The ultimate
guide to

Customer Satisfaction

by **NICEREPLY**.com

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Chapter one

Introduction to Customer Satisfaction

What is Customer Satisfaction (CSAT)?

Customer Satisfaction (CSAT) is a metric used by customer service professionals to measure a **customers' feelings regarding a recent interaction**. Customer satisfaction can also refer to how happy a customer is generally. For our purposes, however, we're restricting the definition of CSAT to solely focus on the metric and how you'll be measuring customer satisfaction.

"Our team's CSAT this quarter was at an all time high of 95%!"

Measuring customer satisfaction is usually displayed as a percentage, representing the number of positive customer responses out of 100. For example, receiving 80 positive responses and 20 negative responses would result in a CSAT score of 80%, but can also be displayed as a digit between 1 and 10.

Customer Satisfaction

Average Score
8.59
Change: **-0.15** ▼

Total Ratings
2 080
Change: **75** ▲

SHOW DETAILS

It's a great way to **understand sentiment** regarding a particular ticket experience. Armed with this data, you'll have the power to make sure your customers are happy with the way you resolve their issues.

When they rate their experiences highly, then you'll know what to keep up. When they rate their experiences poorly, then you'll know what to fix. Maybe they love your refund policy and really don't love your response time. CSAT helps you find out what customers think about the quality of your support.

Why should I measure CSAT?

It goes without saying that happy customers stick around. Customers left unsatisfied after a customer service interaction, are far more likely to cancel their service or not return in the future.

Customers who've had a bad experience with a company are **only 40% likely to still be a customer** in a year, compared to 75% of customers with great experiences sticking around. 🐦 **Tweet**
That's a huge number of customers that could be walking out the door due to bad service.

In addition, keep in mind:

- 🟡 It takes **12 positive experiences** to make up for one bad experience.

- 🟡 67% of customers list a bad service experience as their **main reason for churning.**

- 🟡 95% of customers will **share their bad experience** with friends and family.

- 🟡 81% of satisfied customers are more likely **to do business** with you **again** if they have a **positive experience.**

- 🟡 95% of customers will "take action" after a **negative experience** – like sharing concerns with friends and family, or churning.

Customer satisfaction is key in creating a long-term relationship with your customers. But keeping a long term relationship functioning is hard work. You need to keep delivering value time and time again. You need to keep your customer satisfied.

Ongoing **satisfaction leads to loyalty**. Once customers have placed trust in a company and are assured that the company will continue to deliver they will continue to do business with them.

Loyalty is a worthy goal to shoot for – the White House Office of Consumer Affairs estimates that **loyal customers are worth up to 10 times their initial purchase value.** 🐦 **Tweet**

Measuring customer satisfaction means having a better idea of what works **to keep customers satisfied** – and what leaves them unhappy.

> *As the old saying goes "what gets measured, gets managed."*

If we're keeping customers' satisfaction top of mind, and constantly looking for ways to improve, we reduce the **chance of something going wrong.**

CSAT is the **most common metric** for measuring customer satisfaction because it's simple to use and easy to understand. Everyone in the company can easily interpret scores. Customers clearly understand what's being asked of them. Plus, because customers can give feedback with just one click, **response rates are higher** than traditional long form surveys.
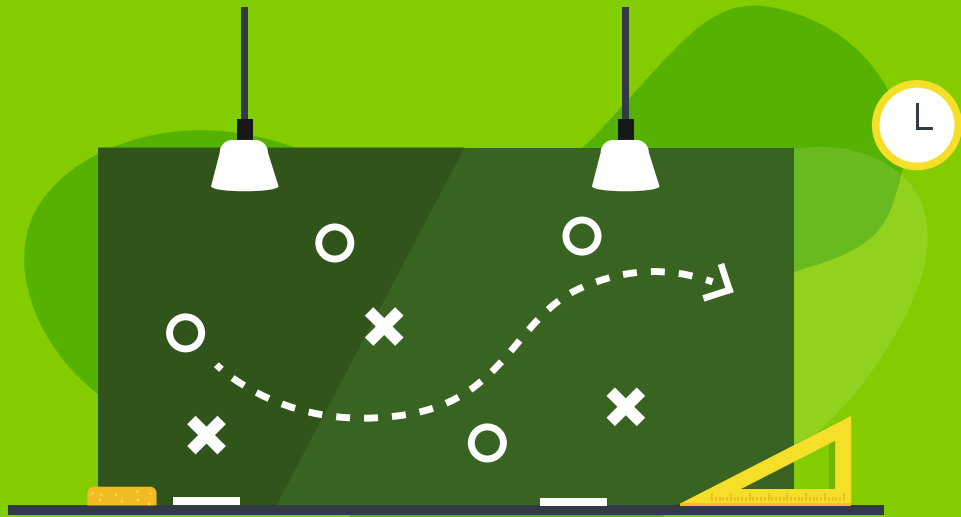
chapter summary

1 Customer Satisfaction **(CSAT) is a** metric that helps you find out what customers think about the quality of your support.

2 Customer satisfaction is key in creating a long-term relationship with your customers.

3 Loyal customers are worth up to 10 times their initial purchase value.

Chapter two

Implementing Customer Satisfaction

How do I measure customer satisfaction?

Most help desks offer a rudimentary customer survey that can be sent after they resolve a ticket. Customers will receive an email asking if they were happy or **satisfied with the service they received**, which they can respond positively or negatively to. These responses, along with any additional comments, are fed back into the ticketing system so that customer service teams can address them.

In order to measure your customer satisfaction, divide the number of Satisfied responses by the total number of responses and multiply it by 100.
(ie. 82 Satisfied Customers out of 100 Total R ses = 82%)
This number is typically referred to as CSAT.

For teams that want more flexibility and customization in their CSAT surveys, they can choose **to integrate** a survey specific tool, like Nicereply, **with their help desk**. Nicereply also offers an API for teams to build their own feedback collection process if they don't use a help desk. All of these tools will automatically calculate CSAT and provide reports on trends over time.

There's a few other choices that teams can make to fine-tune their CSAT collection process.
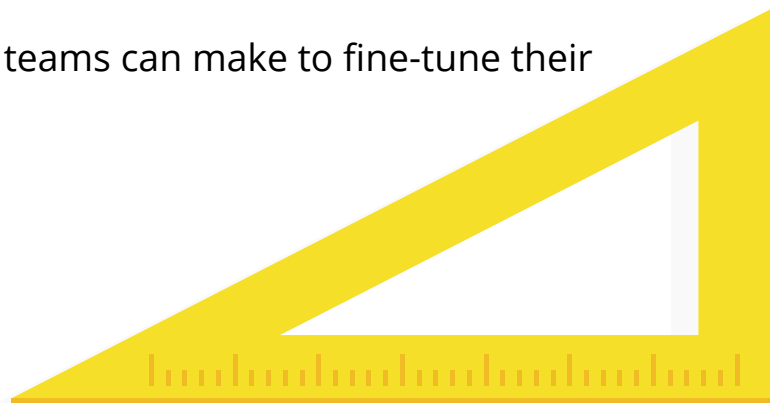
When to survey?

It's possible to ask customers for their opinion on the service at two main points – either include the survey **at the bottom of every email**, or only ask once when you **resolve the conversation**.

At Nicereply we pride ourselves on giving our 100% every day our customers' needs are being met. I know that we have let for that we are very sorry.

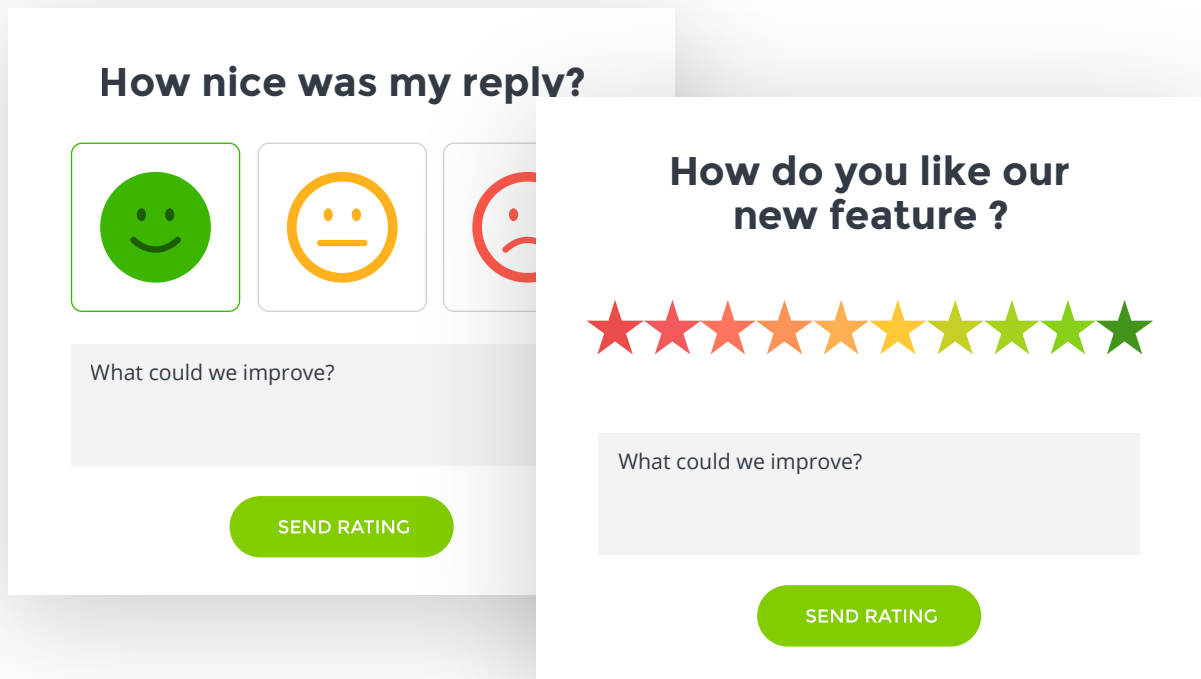**How was your interaction with our support?**
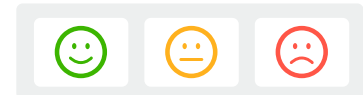
Offering an opportunity to give feedback at every interaction means that the agent doesn't need to wait until resolution to find out how customers feel. 🐦 **Tweet** This means they can **act quickly** to turn a conversation around, when it starts to derail. Our customers report **200+% increase** in their survey response rates thanks to this feature.

However, asking for feedback before the conversation is finished might create a misleading overall score. Customers who were really upset before they had all the information might update their rating when they are happy with the resolution. If the CSAT **scores aren't separated**, it's difficult to understand if customers are satisfied when everything is said and done – or if they are **still waiting** on a better resolution.

TIP

Our customers report 200% and higher increase in their survey response rates when using in-signature surveys, compared to standard after-resolution surveys they used before.

How nice was my reply?

What could we improve?

SEND RATING

How do you like our new feature ?

★★★★★★★★★★

What could we improve?

SEND RATING

Finally, teams can also choose **how long to wait post-resolution** before sending out a survey. Remember that many tickets close because of inactivity automations *(for example, close ticket if the customer doesn't respond in 48 hours).* If the survey is sent out immediately after the conversation is marked closed, it's possible that the conversation shouldn't have actually been resolved. This will result in frustration from the customer, and bad ratings. We suggest building **in a 24 or 48 hour buffer** to the rating flow to avoid this issue. It also gives customers time to make sure suggested fixes actually worked.

What question to ask?

Not every CSAT survey is created equally. Depending on how the survey question is asked, teams might get **very different feedback** from their customers. If you want customers to focus more on the service side of things, then specify that in the question. If you're more interested in the general perception of the experience, then the question can be more open ended. **Experiment with different survey** questions to identify which ones garner the clearest, most actionable feedback for the customer service team.

Questions to ask when you want to change up your CSAT email

When your customers interact with your support team, you might send out a survey after resolution asking if they were satisfied with the interaction. These survey results are compiled into a customer satisfaction rating, or CSAT. There's many different ways to ask customers for their feedback after the resolution of a conversation. **Here's just a few:**

- How nice was my reply? *(The Nicereply default)*

- How did we do today?

- Are you satisfied with the resolution of your ticket today?

- Let us know how our service was today:

- How satisfied are you with your experience?

- Did we meet your expectations?

What to ask when customers focus too much on the Product, not Support

A frequent concern of support managers is that the feedback they get through surveys is too **focused on the product, while ignoring the support** experience. The comments from customers aren't actionable for the support team, and it feels like the **support team doesn't have control over the score** when customers are focusing on product functionality. But small **changes in the question** you ask your customers after support interactions can help get more actionable, support specific feedback.

- How did [Agent's Name] do today?

- Thinking specifically about the last interaction, how satisfied are you with the service you received today?

- How was the help you received?

A Response Scale

What scale should customers provide their answers on? Many survey providers will allow for anything from a binary response (Good/Bad), or a Likert Scale, or a range up to a 10 point scale. **Is one better than another?**

To calculate the CSAT score, subtract the % of customers who were unhappy from 100%. If you're using a binary system, this is simple enough to calculate. If you're using scales with three or five options, you'll need to **decide what a "satisfied"** reply is to your team. For example, if customers answer on a scale from 1-5, you might consider any customers answering a 4 or 5 "satisfied". Your CSAT score would then be the % of customers who responded 4 or higher.

A Likert Scale is a balanced range of options that scale from disagree to agree. It contains equal numbers of positive and negative responses, symmetrically balanced along the scale. For example, a common Likert Scale looks like:

| |
|---|
| **Strongly Disagree** |
| **Disagree** |
| **Somewhat Disagree** |
| **Undecided** |
| **Somewhat Agree** |
| **Agree** |
| **Strongly Agree** |

One of the disadvantages of a 3, 5 or 7 point scale is that there's always a "neutral" option. Customers have an **easy way to avoid taking a stance** by selecting the middle response. Are customers who are "neutral" really happy? In order to avoid being rude, even unhappy customers might choose a less certain answer. 🐦 **Tweet**

Large scales have a similar issue. **What's the difference between a 6 and a 7 in customer happiness?** Can customer service teams really act on responses that are so subtle? In many ways, forcing a customer to choose between Good and Bad, or Satisfied and Unsatisfied makes CSAT responses easier to analyze.

There's no definitive answers on what scale works best for measuring customer satisfaction surveys. In fact, most studies have found that **there's no statistical differences** in responses between the different scales.

Nicereply give you three choices
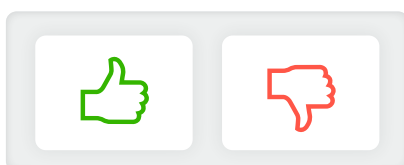
Binary good-or-bad scale of
two thumbs
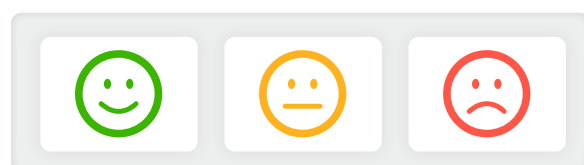
3 point scale of Happy, Neutral and
Unhappy smileys
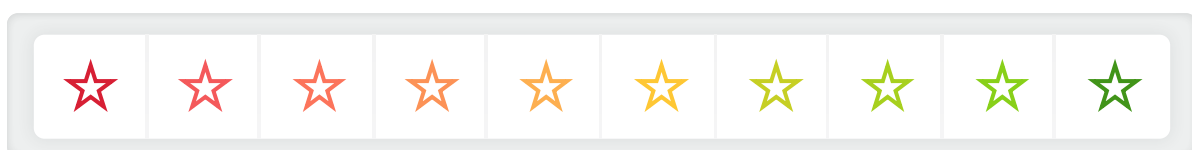
10 stars scale

chapter summary

1 You can ask for customers feedback at **two main points** – either include the survey at the bottom of every email, or only ask once when you resolve the conversation.

2 Experiment with **different survey questions** to identify which ones garner the clearest, most actionable feedback.

3 There's **no statistical** differences in responses between different scales, so pick one that works the best for you.

Chapter three

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Reading The Results

Helpful results

CSAT scores are **only helpful** if the team takes the time to **read and action them**. Customer responses, along with the context of their tickets, contain a **ton of useful data** about what customers want. There's many different ways to put this important information to work for the business.

Real time feedback mechanism

The most immediate advantage of collecting CSAT scores is the ability to take action **when customers are dissatisfied**. Even customers who might not reply to every email are likely to respond to a one-click customer satisfaction score to share their unhappiness.

Teams can build a process to alert supervisors **in real time when a bad rating comes in**. By following up quickly, there's a much better chance of turning the customer's experience around.
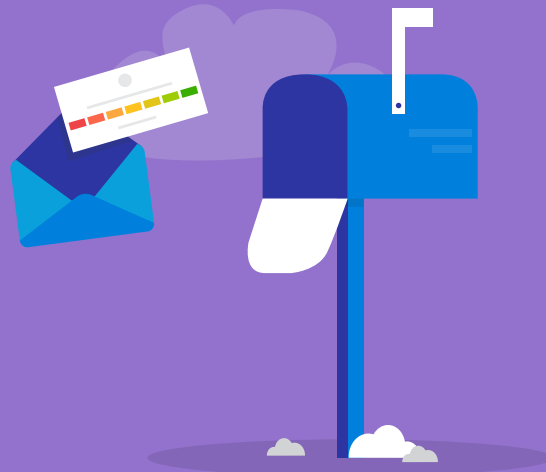
Measurable customer service goals

When you compile **CSAT into one number**, it's simple to see how it **changes over time**. Tracking CSAT by week, month or quarter can help teams keep their focus on ensuring customers are satisfied with their service. If the number starts to decrease, it's time to look for ways to improve.

What's a good customer satisfaction benchmark? It varies by industry, country, as well as contact channel, but most teams will want to aim for **no lower than 80%**. Last year, the average CSAT rating for Nicereply customers **was 84%.** 🐦 [Tweet](#)

Satisfaction by user age and industry
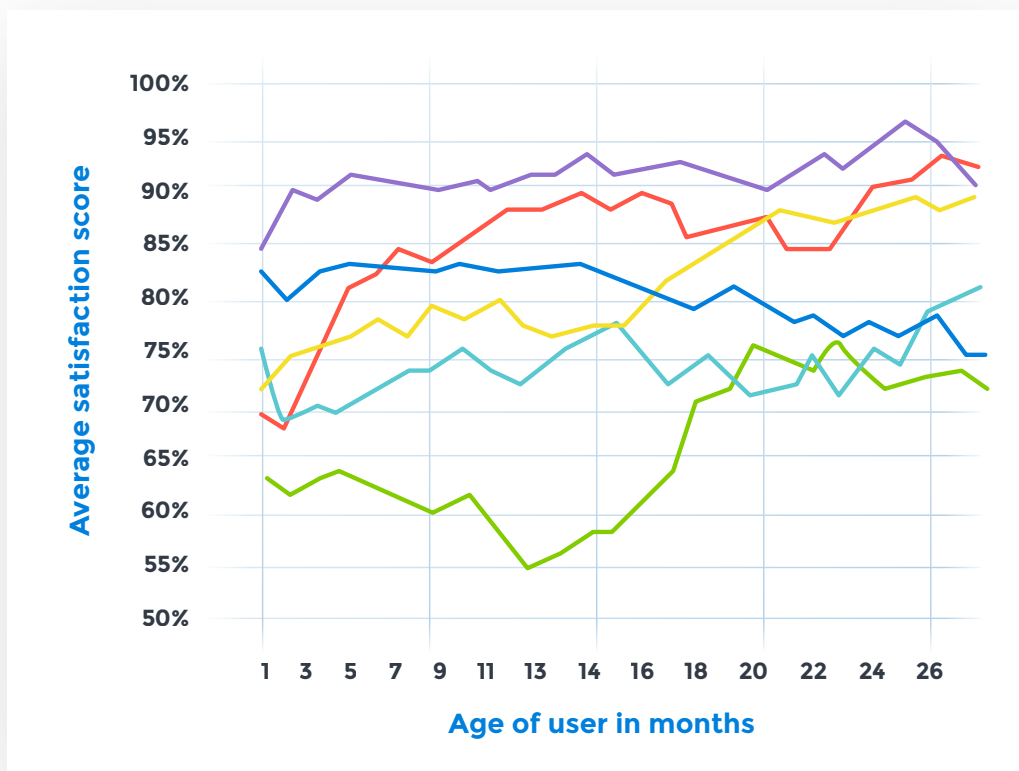
Legend:
- Financial
- Social media
- Media
- Entertainment
- Manufacturing
- Travel

Average satisfaction score (y-axis)
Age of user in months (x-axis)

Evaluating agent performance

Many customer service teams will segment CSAT scores by agent. This allows them to **identify top performers and laggards** in relation to customer happiness. However, managers should proceed with caution when making performance **decisions based solely on CSAT** scores. Senior agents may be taking on more complex, difficult cases which may result in lower CSAT scores, through no fault of their own.

Instead of ranking agents from highest to lowest CSAT, **try setting a benchmark** for agents to meet. If their score dips below the benchmark, bring it up at their next one-on-one to **identify causes and opportunities** for additional training.

Identifying trends and hotspots

By combining CSAT data with ticket data, it's possible to uncover trends in customer satisfaction. Do certain product areas drive lower satisfaction scores? Are newer customers more likely to be satisfied than older customers?

Take a look at this sample graph from Hubspot **comparing CSAT scores across customer lifecycle stages**. You can see that customers are the least satisfied during Onboarding, and their satisfaction peaks after 3 months using the product. A customer service manager looking at this data might decide to invest more resources in improving the Onboarding experience. It's possible to **dig even deeper** to see what customers in the Onboarding stage are writing in about.
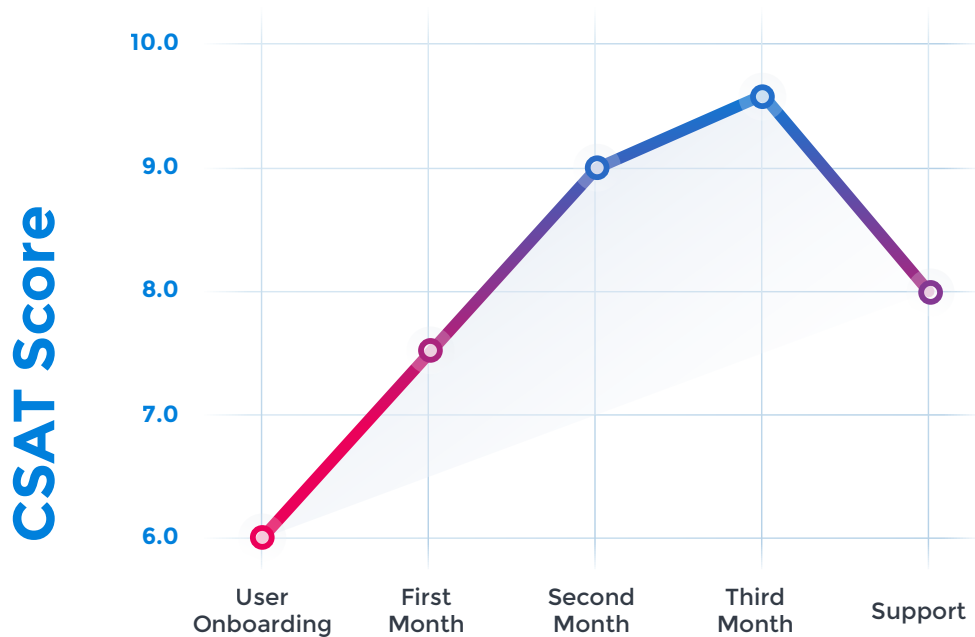
Customer Lifecycle Stage

CSAT data can be very influential when talking with product managers. Combining ticket data with CSAT scores can show where customers are the most frustrated, and **what situations aren't easily resolvable by customer service agents.**

Combining CSAT data with other metrics can help make decisions about where to allocate resources and where improvements are most needed. **Without quantifiable** CSAT data, customer service **isn't as influential** to the rest of the business.

Talking with your team about CSAT

Support teams are always looking for ways to **"move the needle"** and bump their customer satisfaction (CSAT) scores up a few percentage points in the hope that customers will be happier and more loyal.

But how does this **pressure to perform** filter down to customer support agents? Constant stress from peer audits and CSAT goals can lead to employee burnout and have the opposite effect you're looking for.

Rather than using CSAT scores as a weapon against support teams, we need to use them as a tool for improvement.

🐦 **[Tweet](#)**

The difference comes from how we discuss customer satisfaction surveys and responses with our team. A little more **empathy, better coaching and the right focus** can completely change your team's attitude about customers.

What does Unsatisfied mean to you?

When those inevitable bad satisfaction surveys come in, how do you react? **The way you talk about unhappy** customers will guide your **entire team's perspective**. It might be tempting to downplay bad surveys by discrediting the customer who sent them. But if you dismiss every unhappy customer as needy or crazy, **your team's respect for customers will lessen.**

On the swing side, if every negative review sends you into a tizzy and starts the finger pointing, your team will **live in a constant state of fear.** They'll start worrying that just one bad survey might affect their future employment prospects. **That level of anxiety won't help anyone perform their best.**

As support leaders we need to employ a balanced response to unhappy customers. Curious, concerned and wanting to fix the problem – but understanding **that a bad rating isn't the end of the world.**

Focusing on what we can do better and not what went wrong keeps our team constantly improving instead of blaming.

When talking about unhappy customers ask your team members:

- What could we have done better?

- Where are the opportunities for improvements?

- Are other customers feeling this way?
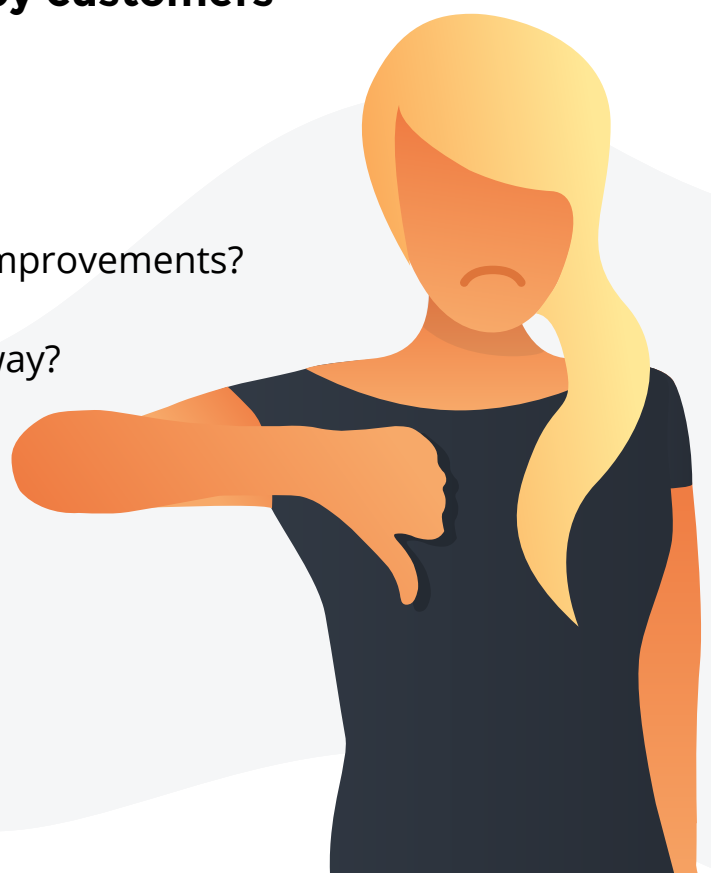
Individual CSAT Feedback

If you have concerns about a specific individual's low CSAT score, you'll probably want to bring it up with them. There are ways to make this difficult conversation **more constructive.**

If you have concerns about a specific individual's low CSAT score, you'll probably want to bring it up with them. There are ways to make this difficult conversation **more constructive.**

First, understand where your concerns are coming from. Is it a **specific customer conversation?** Or are you seeing an **ongoing trend** in low CSAT scores? It's also worth noting if this agent tends to pick up more difficult or complex support conversations. If they are always the go-to person for escalations, they may see a decrease in their score. This doesn't mean that they shouldn't be looking to improve – just that the strategy for improvement **might be different.** Secondly, understand who your agent is.

Every single person on your team is a human, with context.

They may be dealing with issues outside of work, or have mental health challenges they are working through. Come to the conversation with **empathy for your employees**, and not just your customers.

Finally, each agent will **have a preferred way of getting feedback**. The only way to know the best method for feedback is to talk about it. Building a report with your team will help make CSAT conversations much easier. This doesn't just go for negative conversations – some team members don't like receiving positive feedback in public.

If you have concerns about a specific individual's low CSAT score, you'll probably **want to bring it up with them**. There are ways to make this difficult conversation more constructive.

Suggestions for conversation starters:

- "I wanted to talk with you about that conversation. What are your thoughts about how it went?"

- "I've noticed a few of your conversations ended unhappily last week. What are your plans to get back on track this week?"

- "What do you think we can improve in how we answer these kinds of questions?"

- "Let's dive into this tough conversation you handled last week. Why do you think the customer replied that way?"

Celebrate as a Team

We suggest **publicly displaying** customer satisfaction scores as an unconventional way to improve CSAT scores. Publishing CSAT results on a dashboard or a Slack feed makes it easy for your team to see how they are doing.

But it also can drive the wrong behaviours. If you're rewarding team members with the highest customer satisfaction scores, you might see **"cherry pickers"** emerge. Cherry pickers are team members that only take the easiest queries and avoid any difficult customers. They'll have super high CSAT scores, but won't be improving their customer service skills. Other people on the team might **feel unfairly treated** if they are continually forced to pick up tough tickets while others sail through.

A dashboard showing 100% customer satisfaction as the ultimate goal is also unfair. While we all want to do better, **being perfect is impossible**. Just one bad survey prevents perfection. Nobody on the team should face the burden of a perfect score every time.
It's a recipe for burnout.

Instead, celebrate great individual survey comments. Focus on team members **who go above and beyond** and build customer relationships.

Celebrate big gains in CSAT. Celebrate consistency! Celebrate turning an unhappy customer into a happy one.

Use these words when celebrating CSAT wins:

Great job on this conversation Katie! You really dug deep to find the issue.

Well done on keeping our CSAT score consistently high through the volume spike!

The bug fix last week jumped out CSAT up by 5%! That's a lot more happy customers this month.

Discuss customer satisfaction with your team

What does Customer Satisfaction mean to you?

When you discuss customer satisfaction scores with your team, **focus on the why**. We don't track CSAT just for the number. We track it because we want to provide the best customer support out there. And that means **knowing if our customers are happy.**

Communicating the goal of CSAT to your team isn't always easy *(we all get caught up in numbers!)*. But if you succeed, your team will know.

chapter summary

1 Combining ticket data with CSAT scores can show where customers are the **most frustrated,** and what situations aren't easily resolvable by customer service agents.

2 Nobody on the team should face the burden of a **perfect 100% CSAT** score every time. It's a recipe for burnout.

3 Most customer service teams will want to aim for a CSAT **no lower than 80%.**

Chapter four

Improving Customer Satisfaction

Internal Quality Assurance

While CSAT is a great metric, it is still **subject to survey bias**. That is, you'll get the most responses from customers on **the extreme ends** of the spectrum. Those who are very happy will rate you highly, and those who are extremely angry will rate you poorly. This leaves out many customers in the middle. But their experiences are important too, and **looking into them can uncover valuable insights.**

External measures like CSAT can give you a good starting point for what customers consider to be quality support. However, because of this bias, they might not reveal experiences **that aren't outright awful but are nevertheless of subpar quality.**

Have a clear manifesto

The first step is to have a clear manifesto of how tickets should be answered. Based this manifesto on what your customers and your team believe **characterizes quality support**. For example, if you think of personalization as a crucial dimension in quality for support, then put it in the manifesto. And make sure it's clear how a dimension like personalization can be exhibited, for instance, by using the customer's name. A good way to drill into ways to demonstrate somewhat nebulous dimensions like "personalization" is to use an exercise called 5 Hows. Just start with your quality dimension and keep asking how until you have behaviors that you can see and measure.

Set up a review plan

Next, set up a plan to review random samples of resolved tickets on a regular cadence, **such as once a week**. Depending on your team size and structure, you could do peer review, managerial review, or even dedicate an entire person or team to quality assurance. An added benefit of review is that your team will **learn from each other** as they see how others have handled cases.

As you review the tickets, score them with the rubric. Then calculate your quality metric by taking an average of all scored tickets.

Sample Internal QA Rubric

DIMENSION	SCORE (out of 5)	NOTES
Personality: Did the agent create a connection with the customer by using their individuality and voice?	4	Nice response to the cat story!
Next issue avoidance: Did the agent provide additional information to prevent the customer from needing to follow up?	3	Agent should have included link to knowledge base article to provide additional resources.
Grammar, Spelling, Accuracy: Are there any mistakes in the language used?	5	
TOTAL	12	

Should I delete irrelevant CSAT ratings?

When a bad rating comes in that leaves you thinking **"that's not fair!"** it can be tempting to click that delete button and pretend it never happened. Every bad rating you receive impacts your customer satisfaction (CSAT) score. If you measure this closely, just one bad rating could mean not meeting your team goal for the month. But, even if you delete a seemingly irrelevant bad rating, **there's a customer out there who clicked the unhappy face.** They don't become satisfied, just because the rating is no longer there.
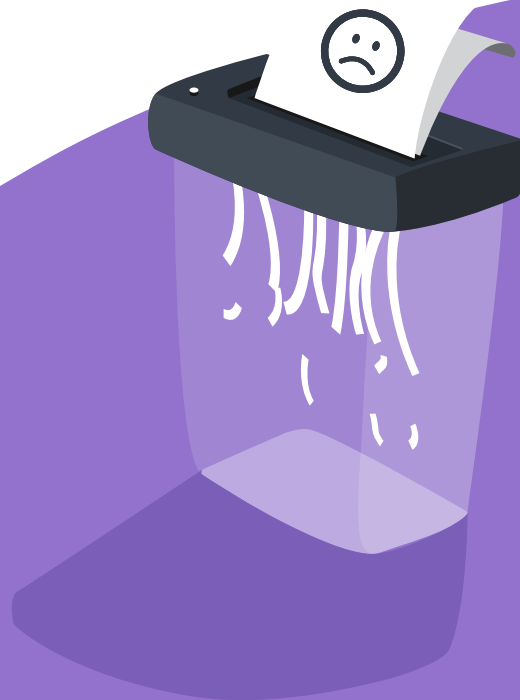
The six most common irrelevant ratings

Irrelevant ratings are the ratings that don't seem to directly apply to the customer service experience the customer got. They might address **something completely different**, come from left field or just be downright confusing. They are usually negative. Here's a few you might recognize.

I didn't get your response

If a customer emails in and doesn't see your response, the follow-up survey might be their first contact from the company. As frustrating as it might be, customers tend to fill in the survey negatively, thinking you didn't reply.

Your product sucks

It can seem incredibly unfair **to get a bad rating as a customer service rep** when the customer is complaining about something out of your control. Perhaps they are disappointed a feature hasn't been implemented yet. Maybe they are upset about pricing. As far as we know, they really just need a pink version of the product.

A case of mistaken identity

If you deal with customers of your customers, you might receive ratings **meant for someone else**. For example, imagine you provide software for ecommerce companies. Your customers sell fidget spinners to kids. If a fidget spinner doesn't get delivered, do the kids contact your customer, or the website host? Users don't always understand what's going on behind the scenes – which leads to confusing ratings coming in!

The "out of nowhere" rage

The conversation is all wrapped up, your customer says thanks and you head to the next ticket in the queue satisfied with a job well done. Then a day later, seemingly out of nowhere, you see a bad rating pop up for the ticket. "What happened?" you wonder, **"I thought we'd fixed everything!"**

The unfairly upset customer

Some customers might just be irrationally hard to please. You've done everything in your power to solve their problem, offered a full refund, and sent them a box of chocolates, but they are still upset about the typo on the third page of the Getting Started guide. 🤷‍♀️

"Just testing!"

This might be a type of irrelevant rating exclusive to Nicereply, but we get "test" ratings ALL. THE. TIME. Our customers want to get hands on trying out our survey tools, which we love to see. But if we left all these test responses in our system, they would obscure the actual ratings we need to follow up on.

---

9   for **Viktor Magic** at 1:46pm   John Doe   ✕
How nice was my reply?   Cairo, Egypt   ✎

testing

Positive vs Negative Motivation

In order to determine whether we should delete a rating, we need to dig into our motivation behind manipulating ratings. When you see a bad rating come in, do you look at it as a blemish on your perfect record? **Or is it an opportunity to do better next time?**

There's two ways we motivate ourselves to do better; **positive or negative motivation.** Positive motivation is striving towards a goal while negative motivation is trying to avoid a bad situation. For example, think about your bank balance. You could either be positively motivated by saving up for a down deposit on a house, or negatively motivated by the possibility of not having enough money to pay rent this month.

It's been proven that **positive motivation is more effective** than negative motivation. We do a better job when we're working towards something positive rather than running away from something negative.

How does this affect our customer service ratings? If we're positively motivated, we're focused on providing the best possible customer support to every user to make them happy. We focus more on possibility of turning around a bad situation. If we're negatively motivated, we dread every bad rating. This is especially true of irrelevant bad ratings. Negative motivation can create **feelings of helplessness.**

We're trying to avoid something, but we just don't know how. When we've put through our very best effort, but still receive a bad rating, it can be incredibly frustrating. **If we delete a rating**, it can perpetuate the feeling that bad ratings are to be avoided, not learned from. Even if the rating can seem irrelevant, there's still an **opportunity to learn from them**. Take, for example, a bad rating that focuses on the product. While the customer service agent might not be able to actually make the interface pink, they can use their experience engineering skills to still make the customer feel like **their feedback is heard** and their opinion valued.

A rating where the customer didn't receive your response could be a sign of a bigger email deliverability problem. If you **keep deleting** ratings to keep your CSAT score high, **you might never know**. A 100% CSAT score won't help you grow, but paying attention to uncomfortable bad ratings will. 🐦 **Tweet**

A 100% CSAT score won't help you grow

Instead of working to avoid negative ratings, we should work towards a long term goal of more satisfied customers and long term customer relationships. Regardless of whether we delete the rating or not, it shouldn't impact on our future goals.

So, should you delete?

At Nicereply, we let our customers delete bad ratings if they need to. As part of our annual Happiness awards, we exclude customers **who delete 5% or more** of their ratings throughout the year.

We currently delete test ratings *(both good and bad!)* so they don't overwhelm our actual volume. Since we're still growing we only receive a few hundred ratings each month. Leaving test ratings in would obscure any actionable feedback we get from our customers. But these ratings **still give us helpful information!** A potential customer who tests our ratings is actively interested in Nicereply. That's good to know! The volume of test ratings also tells us that we need to build in a better way for our new customers to try out the system and understand how it works – which is something we're actively working on!

So, should your team delete bad ratings?
Before you click that delete button, think about your motivation behind it. Are you trying to make life easier on yourself? Is it about your ego and a higher CSAT rating? Or is the bad rating truly getting in the way of improving your support and product? Is this a customer telling you something important?

Maybe, there's no such thing as an irrelevant rating. Relevance is just how you look at it.
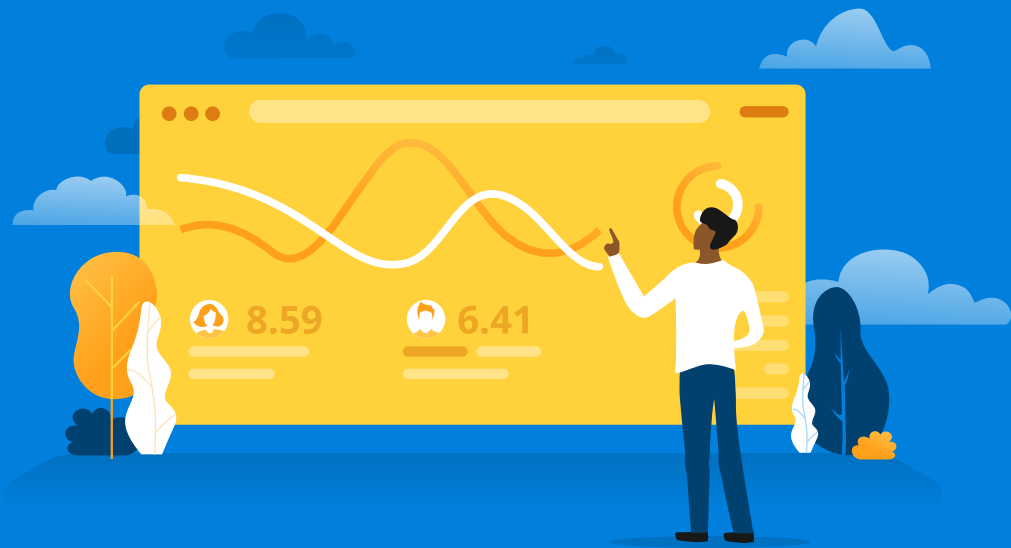
chapter summary

1 You'll get the most responses from customers on the extreme ends of the spectrum. Don't forget those in the middle.

2 Review random samples of resolved tickets on a regular cadence, such as once a week.

3 If we delete a rating, it can perpetuate the feeling that bad ratings are to be avoided, not learned from.

Chapter five

CSAT in Real Word

DRAMAFEVER

"Customer satisfaction is actually one of our company **white-goals that we're measured on.** The only one that's at a company level, where we hold the entire company accountable is our customer satisfaction that we get at through using Nicereply."

mindvalley

"Nicereply is the critical component of our email customer support (which is by far the largest of our channels). Nicereply provides us with the **major KPI of customer satisfaction** which is like a heartbeat monitor of our customer support. This allows us to track and improve our team performance, as well as to help our agents grow and perform at the expected quality levels. Thanks to the feature improvements of Nicereply, we managed to **significantly increase** the amount of "nicereplies" **we receive from our customers**. This allows us to have a statistically representative data on our customer satisfaction."

blueleaf

"Each KPI that we track **has a measurable impact on our churn rate** (ie: if we maintain good KPIs, we maintain a lower churn rate). We track the monthly average Nicereply CSAT as an overall measure of how **happy our customers are**, and how well we are responding to customer support issues. Since we primarily use email-based support, we also track the average time to first response for the month. As well as being a measure of efficiency, quick response times are a big driver towards high CSAT scores."

MAN CRATES

"Nicereply allowed us to effect a paradigm shift in the handling of our email queue and changed the way my team was allowed to handle tickets creating a more efficient queue experience for our Customer Champions, and an **exponentially better experience for our customers.** Having mid-conversation CSAT allowed my team to gauge the customer's response **before their interaction was complete**, and allowed for us to adjust course if necessary to make that customer happy. Instead of making up for a bad experience after it had happened, we were allowed **to correct that experience** while the conversation was **in progress.**"

ipsy

"Our whole company has a stake in the customer experience, so we use Nicereply to measure and report on what is **going well and where we can do better**. We read every comment left by our members, because we care deeply about the service we're providing. ipsy is very data driven as a company so having both the **quantitative and qualitative feedback** on CSAT helps us improve our member experience every day. "

republic® WIRELESS

"Nicereply allows us, in real time, to see how our customers feel about the support they receive and understand how we can improve our responses. Having this feedback **on the per-response level** and not waiting for a final CSAT rating at the end of the ticket allowed us to turn the **experience around and keep our members happy.**"

Nicereply

Try Nicereply for free today

TRY IT NOW

**14 day free trial
No credit card required**

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is brought to you by Nicereply.com**