



IPIPHANY

## Customer Experience analyses: CSAT & NPS tracking & report

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

### Reveal the root cause of issues that influence 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.

Ipiphany reads, understands, and categorises feedback from any open ended (unstructured) question and provides an in-depth breakdown of the root cause of the issues. This gives organisations a complete picture of the issues customers are experiencing.

In minutes, ipiphany will analyse thousands of text field responses and discover the root cause of issues with enough context and detail to help you provide actionable recommendations to improve NPS, CSAT, or another CX metric you're tracking.

#### Service we offer:

- 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 Ipiphany can help with future projects and continue to track customer experience.

Learn more at [www.touchpointgroup.com/ipiphany](http://www.touchpointgroup.com/ipiphany)

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# IPIPHANY

## NPS & CSAT: Unlock the cause behind the score

### 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.

### We don't just analyse the feedback, we can capture it too

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

TouchpointMX offers a streamlined solution that captures in-moment customer data and enables you to import the results of NPS or CSAT surveys into Ipihany 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 delivers the service

You'll work with a dedicated account manager to set up key analyses and import core data, they will help create the initial report and take you through best practice in gathering CX feedback.

Onboarding access to Ipihany can be given as a monthly, quarterly or annual licence which will allow your team open access to Ipihany's key features to be able to build further custom analyses and reports.

### Contact us to learn more

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