THE DATA LOVE CO.
Where data meets heart

Unlocking Customer Sentiment: Your Guide to Informed Service Excellence

In the dynamic landscape of customer service, understanding and harnessing customer sentiment is paramount for success. The Data Love Co. has curated a simple guide to empower your organization with actionable insights into customer sentiment. Whether you're aiming to enhance your service offerings, streamline operations, or boost customer loyalty, our guide provides a roadmap to navigate the intricate world of customer sentiment data.

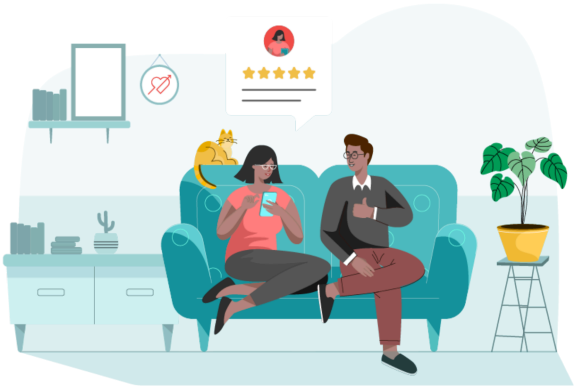
CONTENTS

The Significance of Customer Sentiment Data
Your Toolkit: A Comprehensive Customer Sentiment Guide
- General Customer Satisfaction Score (CSAT)
- Customer Effort Score (CES)
- First Contact Resolution (FCR)
- Expertise Score
- Net Promoter Score (NPS)
  - 1. tNPS (Transactional NPS)
  - 2. rNPS (Relational NPS Score)
  - 3. xNPS (Experience NPS)
- Customer Perceived Value

Survey Fatigue
Enhancing Your Customer Service Strategy
A Few Additional Resources from The Data Love Co.
- 1. The Importance of Surveys
- 2. Measuring Customer Engagement
- 3. Data Tracking
- 4. Creating a Data Tracking Plan
- 5. Business Development KPIs

LET'S CONNECT

The Significance of Customer Sentiment Data



Customer sentiment is the compass that guides businesses through the ever-evolving currents of consumer expectations. In our journey to decode this complex language, The Data Love Co. has crafted this resource – a compass for businesses seeking to not only meet but exceed customer expectations.

Understanding how your customers feel about your services is akin to holding the keys to a treasure trove of opportunities. It goes beyond merely gauging satisfaction; it offers a deep dive into the intricacies of customer experience, revealing areas for improvement, streamlining processes, and fortifying customer relationships.

Your Toolkit: A Comprehensive Customer Sentiment Guide

First things first! There are largely 2 types of customer sentiment surveys: (1) transactional and (2) relational. Let's dive into defining each of these survey types.

Transactional survey responses are typically tied to an individual customer interaction. One example of a transaction might include an issue resolution case with a customer service representative. Another might include a self-service solution or chat bot through a company's help center. Have you ever been asked, "Was this answer helpful?" That's an example a transactional survey!

Conversely, relational survey responses are more broad. These surveys aim to gauge how a customer feels about the company, organization, or product overall. Relational surveys assume that a customer has been engaging with the product or service over a period of time, likely having had multiple service interactions. Have you ever been asked how likely you are to recommend a product or provided feedback after taking a course? These are examples of relational surveys.

Our guide encompasses a range of powerful tools designed to capture and interpret customer sentiment effectively. Let's delve into some key metrics.

General Customer Satisfaction Score (CSAT)

Definition: This is a transactional measure of customer sentiment following service touchpoint or issue resolution.

When to Send: Post-resolution of an issue or service interaction.

Example Survey Question: "On a scale from 1-5, how satisfied were you with our support?"

Scoring: Percentage of positive scores (4-5).

Example Use Case: After resolving a technical issue, a customer rates their satisfaction as 4. If 8 out of 10 responses are 4 or 5, the CSAT score is 80%.

Customer Effort Score (CES)

Definition: This is a transactional measure of a customer's perceived level of effort to resolve an issue.

When to Send: Following issue resolution, usually alongside CSAT.

Example Survey Question: "How easy was it to get the help you needed today? (1-5)"

Scoring: Percentage of responses indicating ease (4-5).

Example Use Case: A customer rates ease of resolving a service issue as 5. If 6 out of 10 find it easy (scores 4 or 5), the CES is 60%. This can pinpoint where to streamline service.

First Contact Resolution (FCR)

Definition: This is a transactional measure of whether an issue was resolved during the first touchpoint.

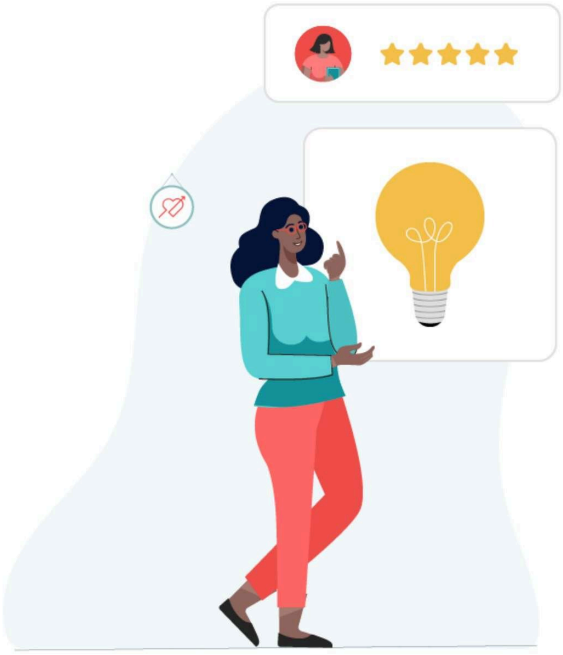
When to Send: Post interaction, often with CSAT and CES.

Example Survey Question: "Did we resolve your issue today? (Yes/No)"

Scoring: Percentage of "Yes" responses following the first touchpoint.

Example Use Case: 7 out of 10 customers indicate their issue was resolved on the first contact, resulting in a 70% FCR. This metric is crucial for assessing efficiency and effectiveness.

Note: You may also automate this metric through your customer relationship management (CRM) system, if applicable.



Expertise Score

Definition: This is a transactional measure of a customer's perception of the CSR's level of knowledge.

When to Send: Following service interaction, typically with other surveys.

Example Survey Question: "Rate the knowledge of the staff you interacted with today (1-5)."

Scoring: Percentage of positive scores (4-5).

Example Use Case: If 7 out of 10 customers rate the expertise as high (4 or 5), the score is 70%. This reflects staff training and skill levels.

Net Promoter Score (NPS)

NPS is a measure of how likely a customer is to recommend your company, products, or services to others. There are 3 key types of NPS Surveys.

1. tNPS (Transactional NPS)

Definition: This is a measure of how a customer “feels” about a company based on a recent interaction

When to Send: Post-resolution of an issue or service interaction, usually alongside or instead of CSAT.

Example Survey Question: "Based on this interaction, how likely are you to recommend our services? (0 not at all likely – 10 very likely)"

Scoring: Percentage of promoters (9-10) minus detractors (0-6).

Example Use Case: If 50% are promoters and 10% detractors, NPS is 40 (50 - 10). This reflects overall customer loyalty and satisfaction.

2. rNPS (Relational NPS Score)

Definition: This is a general measure of how a customer “feels” about a company overall. It measures their likelihood of referring your services to others.

When to Send: Regularly, such as every 6 months. A customer should have 90+ days with the company before sending.

Example Survey Question: "How likely are you to recommend our services? (0 not at all likely – 10 very likely)"

Scoring: Percentage of promoters (9-10) minus detractors (0-6).

Example Use Case: If 50% are promoters and 10% detractors, NPS is 40 (50 - 10). This reflects overall customer loyalty and satisfaction.

3. xNPS (Experience NPS)

Definition: This is a general measure of how a customer “feels” about a company product or experience overall

When to Send: With rNPS surveys

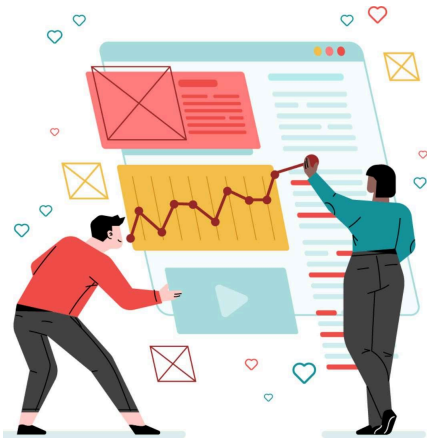
Survey Questions:

- "Which of our services have you used in the last [X] months?"
- "Based on your experience of the last [X] months, how likely are you to recommend [Service Z]? (0 not at all likely – 10 very likely)."

Scoring: Percentage of promoters (9-10) minus detractors (0-6).

Example Use Case: If 50% are promoters and 10% detractors, NPS is 40 (50 - 10). This reflects overall customer loyalty and satisfaction.

Customer Perceived Value



Definition: This is a general measure of how a customer “feels” about the value a company brings to them

When to Send: With rNPS surveys

Example Survey Question: "Based on your experience over the last [X] months, how much value does [Company Name] bring to you? (1 no value – 5 a ton of value)"

Scoring: Percentage of positive scores.

Example Use Case: If 8 out of 10 responses are 4 or 5, the CPV score is 80%.

Note: You can also score this metric similarly to NPS where you request a score from 0-10 and then take the percentage of promoters (9-10) minus detractors (0-6).

Learn more about Perceived Value Scoring from one of the pioneers of this metric, TheySaid.

Survey Fatigue

Survey fatigue among customers is a growing concern, emphasizing the critical role of trust in the feedback loop. Customers are generally willing to provide insights, sharing their experiences and pain points, as long as they trust that their feedback will lead to meaningful change. However, when there's a perceived lack of responsiveness or action on the part of the company, fatigue sets in. It's not the act of giving feedback that tires customers; rather, it's the concern that their input might fall on deaf ears.

Building and maintaining trust through visible, tangible actions in response to customer feedback is the key to mitigating survey fatigue and fostering a continuous, constructive dialogue between businesses and their clientele. While it’s great to report the overall customer sentiment scores as “North Star” Metrics, it’s also beneficial to track the percentage (%) of individual scores over time. Customer sentiment is typicall a journey. By tracking the progress of individual ratings, you’re able to identify when sentiment is shifting and intervene proactively.

Enhancing Your Customer Service Strategy

In a world where customer sentiment reigns supreme, our guide equips you with the tools needed to navigate its nuanced terrain. These metrics offer actionable insights, allowing you to tailor your customer service strategy, allocate resources effectively, and, ultimately, elevate your business above the competition.

A Few Additional Resources from The Data Love Co.

1. **The Importance of Surveys**
2. **Measuring Customer Engagement**
3. **Data Tracking**
4. **Creating a Data Tracking Plan**
5. **Business Development KPIs**

THE DATA LOVE CO.

Where data meets heart

Jasmine Motupalli

Founder of The Data Love Co.

LET'S CONNECT

WE'RE EXCITED TO EMBARK ON THIS DATA-DRIVEN JOURNEY WITH YOU.

Get in touch with The Data Love Co. today and let's turn your data into a love story for your business.

Remember, at The Data Love Co., it's not just about numbers and charts; it's about harnessing the power of data with a whole lot of heart.

Whether it's supporting you along your personal journey or collaborating on an organizational scale, I'd (data) **love** to partner with you in the future!

Learn More

dataloveco.com

Intro to Customer Analytics

Go from novice to proficient in < 1 week with this acclaimed customer-based statistics course using R.

maven.com/data-love-co/cx-statistics

Collaboration, Training, Speaking Engagements, or Coaching

Schedule a free consultation

dataloveco.com/schedule