

YOUR ULTIMATE GUIDE TO

Customer Satisfaction Score



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An introduction to Customer Satisfaction Score

Customer satisfaction score, or CSAT, is a common measurement used by businesses to quantify how satisfied their customers are with the products or services they provide. It's a fantastic starting point for collecting feedback and can lead to significant insights when used correctly.

Ultimately, these insights can lead to the transformation of the customer experience, further growth, and higher retention.

Customer satisfaction score is a simple survey question that asks recipients:

How satisfied are you with the [product/service/assistance] you received?

They're given the option to answer using a scale of 1 to 5, with 1 being completely unsatisfied, and 5 being extremely satisfied. This can also be represented with stars or on a scale.



How satisfied are you with your experience at AskNicely?

Very Satisfied

Satisfied

Neutral

Unsatisfied

Very Unsatisfied

How would you rate your satisfaction level?

- a. 1 star ★
- b. 2 stars ★★
- c. 3 stars ★★★
- d. 4 stars ★★★★
- e. 5 stars ★★★★★

When to use CSAT

Customer satisfaction scores are best used after a specific interaction with a customer. If you want to know about a specific purchase experience, a customer service experience, or a service, you can use CSAT to collect data. It's one of the best survey questions for capturing real-time data from customers. Plus, it's great for starting dynamic surveys that can lead to further details about why they gave the rating they did. This allows your team to learn from the feedback and make adjustments when necessary.



Take CSAT to the next level with follow-ups

Before you do any math to calculate your CSAT, it's good to make sure you've set up your survey for success. This means you should build in a few follow-up questions and ask your customers why they gave you the rating they did. This will give you qualitative insights in addition to the quantitative ones the survey itself covers.

When you get answers to the question "Why?" you're better able to identify where to make changes and train your teams to improve the customer experience for the future.

How to ask follow-up questions to CSAT:

You can start by asking respondents why they chose the score they did when rating their satisfaction. If you offer them a specific set of answers, you can narrow down even further what went exceptionally well, or poorly, during their experience. Then, you can ask what about that part of their experience prompted the rating it did.

Example: Pest control service three-question CSAT survey

QUESTION 1, CSAT

Using the scale below, please rate your satisfaction level for your recent home pest control services visit

- a. 1 star 
- b. 2 stars 
- c. 3 stars 
- d. 4 stars 
- e. 5 stars 

QUESTION 2

Why did you choose that rating?

- | | |
|----------------------------------------------------|-------------------------------------|
| <input type="radio"/> Service | <input type="radio"/> Cost |
| <input type="radio"/> End result | <input type="radio"/> Timeliness |
| <input checked="" type="radio"/> Technician | <input type="radio"/> Products used |
| <input type="radio"/> Scheduling | <input type="radio"/> Other |
| <input type="radio"/> Billing/payment | |

QUESTION 3

Why did you choose "technician?"

- ☐ They seemed knowledgeable
- ☒ **They were considerate of my home**
- ☐ They explained what they were doing
- ☐ They took the time to understand the situation upon arrival
- ☐ They were on time
- ☐ They worked quickly
- ☐ Other

In the example, adding two simple follow-up questions helped gather additional feedback that gave significant insight into what went particularly well during this recent service. The customer gave a high CSAT and noted that it was because of the technician and how considerate they were of their home. This is great information for leaders to have because it can be used to help encourage that same behavior among other team members as well. Replicating the

experience that customers love can help create more consistently positive experiences.

It would have been just as valuable had the customer given a low CSAT score and provided the reason. But in that case, leaders could take action to resolve the issue, share that information with the technician, and use it to train the overall team to help prevent low scores due to the same reason in the future.



By using our **Dynamic Surveys**, you can add AI-powered personalized and dynamic questions to the end of any survey to gain even deeper insights.



How to calculate CSAT: Step by step

After conducting your CSAT survey, and extracting the qualitative feedback from customers, your next step is to calculate your average CSAT score.

Follow the steps below to calculate CSAT.

Step 1: Tally up the number of satisfied customers: those who gave a four or five rating.

Step 2: Divide the number of satisfied customers by the total number of respondents.

Step 3: Multiply the result by 100.

That's it!



Math not your thing?

Use our [CSAT calculator](#). Simply input the number of each score you got and the calculator will turn it into a score!

Best practices

After conducting your NPS survey, and pulling out the qualitative feedback, your next step is to calculate your actual NPS score. You don't need to worry about the passive responses, those are not used for the calculation of your NPS score.

Follow the steps below to calculate NPS:

Step 1: Calculate the percentage of promoters

You first need to find the percentage of respondents who would be classified as promoters. To calculate, total the number of 9 and 10 ratings you got and total the number of responses overall. Then, divide the number of promoters by the total, then multiply by 100 to make it a percentage.

Step 2: Calculate the percentage of detractors

Next, you need to find the percentage of detractors. Total the number of ratings 0 through 6 and divide that by the total number of responses, then multiply by 100 to make it a percentage.

Step 3: Calculate the percentage of promoters

For this step, you'll subtract the percent of detractors from the percent of promoters. This is your NPS score!

Step 4: Calculate the percentage of promoters

It's great to know your NPS score, you can use it as a benchmark for future scoring and to help set goals for your customer-facing teams. However, you should keep in mind that a good NPS score will be different depending on the industry.



Math not your thing?

Use our handy [NPS calculator](#) that allows you to plug in the number of detractor, passive, and promoter scores you have to find your NPS score.



AskNicely's goal is to help businesses empower their customer-facing team with the information to improve the customer experience and drive business growth. We believe in giving teams access to feedback and praising them for a job well done.



If you're interested in learning more about how AskNicely could help your business improve the customer experience, [**schedule a demo.**](#)



Use our [**customer experience ROI calculator**](#) to see how increasing your NPS or CSAT score could drive growth for your business.



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