survey tickets that had an “Additional Comment”. APAC (N) =122; EMEA (N) = 359; NORAM (N) = 491; LATAM (N) = 35

APAC



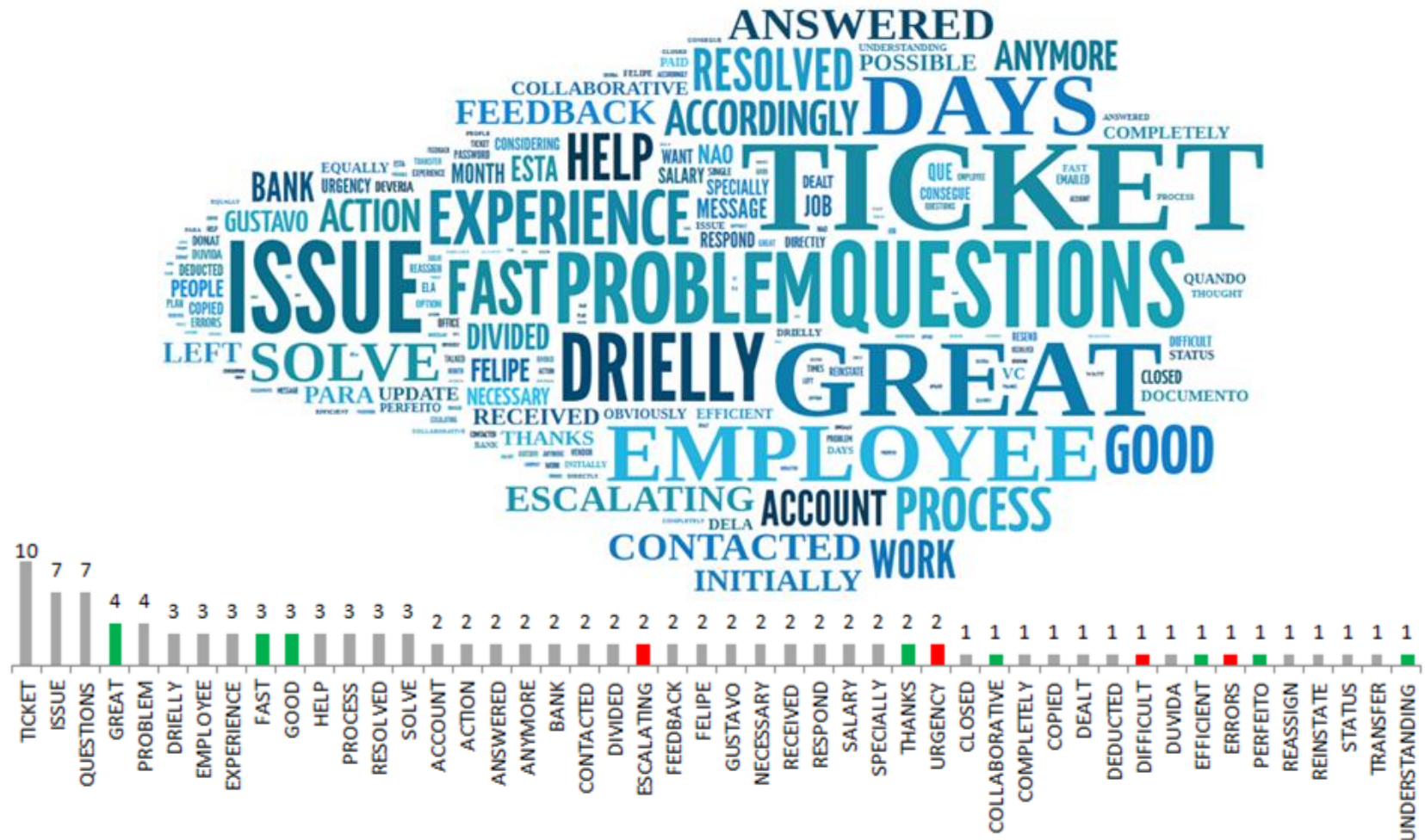
CSAT Keywords

EMEA



CSAT Keywords

LATAM



NORAM



CSAT Sentiment Analysis

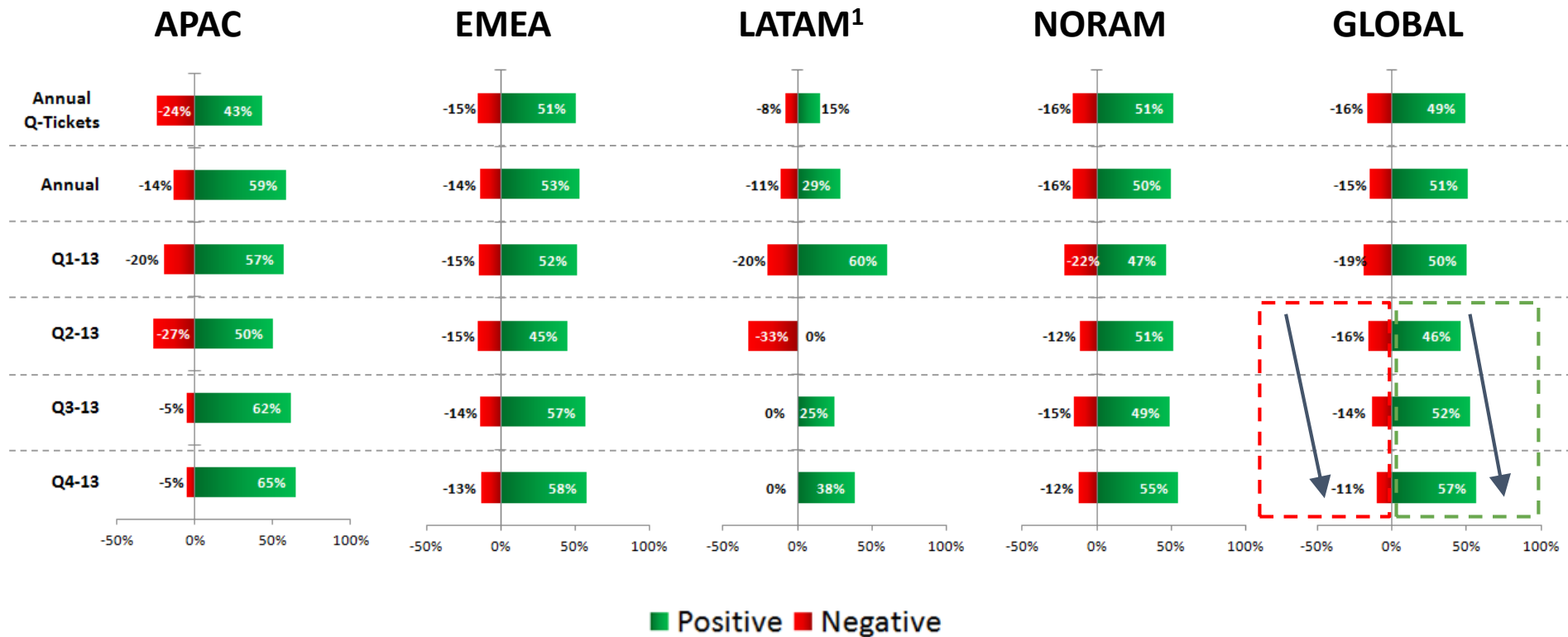
Textual comments in the Payroll Survey que were analysed using Semantria's excel add-in for text analysis

- **Accuracy:** 65% to 75%
- **Calculation of Sentiment Score:** It uses a logarithmic scale for sentiment. So if we know that -100 is the most negative and 100 is the most positive, we can calculate logarithmic scale of sentiment score modulo which is spread between -2 and 2 ($\pm \log_{(10)} 100$)
- **Document sentiment:** Negative < -0.05, Positive > 0.22

CSAT Sentiment Analysis

Global and Regional Sentiment Scores for 2013

Across the four regions, H2-2013 is characterized by increase in positive sentiments and decrease in negative sentiments



Note: ¹Low data availability in LATAM