



THE CUSTOMER
SATISFACTION KPI DILEMMA:

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With my almost 2 decades experience in customer experience, support and success, I have found that there are so many customer satisfactions metrics out there to choose from. The three most prevalent metrics I have found in my experience consist of CSAT Score, Net Promoter Scores (NPS) and the Customer Effort Score. Let's dive into the details of all three of these metrics, so that you can make an informed decision for your support organization.

CSAT Scores

The goal of this metric is to measure the level of satisfaction a consumer has with your business interaction, service or product. This is often implemented by asking the consumer one simple question like, "How would you describe your overall satisfaction with this product?" This question is then followed with some options for the customer to choose from. The options range from 'very dissatisfied' all the way to 'very satisfied'. The answers to these questions are then quantified for measurement and the results then signify the level of satisfaction the consumer has.

The versatility of the questions you can ask your consumers is exactly what makes this metric very effective. Your company can also determine which service or product needs improvements and which ones are running smoothly. The problem, however, is that the metric cannot promise customer loyalty.

Net Promoter Score

When I earned my NET PROMOTER Associate certificate back in 2012, I found out that this metric is a better customer loyalty indicator. This is because the metric can help classify your company's customers into three categories – promoters, passives, or detractors. Promoters signify those customers that recommend your services in their circle. Passives are satisfied but could easily switch to competitor products. Detractors are simply those customers who are unsatisfied.

In order to measure this, a question like, “Would you recommend our company to a friend?” is asked with a numerical range from which an answer is to be selected. This scale will define the three categories of customers and hence, allows calculation of the percentage of satisfied customers. You can then also determine how many repeat customers you have. The only disadvantage of this metric is that there is no absolute proof that promoters will actually recommend your product in reality.

Customer Effort Score

This particular metric measure how much effort was exerted by the consumer to have their needs and wants met by your company. Getting majority of low scores signifies that the company is making things easy for the consumer while a high number signifies the opposite.

The sole purpose of this metric is to find those elements of your services that need customer efforts to be minimized or eliminated. This means all the barriers of the service can be identified. The problem here, however, is that the company may not find out which problems were incurred by the consumer that acted as the barrier to service.

How iOPEX can Help Your Business

Ultimately, I have found in my experience that the synergy of these three KPIs can eliminate the problems that are faced by each individually. After all, what I learned after earning my Global Customer Experience Management (GCEM) certification from Amsterdam last year is that as an organization, one must do everything to make your customer experience a pleasurable one. iOPEX Technologies can help you in exceeding these KPI targets, thus enhancing Customer Experience (CX) via:

- 1.** Technology and services suite to optimize your business support centers and bring down operational costs
- 2.** Support Interaction Optimization (SIO) to free-up resources and convert cost-center into a profit-center
- 3.** Streamline customer support infrastructure to provide an omni-channel customer experience
- 4.** Leverage Big Data analytics and Robotic Process Automation to enhance support operations' performance

Visit our [website](#) to find out more about our effective business optimization strategies.



iOPEX, is an intelligent automation and services company that drives digital transformation in user acquisition, service fulfillment, customer service and back-end operations. iOPEX was founded in 2009 and is headquartered in San Jose, US. Today we have over 1,600 employees servicing customers across the globe including Fortune 100 and some of the most world's most innovative companies.

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