BlastPoint

DATA-DRIVEN CUSTOMER SATISFACTION SCORING

CURRENT METHODS OF DIRECT CSAT MEASUREMENT DO NOT TELL THE WHOLE STORY

Infrequent Measurement

Many companies measure CSAT on an annual or quarterly basis, so it's difficult to meaningfully operationalize results.

Survey Bias

CSAT scores based on customer surveys have inherent survey bias. Small sample survey sizes can result in large margins of error and limited, generalized CSAT insights.

Inefficient Processes

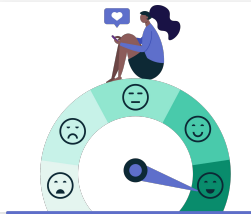Surveying customers directly and processing data in-house can be a cumbersome, manual, and expensive process.

BLASTPOINT'S DATA-DRIVEN CSAT SCORING IMPROVES ACCURACY & ACCESSIBILITY
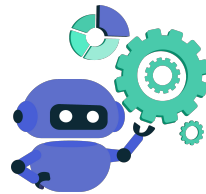
Completely automate the measurement of CSAT and refresh scores daily for all customers

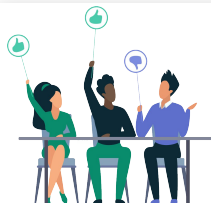**Intervene proactively** by targeting customers with low CSAT

Estimate CSAT for every customer and customer segments across the entire customer base

Understand the cause of low CSAT scores for specific customers & customer segments

See daily changes to CSAT at the customer, customer segment, and entire customer base levels

Quantify the impact of specific customer programs and journeys on CSAT to help prioritize resources and strategize.

BLASTPOINT'S CUSTOMER INTELLIGENCE PLATFORM MAKES CSAT TRACKING SIMPLE

- **Auto-calculate daily CSAT scores** for each customer, correlating data from call center activity, payment behavior, service interruptions, customer engagement, and other factors.

- **View scores and track changes over time** for individual customers, customer segments, and overall customer base.

- **Explore what drives CSAT scores** and correlate specific customer programs and journeys with high/low scores.

- **Target high risk customers** for intervention with our self-serve segmentation tools.