

# Voice of the Customer

# METRICS GUIDE

## NPS



**DEFINITION** Net Promoter Score® measures satisfaction and customer loyalty by the customer's willingness to refer your business to a friend. It helps segment customers into 3 categories: Promoters, Passives, and Detractors.



**SAMPLE QUESTION** How likely are you to recommend our company to a friend or colleague?

## CSAT



**DEFINITION** Customer Satisfaction is a traditional measurement allows a customer to express their satisfaction/dissatisfaction with a particular product, service, or transaction.



**SAMPLE QUESTION** How satisfied were you with your recent call to our customer service department?

## OSAT



**DEFINITION** Overall satisfaction is a measurement to gauge a customer's overall satisfaction with a company, service, product, or transaction.



**SAMPLE QUESTION** Overall, how satisfied are you with our company?

## CES



**DEFINITION** Customer Effort Score measures the effort the customer must put forth to complete a transaction to their satisfaction.



**SAMPLE QUESTION** How much effort did you personally have to put forth to resolve your most recent customer service request?

## Purchase Propensity



**DEFINITION** Purchase Propensity is a measurement that provides the likelihood that a customer will repurchase, expand, or renew with your company for products or services in the future.



**SAMPLE QUESTION** How likely are you to purchase our product again in the future?

## Top Box (top 3/top 2)



**DEFINITION** Rather than a true VoC metric, Top Box is a way to interpret other metrics by grouping the top two or three response categories together to display the results as if they are one single result.



**EXAMPLE** A company using a scale including Strongly Disagree, Disagree, Neither Agree nor Disagree, Agree, and Strongly Agree may combine the Agree and Strongly Agree responses into a single measurement referred to as the Top 2 Box Score.

Choosing the right metrics can be a big challenge. Many questions arise and some people get stuck trying to define details like: Should the metric question be at the beginning or the end of the survey? What measurement scale should I use?

Unfortunately, these questions can be so overwhelming that some Voice of the Customer (VoC) programs suffer from analysis paralysis and then simply wither and die. To make sure that doesn't happen to you, here are a couple of things to remember:

✓ Understand that a successful VoC program is all about **taking action** on feedback from your customers. Metrics are simply a line in the sand against which you can measure your improvements.

✓ Choose metrics that provide the right information for your unique business needs. The most successful VoC programs implement a combination of metrics based on departments, goals, feedback channels, and/or brand standards.

In the end, we know that choosing metrics and setting up a successful VoC program can be tough. Rest assured, Confirmit can help! Our team of highly trained VoC experts is ready and waiting to guide you through the entire process to make sure that you achieve the results your company needs from a VoC program.

### About Confirmit

Confirmit helps businesses operationalize feedback to drive change throughout their organizations using the world's most secure, reliable and scalable solutions for Voice of the Customer, Voice of the Employee, and Market Research programs. Confirmit's solutions enable companies to run feedback and research programs that increase revenue, reduce costs, and promote culture change.

To learn more visit us at [www.confirmit.com](http://www.confirmit.com)

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