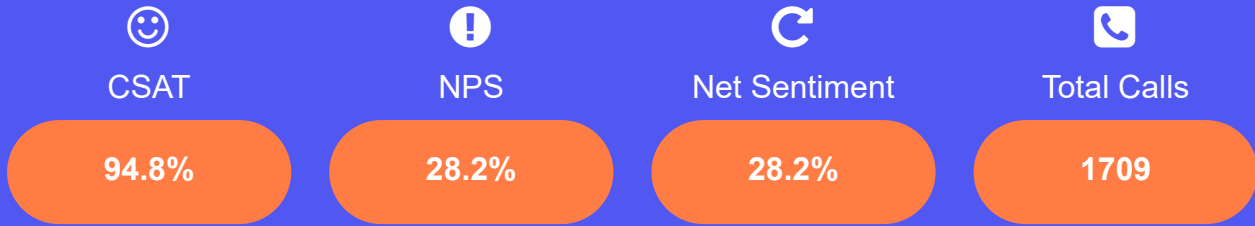


Month: **March**

## REPORT DETAILS



### Weekly VOC Performance Metrics:

Metric	Week	Trend	Variation (%)	Total Calls
CSAT	W1	Positive	0.3	299
	W2	Negative	0	240
	W3	Negative	-0.4	297
	W4	Negative	-2.4	110
	W5	Positive	1.7	59
NPS	W1	Negative	-100	299
	W2	Positive	300	240
	W3	Negative	-100	297
	W4	Negative	-100	110
	W5	Negative	-100	59
NetCustomerSentiment	W1	Negative	-50.1	510
	W2	Positive	35.1	420
	W3	Negative	-27.8	478
	W4	Negative	-0.4	204
	W5	Positive	62.7	97

## Executive Summary

In March, customer experience metrics showed mixed results with CSAT remaining strong but NPS and Net Customer Sentiment exhibiting declines overall. While CSAT held steady with positive feedback especially in Claims & Incidents and Policy Management, NPS faced challenges driven by policy-related frustrations and billing concerns. Net Customer Sentiment declined slightly, reflecting ongoing customer dissatisfaction in areas such as Complaints & Risk Management and Billing & Payments. Focused improvements in communication clarity and policy transparency are critical to reversing negative trends and enhancing loyalty.

## CX PERFORMANCE INSIGHTS

### Positive Themes

Claims & Incidents	→ → →
Policy Management	→ → →
Billing & Payments	→ → →
Other	→ → →
Onboarding & Policy Setup	→ → →

### Negative Themes

Claims & Incidents	→ → →
Policy Management	→ → →
Billing & Payments	→ → →
Complaints & Risk Management	→ → →
Other	→ → →

## Narrative Insight

Positive themes highlight customers' appreciation for clear, helpful communication and efficient claim and policy management, which drive satisfaction and likelihood to recommend. Conversely, negative themes reveal that policy limitations, billing issues, and complaint resolution failures are key pain points undermining loyalty and sentiment. Addressing these areas with improved transparency and empathy is essential to enhance overall customer experience.

## COMPARATIVE METRICS

**CSAT:** Previous Month 94.6%, Current Month 94.8% and +0.2

**NPS:** Previous Month 32.2%, Current Month 28.2% and -4.0

**Net Customer Sentiment:** Previous Month 32.2%, Current Month 28.2% and -4.0

### Top Topic Shift:

**Previous Month:** Claims, Customer Service, Servicing

**Current Month:** Claims, Customer Service, Servicing

## Concise VoC Story

- Customers love claims & incidents: "The agent communicated clearly, was helpful in guiding the claim process despite delays."
- Customers love policy management: "The agent was helpful in confirming no additional fees and processing requests efficiently."
- Customers are dissatisfied with complaints & risk management: "I will just suggest all the people in my group that don't go for Carpeesh again because you guys are not helpful with the claim."
- Customers are dissatisfied with billing & payments: "The billing dispute and payment overdue handling left me feeling unheard and mistrustful."
- Customers love billing & payments: "Thanks for your help, and thanks for answering all my questions. You're great."

# RECOMMENDATIONS

1. Enhance agent empathy and communication training to improve complaint handling and reduce customer frustration, aiming to increase NPS by 5 percentage points.
2. Implement proactive billing dispute resolution workflows to reduce payment-related dissatisfaction and lower complaint volumes by 10%.
3. Develop a follow-up process for policy non-renewal cases to provide clear guidance and reassurance, improving customer retention rates.
4. Strategic Recommendation: Invest in workflow automation and root cause analysis tools to identify and eliminate systemic issues in policy management and billing, driving long-term improvements in customer loyalty and sentiment.

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