

Why do you want to measure user feedback?

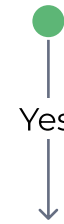
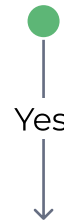
I am responsible for the improvement of one interaction point (e.g. website).

● No →

I am responsible for improving a service with multiple interaction points.

● No →

I am responsible for measuring customer satisfaction regarding our organisation.



Want to know how easily people reach their goals?

● No →

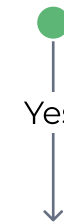
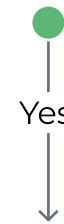
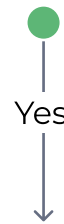
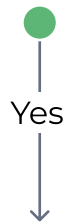
Want to know what people care about on your website?

● No →

Want to know how satisfied people of your organisation are?

● No →

Want to know how likely people are to recommend you to others?

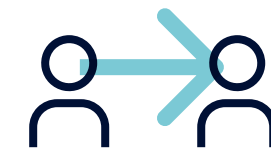
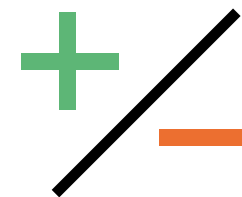
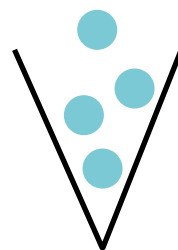
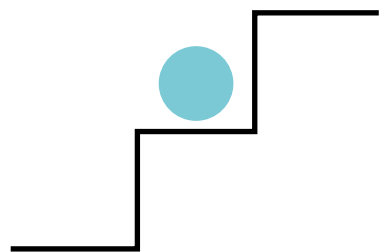


CES or Customer Effort Score measures the perceived effort.

CCI or Customer Centricity Index measures what your organisation needs to specifically prioritise.

CSAT or Customer Satisfaction Score measures satisfaction vs. expectations.

NPS or Net Promoter Score measures whether users want to promote your organisation or services.



Source: BOSA - Digital Open