Title: Customer Satisfaction Process (CSAT)
Type: White Paper
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ProductDossier

Introduction to CSAT

In the current customer focused economy, customers demand value and good experiences from their suppliers. Satisfied customers often give repeat orders and refer others positively. This will have a positive impact on revenues thereby reducing your marketing costs and increase profits. The easiest way to increase revenues is to increase customer satisfaction.
When one goes to a restaurant and finds something wrong with the service, the tendency is to tell 20 other people about the poor service thereby tarnishing the image of the restaurant. A dissatisfied customer can cause immense harm to a company's image. Apart from improving a company's image, the benefits of CSAT are to reduce switching to competitors, increased referrals, increased repeat purchase, increase in revenue, reduced costs resulting in increased profits. This is what drives customer loyalty in today's customer driven experience economy.

ProductDossier has a CSAT module to increase satisfaction and add value to our customers.

ProductDossier CSAT solution

Every project, short and long term, being implemented in an organization require to carry out a CSAT survey to get customer feedback and bring projects on track in case there are issues. The CSAT survey can be at the end of a project, at project milestones or carried out at the discretion of the project manager. TouchBase allows one to select the frequency of carrying out CSAT surveys as they are manually initiated by the project manager. The key features of the ProductDossier CSAT survey module are:-

a) A standard CSAT format can be defined by the company or defined by the client. Some of the key attributes are quality of deliverables, timeliness of deliverables, quality of documentation, timely communication. These attributes are just an indicator but the attributes can be changed as required.

Customer Feedback Form

Ratings	
Ratings	Description
5	Excellent
4	Good
3	Satisfactory
2	Poor
1	NA

SR. No.	Criteria	Ratings				
		Excellent	Good	Satisfactory	Poor	NA
	Timely Communication					
1	Delivery of updates and Reports	○	○	○	○	○
	Quality of Deliverables					
1	Quality of the Quote	○	○	○	○	○
2	Quality of the final Deliverables	○	○	○	○	○
	Timelines of Deliverables					
1	Timelines in final Deliverables	○	○	○	○	○
2	Timelines in Intermediate Deliverables	○	○	○	○	○
3	Delivery of updates and Reports	○	○	○	○	○
	Quality of Documentation					
1	Quality of the final documents and presentations	○	○	○	○	○

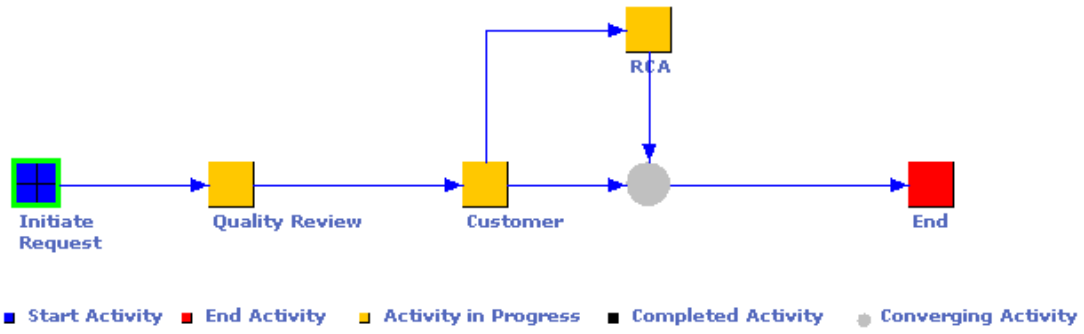
How can we make our services better?

Would you willing to provide us reference?

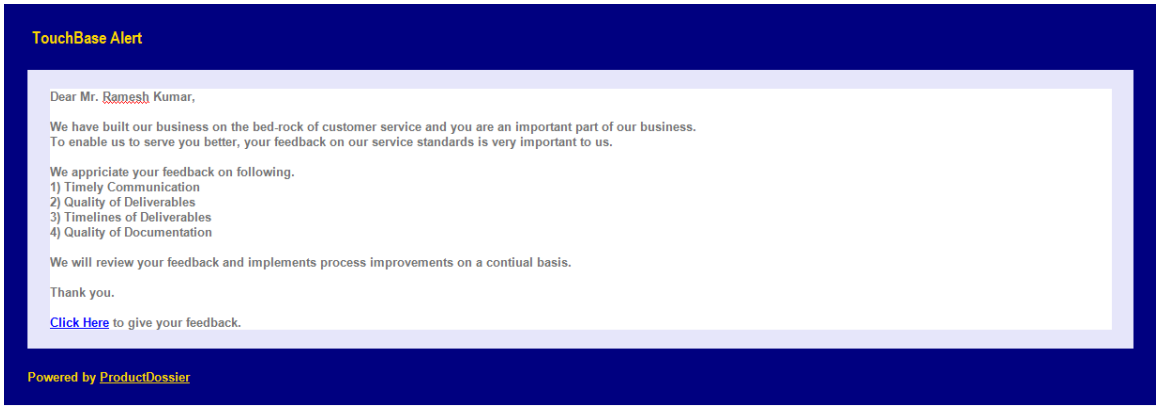
○ Yes ○ No

Submit Reset

b) An automated workflow brings in certain controls based on which actions are to be taken



c) An email is automatically sent to the client along with the format which is web based.


TouchBase Alert

Dear Mr. Ramesh Kumar,

We have built our business on the bed-rock of customer service and you are an important part of our business.
To enable us to serve you better, your feedback on our service standards is very important to us.

We appriciate your feedback on following.
1) Timely Communication
2) Quality of Deliverables
3) Timelines of Deliverables
4) Quality of Documentation

We will review your feedback and implements process improvements on a contiual basis.

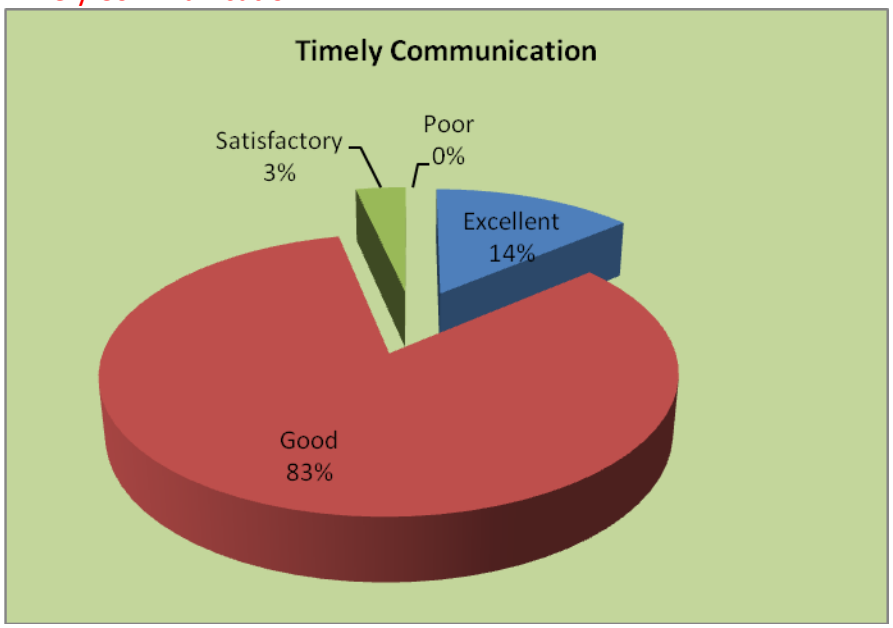
Thank you.

Click Here to give your feedback.

Powered by ProductDossier

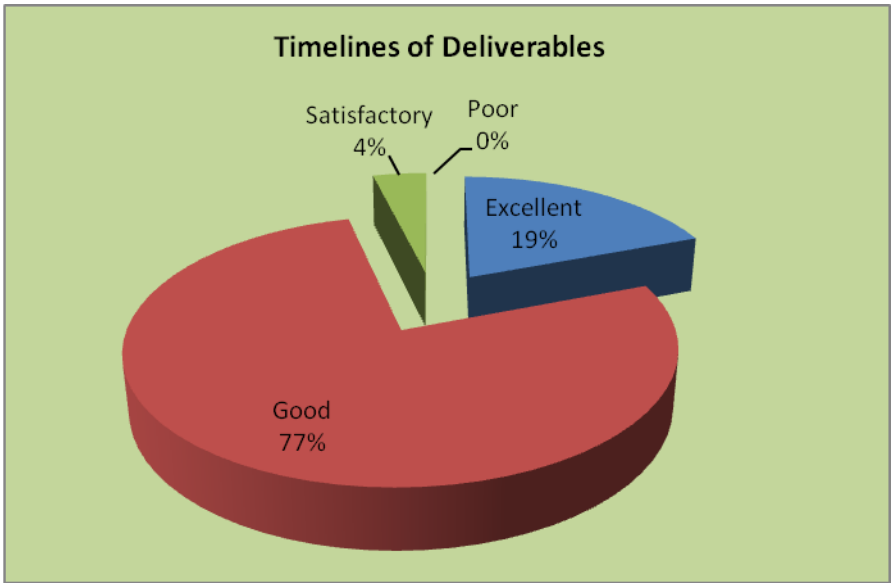
d) The client has to fill in the web based format and on clicking on the "submit" button, the format is sent back to the TouchBase product and an email is sent to the owner within the initiating company.
e) The parameters received from the survey are analyzed and a CSAT score is generated. Based on the score, the workflow again sends out action items to the concerned stakeholders for further action and analysis or for information.
f) The data is presented to the management in the form of a graphs

a. Timely Communication

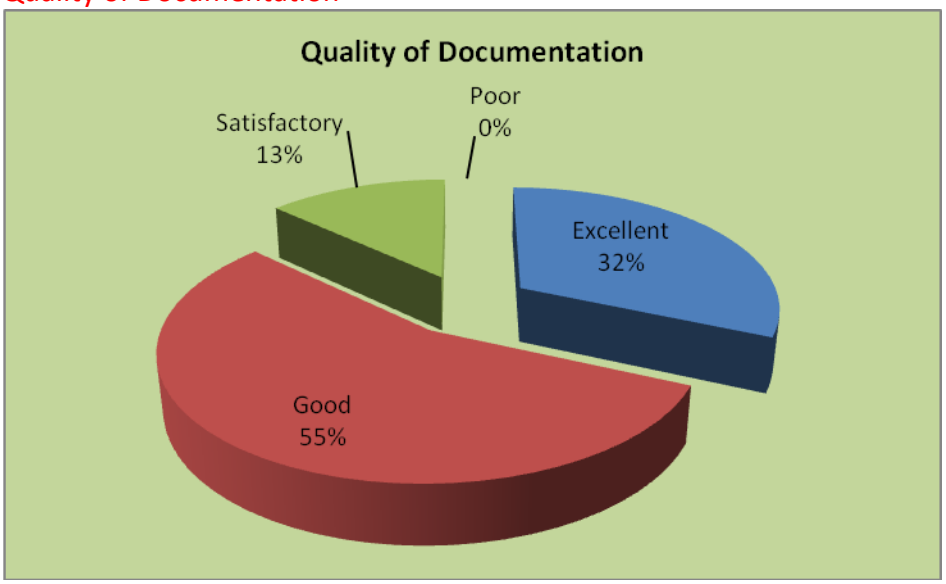


b. Quality of Deliverables

c. Timelines of Deliverables



d. Quality of Documentation



Conclusion

Apart from the benefits described in the introductory paragraph, ProductDossier's CSAT module will also meet the requirements of clause 8.2.1 of ISO 9001:2008.