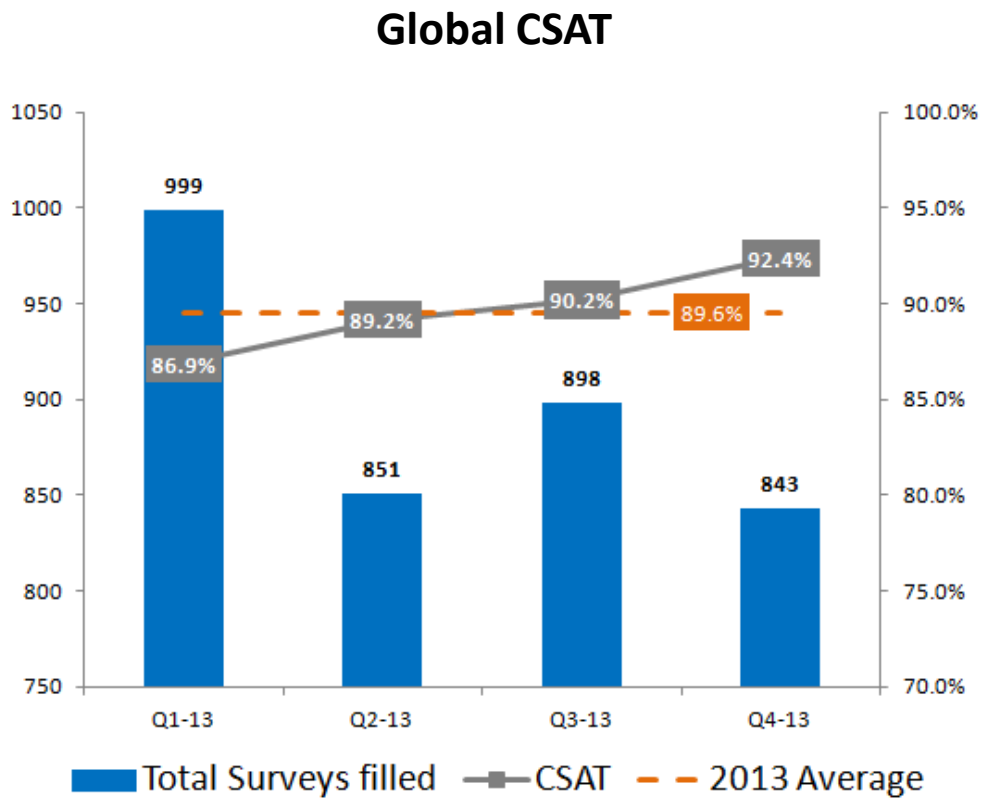
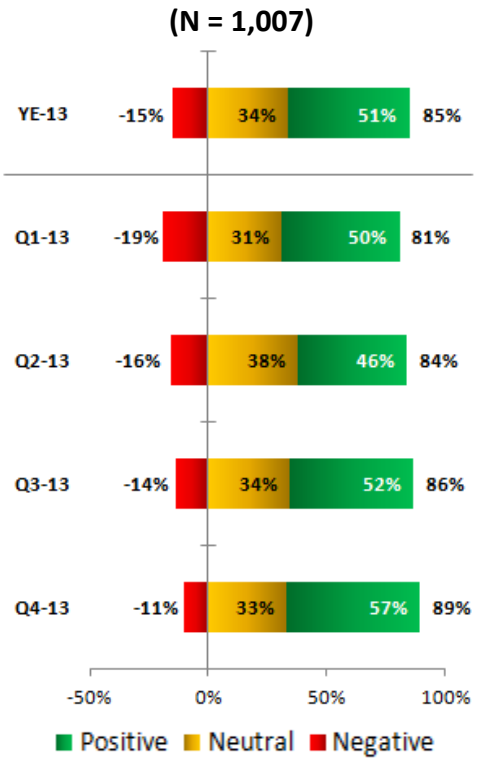
Agenda

- **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.





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

Count of All Closed Tickets	**28,323**	**5,554**	**5,495**	**2,628**	**1,973**	**4,188**

Note: Based on 2013 payroll surveys

SAMPLE SLIDE

We can provide username analysis to support feedback

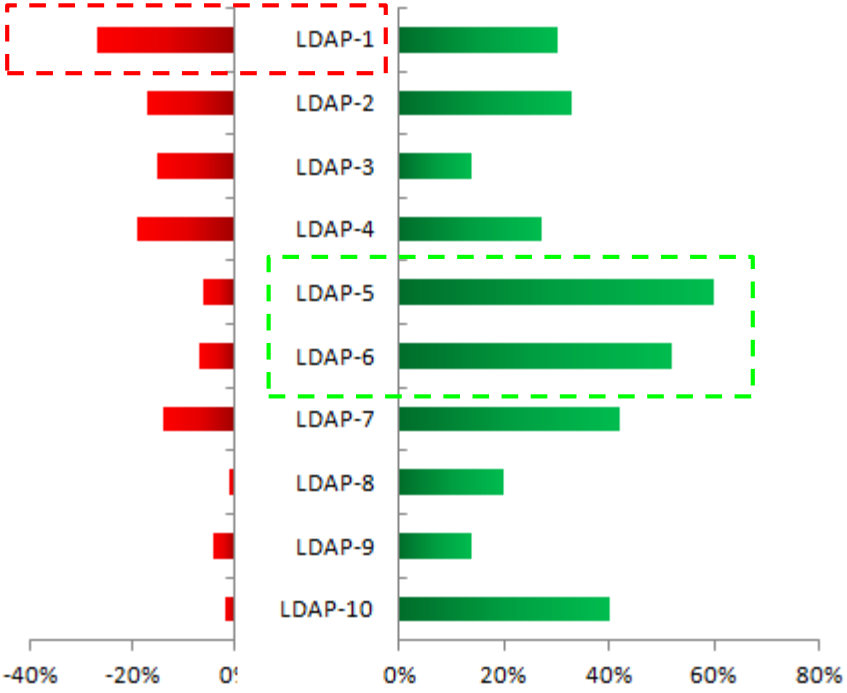
CSAT Sentiment Analysis - Assignee Sentiment Scores - Region A

Negative Sentiment | **Assignee [1]** | **Positive Sentiment**

Sample Comment 1
*...The service was **slow**...**not satisfied***

Sample Comment 2

Sample Comment 3



Sample Comment 1
***Quick** and **precise**!! Thanks.*

Sample Comment 2

Sample Comment 3

Agenda

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

A significative amount of tickets are from top requesters

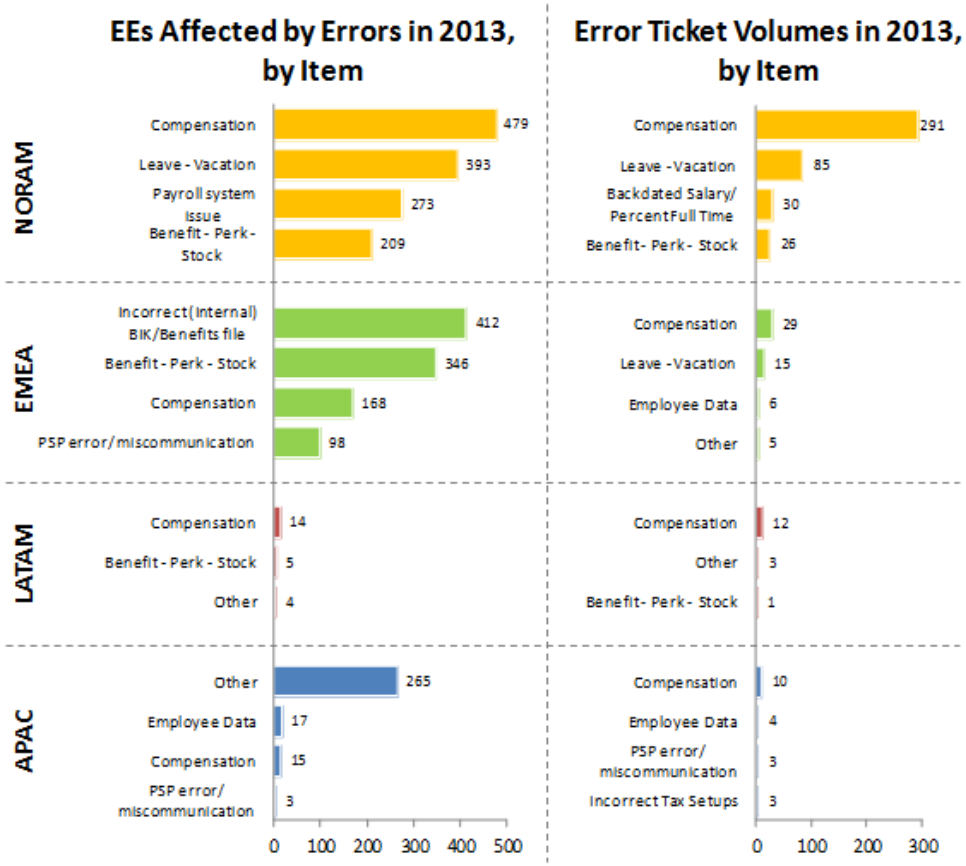
Top FIVE and TEN ticket requesters contribute heavily in LATAM, compared to other regions.

Contribution of	APAC	EMEA	NORAM	LATAM
Top FIVE Requesters	3.8% 217 / 5,725	5.1% 1,189 / 23,498	4.2% 729 / 17,492	15.5% 224 / 1,446
Top TEN Requesters	5.5% 317 / 5,725	7.3% 1,708 / 23,498	5.8% 1,022 / 17,492	21.2% 307 / 1,446

Note: Based on 2013 closed tickets report.

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.



Source: Pay impacting and caught post-payrun errors for 2013

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

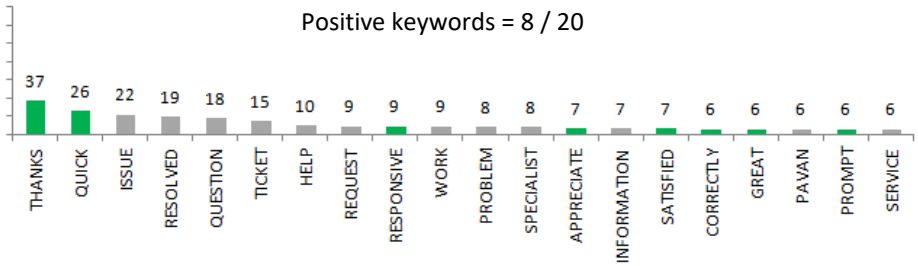
Top 20 Keywords in Payroll Surveys

All Regions

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

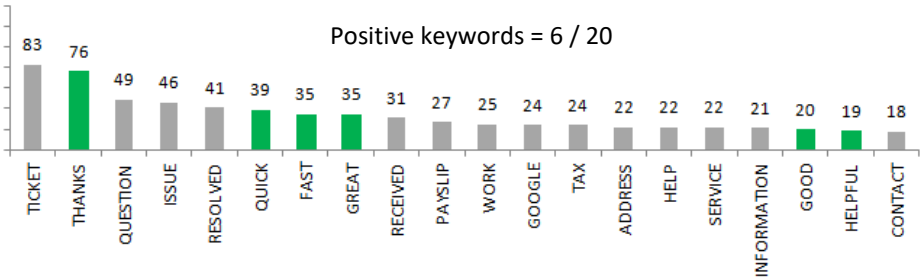
APAC (N = 122)

Positive keywords = 8 / 20



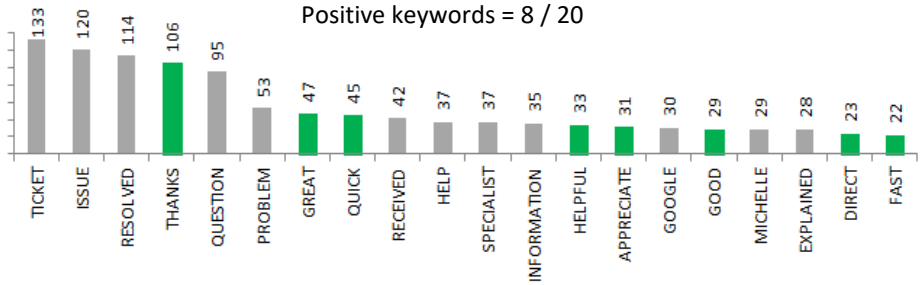
EMEA (N = 359)

Positive keywords = 6 / 20



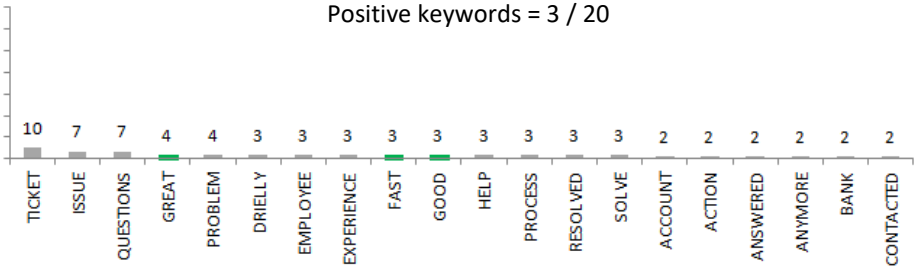
NORAM (N = 491)

Positive keywords = 8 / 20



LATAM (N = 35)

Positive keywords = 3 / 20

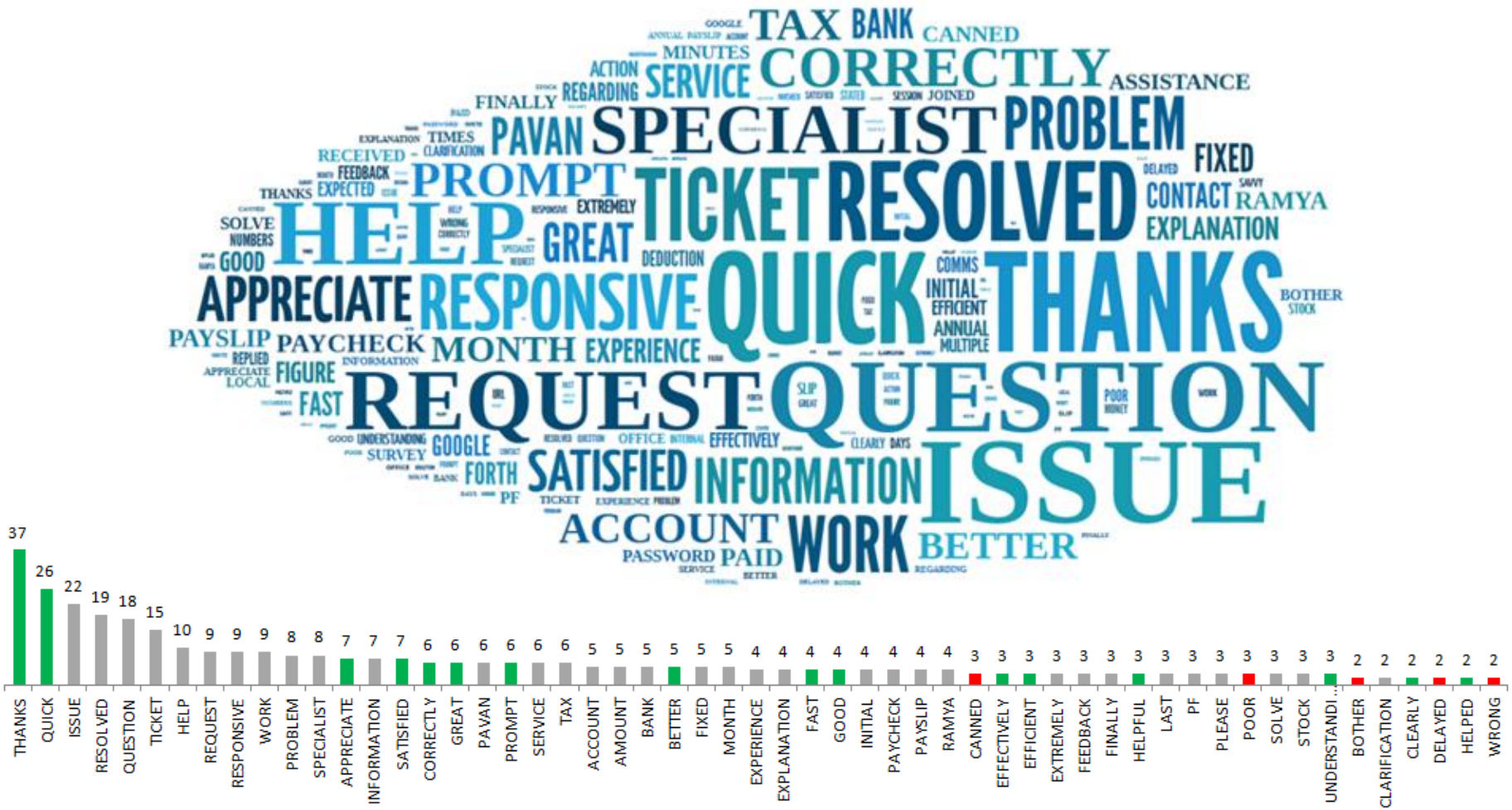


Positive keywords

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

CSAT Keywords

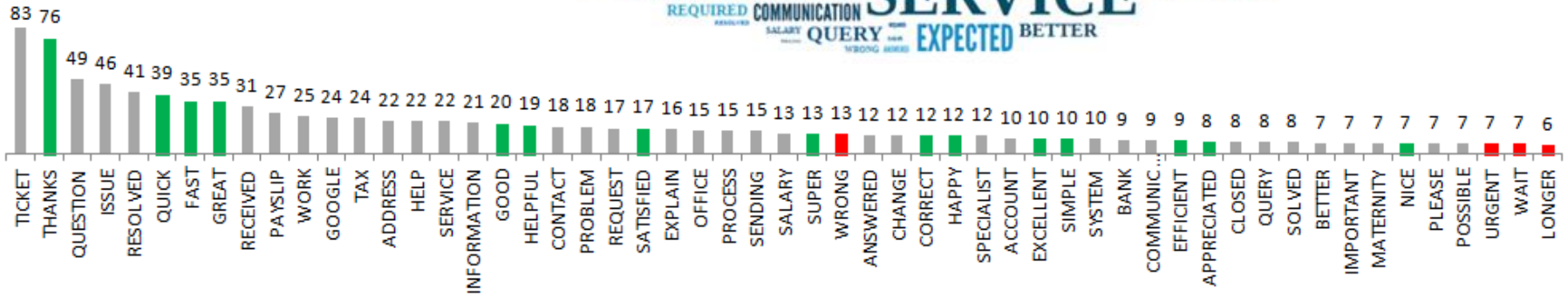
APAC



Note: TBD

CSAT Keywords

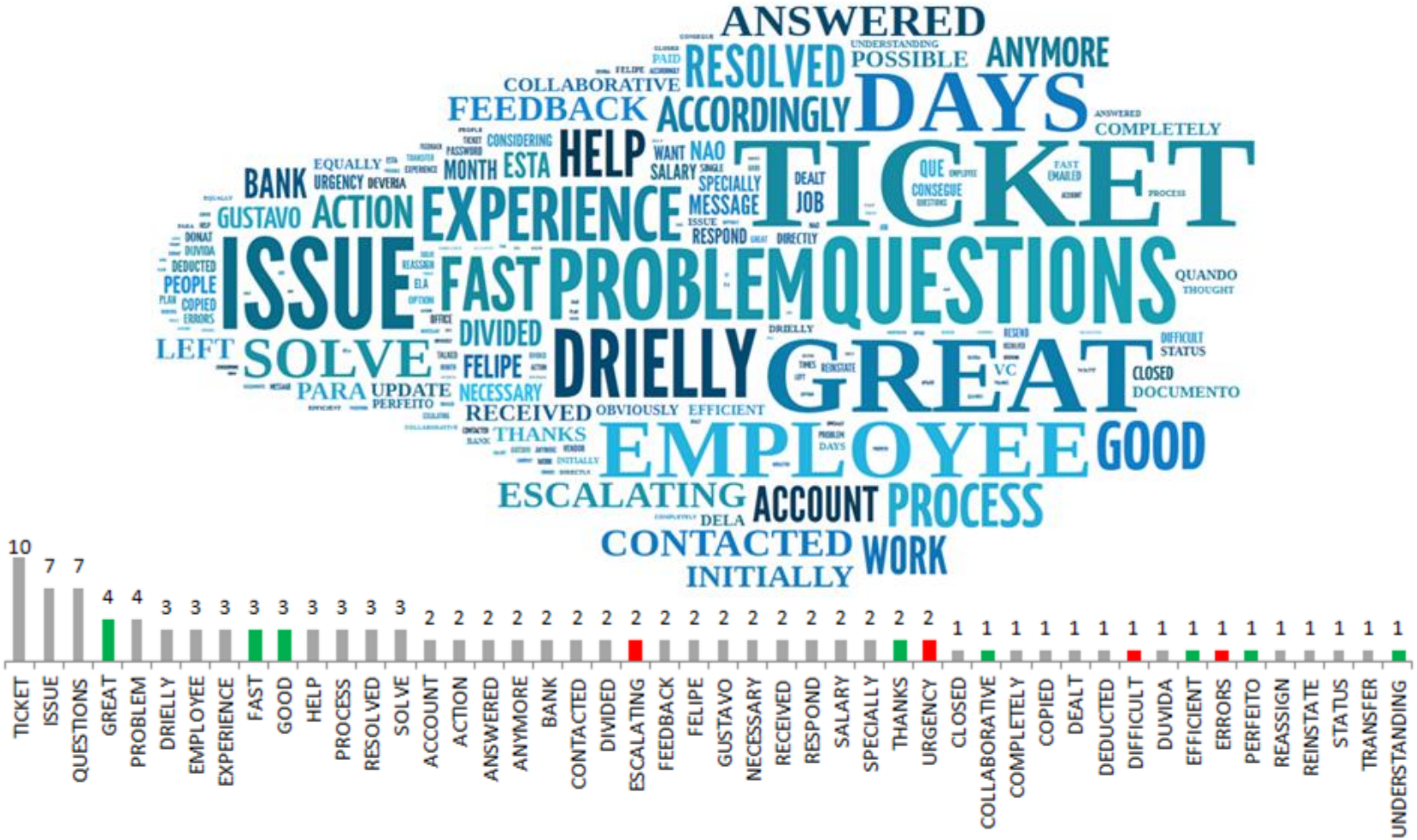
EMEA



Note: TBD

CSAT Keywords

LATAM



Note: TBD

CSAT Keywords

NORAM

Note: TBD

CSAT Sentiment Analysis

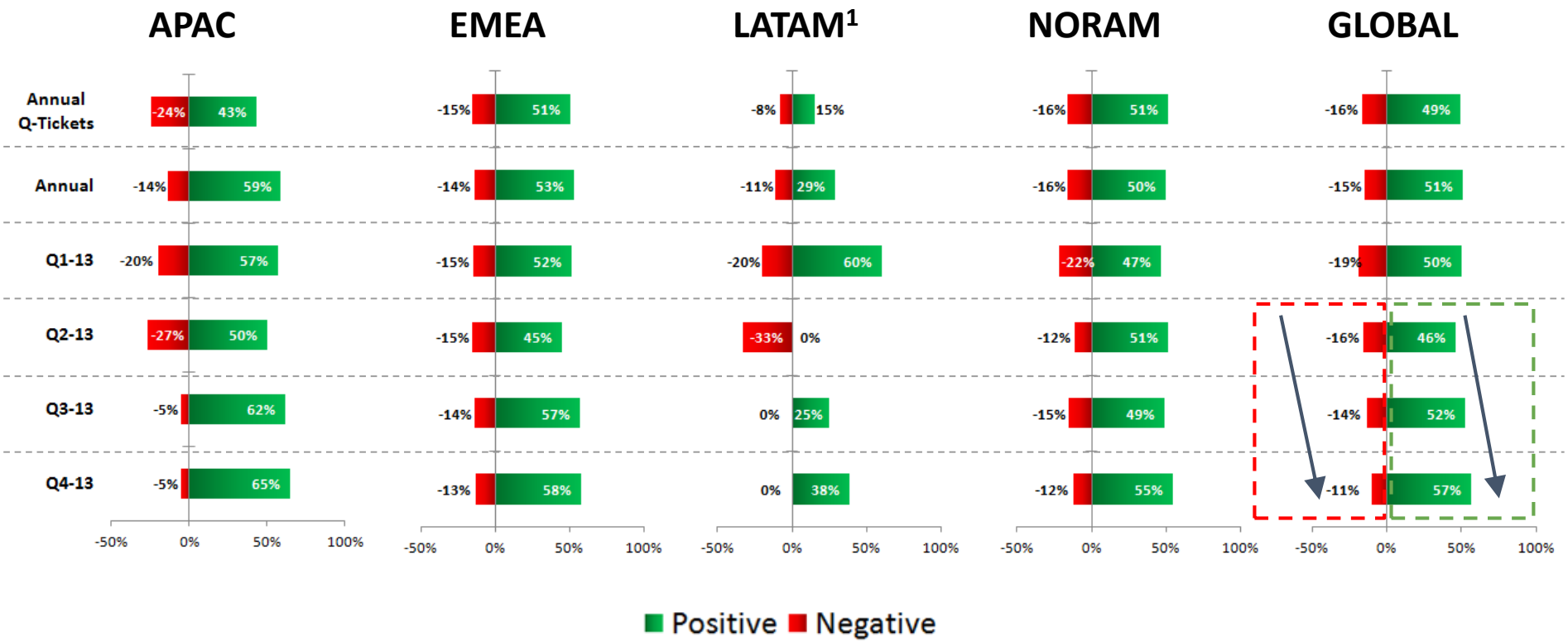
Textual comments in the Payroll Survey que were analysed using Semantria's excel add-in for text analysis

- **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: [1]Low data availability in LATAM