

EXTERNAL FACTORS LEADING TO A POOR CSAT SCORE

Here are some of the leading causes for customer dissatisfaction organized by external factors, which are things that are visible to the customer.

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REASONS

Relevance

Are you delivering value to your customers?
Are you answering your customers' questions?

Authenticity

Do your customers trust you?

Empathy

Are you listening to your customers?
Do you identify with and understand your customers' perspective?

Consistency

Are you delivering the same level of experience (or better) every time?

Convenience

Is your experience convenient for the customer?
Is it more convenient than your competitor's?

Ease

Is it easy to use/navigate?
Do your customers have to put forth a high or low level of effort? Would your customers rather do this in a different way?
Are they getting frustrated in the process?

Speed

Is it fast (enough)?
Is the speed meeting or exceeding expectations?
How does your speed compare to your customers?

Personalize

Are you personalizing content to enhance their experience?
Do you know their preferences?
Do you know their aversions?

Omnichannel

Can they move seamlessly from platform to platform with your brand?

Clear Paths

Are you removing friction for the customer?
Do they have access to the right resources to resolve their issue?