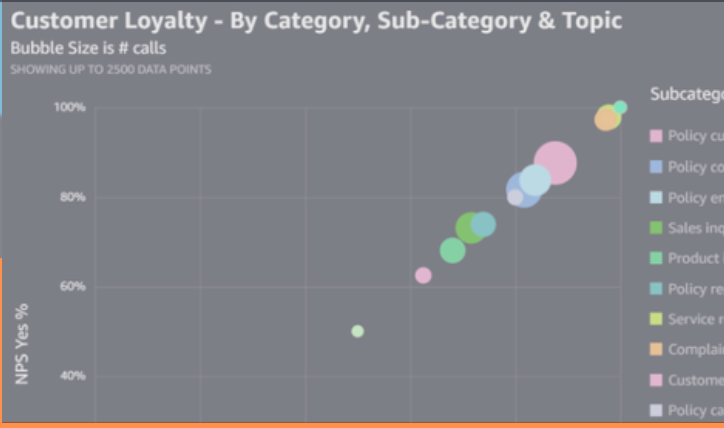


NPS	NPS Explanation
No	The overall lack of empathy and understanding may have influenced the customer's likelihood to recommend the company to others.



AUTOINSIGHTS VOICE OF CUSTOMER (VOC) SOLUTIONS

AutoInsights provides powerful Voice of Customer (VoC) solutions that enable businesses to measure customer sentiment and agent performance. With our intuitive dashboard, you gain deep insights into how your customers feel about your service and how likely they are to recommend your brand.

Two key performance indicators (KPIs) form the backbone of our solution: Customer Satisfaction (CSAT) and Brand Advocacy (NPS).

Key Performance Indicators

1. Customer Satisfaction (CSAT)

Customer Satisfaction (CSAT) measures how pleased a customer is with the service they received during the call. This KPI provides a clear, real-time indicator of customer sentiment.

- **Scoring:**
 - **Yes:** Indicates the customer was satisfied with the service provided.
 - **No:** Indicates dissatisfaction with the service received.
- **Why It Was Scored:**
 - A one-line summary is provided to explain the reasoning behind the CSAT score, giving context to whether the customer felt positively or negatively about their interaction with the agent.

2. Brand Advocacy (NPS)

Brand Advocacy, measured through Transactional NPS, assesses how likely the customer is to recommend, promote, or advocate for your brand based on their experience with the agent.

- **Scoring:**
 - **Yes:** Indicates the customer is likely to recommend your brand as a result of their interaction with the agent.
 - **No:** Indicates the customer is unlikely to advocate for your business after the interaction.
- **Why It Was Scored:**
 - A one-line explanation is included with the score to summarize the key reasons behind the customer's response. This helps to understand what influenced their likelihood to recommend or not recommend your business.

Note: AutoInsights measures Transactional NPS, focusing solely on the interaction with the agent during the call, not the broader customer journey or other touchpoints such as website or store visits.

Customer Loyalty Dashboard

Our **Customer Loyalty** dashboard visualizes both CSAT and NPS scores to give you an immediate understanding of agent performance and customer satisfaction.

Bubble Graphs:

- The dashboard features two bubble graphs that plot NPS and CSAT scores across agents, categories, and subcategories. Each bubble represents a data point, allowing you to visually track performance over time.
 - **Higher Performance:** Bubbles in the upper half indicate higher satisfaction and advocacy, showing that the agent or category is excelling.
 - **Lower Performance:** Bubbles in the lower half of the segment indicate areas where performance is lacking, providing a clear signal for areas of improvement.
- This intuitive visual tool enables you to track and benchmark performance, ensuring that you can continuously improve the customer experience and optimize your agent training and support.

Why Choose AutoInsights VoC Solutions?

- **Actionable Insights:** Clear, real-time feedback on both customer satisfaction and brand advocacy.
- **Tailored to Your Business:** CSAT and NPS scores can be customized by agent, category, and sub-category, helping you identify the most impactful areas for improvement.
- **Data-Driven Decisions:** Track customer loyalty and sentiment trends over time, empowering your team with data to make informed decisions.

