

Month: **September**

REPORT DETAILS



CSAT

96.0%



NPS

33.7%



Net Sentiment

33.8%



Total Calls

2522

Weekly VOC Performance Metrics:

Metric	Week	Trend	Variation (%)	Total Calls
CSAT	W1	Positive	100	292
	W2	Positive	100	329
	W3	Positive	100	323
	W4	Positive	100	330
	W5	Positive	100	137
NPS	W1	Negative	0	292
	W2	Positive	100	329
	W3	Negative	0	323
	W4	Negative	0	330
	W5	Negative	0	137
NetCustomerSentiment	W1	Positive	7.3	553
	W2	Positive	7.3	580
	W3	Positive	7.3	598
	W4	Positive	7.3	558
	W5	Positive	7.3	233

Executive Summary

September's Voice of Customer analysis reveals a strong positive trend in Customer Satisfaction (CSAT) and Net Customer Sentiment, with CSAT holding steady at 96.0% and Net Sentiment improving by 7.3 percentage points. However, Net Promoter Score (NPS) remains a concern, showing a predominantly negative trend throughout the month with a low promoter percentage of 33.7%. Key focus areas include Claims & Incidents and Policy Management, which drive both positive and negative experiences. Addressing delays and communication gaps in claims and complaints management will be critical to improving overall customer loyalty.

CX PERFORMANCE INSIGHTS

Positive Themes

Claims & Incidents	→ → →
Policy Management	→ → →
Billing & Payments	→ → →
Complaints & Risk Management	→ → →
Onboarding & Policy Setup	→ → →

Negative Themes

Claims & Incidents	→ → →
Policy Management	→ → →
Complaints & Risk Management	→ → →
Billing & Payments	→ → →
Onboarding & Policy Setup	→ → →

Narrative Insight

The dual presence of these categories in both positive and negative themes indicates that while agents often deliver professional and clear service, systemic issues like process delays, policy constraints, and communication breakdowns significantly impact customer experience. Improving these areas could convert neutral or negative experiences into positive loyalty drivers.

COMPARATIVE METRICS

CSAT: Previous Month 96.0%, Current Month 96.0% and 0.0

NPS: Previous Month 31.5%, Current Month 33.7% and +2.2

Net Customer Sentiment: Previous Month 31.5%, Current Month 33.8% and +2.3

Top Topic Shift:

Previous Month: Claims, Customer Service, Policy Cancellation

Current Month: Claims, Customer Service, Policy Cancellation

Concise VoC Story

- Customers love claims & incidents, praising clear communication and helpful explanations despite external delays (e.g., 'The agent communicated clearly, was helpful in explaining the process').
- Customers love policy management, appreciating professional handling and clarity on premium and policy options ('The agent communicated clearly, was helpful within policy constraints').
- Customers are frustrated by claims & incidents due to delays and lack of timely repair team contact ('The customer expressed dissatisfaction with the repair team's lack of timely contact and the overall delay').
- Customers experience delays with complaints & risk management, citing extended hold times and poor communication ('I have been sitting here for the last three and a half hours, man!').
- Customers are dissatisfied with policy management, especially regarding premium increases and policy limitations ('The customer expressed dissatisfaction with the significant premium increase and confusion over pricing differences').
- Customers request clearer communication and faster resolution in billing & payments to avoid confusion and frustration ('Is there anything you can do? Because I can't be without a car. I've got kids').

RECOMMENDATIONS

1. Enhance call handling protocols to reduce hold times and improve empathy scripting, aiming to decrease customer frustration and improve NPS scores.
2. Implement a proactive follow-up process for claims and complaints to address delays and keep customers informed, improving CSAT and sentiment.
3. Strategic initiative: Deploy workflow automation and root cause analysis tools to identify and eliminate bottlenecks in claims processing and policy management, driving long-term CX improvements and higher customer loyalty.

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