Information Brief

SPLICE SOFTWARE

What's it like to be your customer or employee?

Understand your customers, employees, increase brand loyalty, and adapt faster with NPS, eNPS, CSAT & CES surveys.

Send consistent automated surveys across multiple communication channels

Send a variety of different surveys across email, text, call and chat channels to maximize feedback and customer satisfaction. Allow customers to choose the channel of communication that is most convenient to them to promote engagement.

Net Promoter Score (NPS)

Net Promoter Score is a measurement of customer brand loyalty. The two most influential customers to your brand are:
- Promoters, valuable customers who are loyal to your brand
- Detractors, unhappy customers who view your brand negatively

NPS is measured by calculating the percentage of customers who are promoters minus the percentage of customers who are detractors. Profitable growth is driven by increasing promoters and reducing detractors.

Employee Net Promoter Score (eNPS)

Employee Net Promoter Score, is based off the same measurements as NPS, but focuses on your brands employees and how likely they are to promote or detract from your brand.

Customer Effort Score (CES)

Customer Effort Score is a measurement of the ease of use of a particular product or service. Customers answer questions related to how easy a particular aspect of a product or service was to use on a scale.

Customer Satisfaction (CSAT)

Customer Satisfaction Score is a measurement focused on discovering how satisfied your customers are in relation to a specific product or service they received.

Customize and personalize each survey to obtain usable, accurate information that is important to your brand.

Customer feedback is a valuable tool for improving and growing your business, but only if you are measuring the right metrics. To optimize the success of any feedback campaign it is important to have a clear understanding of your customer, your industry, and your company's desired outcomes.

SPLICE Software allows you to review survey results as they are completed in a holistic way, analyze them to identify trends, as well as compare them to industry standards. Use your customer and employee information to make informed decisions.

Actionable feedback. Measurable results. Improved brand image.

sales@splicesoftware.com | 1.855.677.5423 | splicesoftware.com

Survey Checklist

To ensure your survey programs produce measurable and actionable results we have compiled a checklist of some of the key aspects to consider before starting.

1. **What are you interested in measuring?**
   - Likelihood of a customer to recommend your brand, product, or service
   - Employee engagement and brand loyalty
   - Ease of use in regards to a products or services
   - Satisfaction of customers with products or services
   - Other

2. **Which automated channels do you want to optimize?**
   - Email
   - Text
   - Phone
   - In-App

3. **How often would you like to send out surveys?**
   - After all interactions
   - After specific interactions
   - Monthly
   - Annually
   - Other

4. **Do you have a set budget?**
   - Yes
   - No
   - Undetermined

5. **What is the desired monthly volume of surveys sent?**
   - 1-1,000
   - 1,000-10,000
   - 10,000-100,000
   - 100,000+

6. **Do you have a designated team in place to handle responses and feedback?**
   - Yes
   - No
   - Undetermined

7. **What is the primary reason for collecting feedback?**
   - Business growth
   - Build brand advocacy
   - Track and quantify a score over time to create internal benchmarks
   - Understand where you are doing well and where you may need to improve
   - Improve customer loyalty
   - Understand likelihood of repeat business
   - Earn more enthusiastic customers
   - Unify employees under one mission critical objective of gaining positive customer satisfaction

8. **How will I use survey results?**
   - Polish interactions with prospects and customers
   - Create and develop new products / services Increase customer retention
   - Communicate with active customers
   - Demonstrate your dedication to customer success
   - Improve overall experience
   - Become best in industry
   - Improve employee retention
   - Collect employee feedback

9. **Measures of success?**
   - Contact rate
   - Response rate
   - Average score
   - Industry benchmarks
   - Other

SPLICE's expert Client Success team can help guide you during every step of the process to ensure each program is set up for success.