



UNDERSTAND



RESEARCH

CSAT

Set-Up

CSAT surveys can be run on monthly, quarterly, biannual or annual basis to understand levels of customer satisfaction across the customer journey or in terms of interactions with key/ specific business functions. We work with organisations on:

- Defining the most appropriate sampling methodology & identifying the most effective way of recruiting survey respondents
- Identifying the most appropriate research medium, e.g. email, street, telephone, online panel or community, etc.
- Survey Design
- Identifying the most appropriate analysis & reporting methodologies
- Identifying how actionable insight can be identified and utilised to drive transformational change within the organisation

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