



Customer satisfaction and surveys

Customer satisfaction plays an important role in any business. It is the leading indicator when measuring customer loyalty, identifying unhappy customers, reducing churn, increasing revenue and a key point of differentiation that helps attract new customers.

Customer experience, the new currency of power

With the rise of social media, we all know the cardinal rule: mistreat your customers at your own peril. Embrace the notion that customer experience and customer service IS the new marketing.

“Your call’ really has become important

After decades of lip service, “your call” really has become important in that it provides a rare opportunity to build trust and loyalty. Our web-based, self-service world leaves few opportunities for actual interaction with customers.

The gold standard

CyTrack recommends Net Promoter Score (NPS) as the gold standard loyalty metric for measuring customer satisfaction and translating customer experience into profitable growth.

Our CySurvey tool is developed as a powerful but simple survey tool that enables you to ask your customer questions with a simple 1-10 score in line with the NPS methodology. You may then set rules to handle or escalate those callers who leave responses you wish to follow up.

Know The Score

The Net Promoter Score is based on the fundamental perspective that every company’s customers can be divided into three basic categories: Promoters, Passives, and Detractors by asking one simple question, “How likely is it that you would recommend [your company] to a friend or colleague?”

You can track these groups and get a clear measure of your company’s performance through

your customers’ eyes. Customers respond on a 0 to 10 point rating scale:

Promoters (score 9 - 10)

The top score. Loyal enthusiasts who will keep buying and refer others, fuelling growth.

Passives (score 7 - 8)

Satisfied but unenthusiastic customers who are vulnerable to competitive offerings.

Detractors (score 0-6)

Unhappy customers who can damage your brand, impeding growth through negative word-of-mouth.

To calculate your company’s NPS, take the percentage of customers who are Promoters and subtract the percentage who are Detractors.

CySurvey allows you to design and create your own surveys to measure your customer’s satisfaction and gain the true ‘voice of the customer’.

