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REASONS

INTERNAL FACTORS LEADING TO A POOR CSAT SCORE

Here are some of the leading causes for customer dissatisfaction organized by internal and operational factors, which are things you're doing that aren't visible to the customer.

Design

Are the layout and functionality designed to be customer-centric?

Technology

Does the experience integrate cross-platform?

Do you offer self-service or chatbot options for the customer?

Data

Are you collecting data accurately and using that data effectively to improve their experiences?

Do you have all the data you need to optimize your strategy?

Customer Service

Are there holes in your customer service model and execution?

Do you foster a service culture that proactively anticipates and fills the needs of your customers?

Culture

Does your company operate in silos or have a "that's not my job" mentality?

Do you have buy-in and input on the strategy from all departments?