



NPS & CSAT: Unlock the cause behind the score

Apply AI text analysis to open-ended responses in NPS and CSAT surveys, gain a deeper insight into the context behind the score and understand what influences customer behaviour and experiences when engaging with your brand.

Reveal issues and their root cause that are influencing your customer experience (CX) scores

NPS and CSAT scores can provide an informative snapshot of the way customers feel about your organisation, but the true value is in the reason *why* a customer allocates a certain score.

Touchpoint Group's AI Customer Analytics Tool reads, understands, and categorises feedback responses from any open ended (unstructured) question and provides an indepth breakdown in to the root cause of the issues giving organisations a complete picture of the issues customers are experiencing.

This is what you'll get:

- Consultation to determine data sources available and understand business priorities and outcomes.
- A custom report that will cover (where applicable):
 - Employee satisfaction, concerns, questions, and queries.
 - Customer perception, engagement, and happiness.
 - Key drivers behind ratings, what metrics are impacting scores.
 - Changes that result in a shift in score.
 - Customer-influenced solutions and issue resolution.
 - Measurement of trends as they unfold over time.
- A follow-up consultation to review KPIs and discuss how Touchpoint Group's AI Customer Analytics Tool can help with future projects.

The Outcome

This service reinforces CX strategy & implementation, highlights potential issues and areas of opportunity, reduces costly mistakes in customer resolution and enables you to track progress over a period of time ensuring you're making the right decisions to better your Customer Experience scores and satisfaction. In return, you'll see reduced churn, greater customer value propositions and overall better customer experience.

Need an end-to-end solution? Create and send NPS and CSAT surveys with Touchpoint Group and take advantage of powerful segmentation and easy to use custom templates that are consistent with your branding.

Touchpoint Group offers a streamlined solution that captures in-moment customer data and enables you to import the results of NPS or CSAT surveys into Touchpoint Group's AI Customer Analytics Tool for analysis.

By combining these tools, you'll streamline survey collection, highlight key issues and customer pain points, track trends and movement, and gain a granular understanding of the business changes needed to drive improvements.

How would you rate your recent shopping experience?

1 2 3 4 5 6 7 8 9 10

Why did you choose this score?

Overall I really like your website but if I have questions about products it's very difficult to get in touch with the correct person and I can't get the information I need.

submit

How Touchpoint Group delivers the service

You'll work with a dedicated account manager to set up reporting for your data and help create the initial report. Onboarding access to the Touchpoint Group's AI Customer Analytics tool can be given as monthly, quarterly or as an annual licence which will allow your team open access to Touchpoint Groups features and solutions to be able to build further custom analyses and reports. Pricing is dependent on the volume of feedback.

Contact us to learn more

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