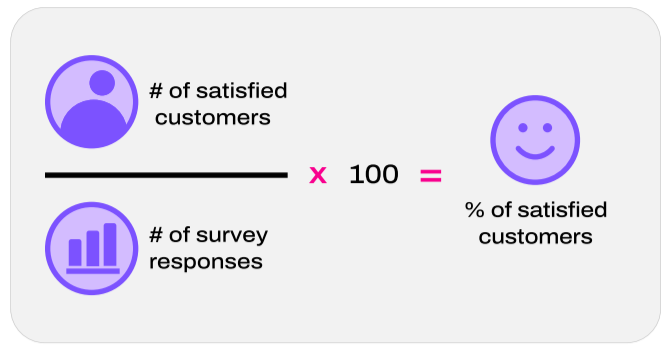


# Collecting genuine feedback with AI

How do you know if your customers are happy? Businesses rely on an important metric to gauge how they're doing: **CSAT**.

CSAT is a metric that is primarily derived from customer post-call surveys. Unfortunately, survey participation rates are typically awful, leaving you in the dark.

With poor participation, data is skewed by the angriest or happiest customers. This prohibits you from gaining a cohesive view of true customer satisfaction.



**3%**

average response rate for conventional customer engagement surveys.

**19%**

of consumers say they would **report a negative experience to a brand**.

**33%**

of consumers would tell others about a poor customer experience

### Gain new business insights with Dialpad Ai CSAT

Dialpad Ai delivers accurate satisfaction scores from 100% of customers

**3%**

Average response rate for conventional customer engagement surveys.

vs.

**100%**

of interactions are scored with AI

## What can I do with all this new information?

### At a glance view of your total CSAT scores

**CSAT score**

**81%**

↑ 4% vs. prev 30 days

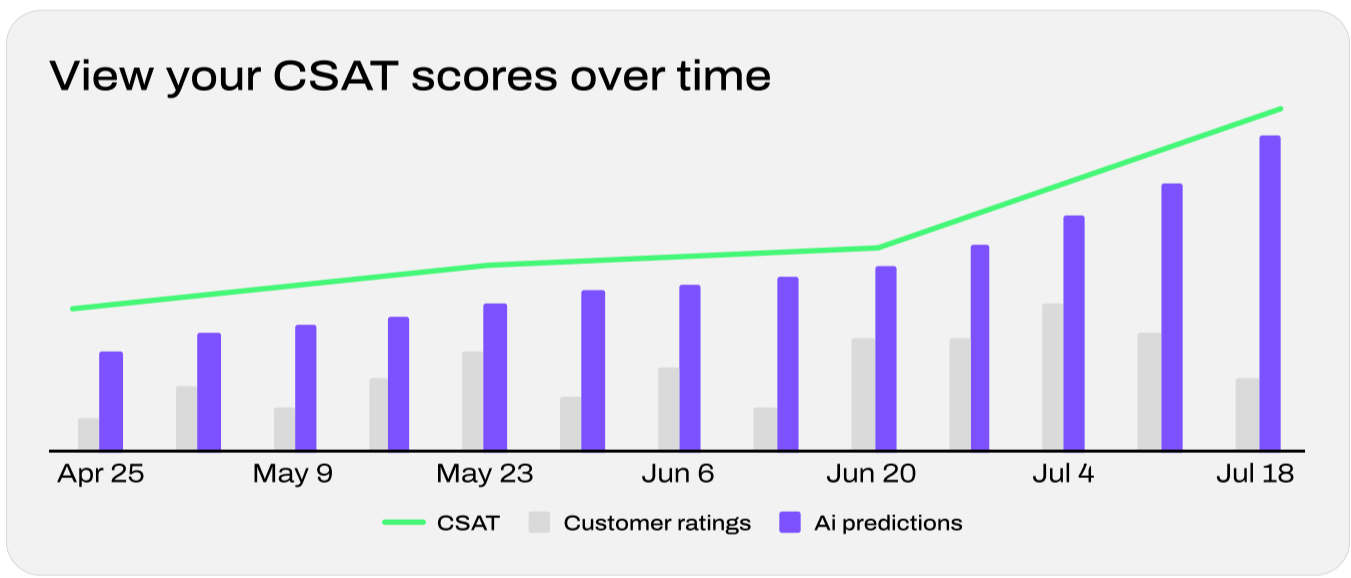
**Survey response rate**

**17%**

**CSAT predicted ratings**

**100%**

The Ai CSAT dashboard shows you the total number of customer survey responses, and uses AI to analyze every call. Here, you can see the survey response rate was only 17%, but Ai CSAT was able to predict scores for all conversations, which fills in the blanks.



Identify trends in CSAT scores and watch as your customer satisfaction grows over time.

### Identify coaching opportunities

| Agent              | CSAT | % Chg | Calls Rated |
|--------------------|------|-------|-------------|
| Juan Martin        | 50%  | ↓ 16% | 42          |
| Emily Ivanova      | 67%  | ↓ 40% | 59          |
| Katherine Gonzales | 53%  | ↓ 27% | 73          |

By filtering your agents by CSAT scores and percent change, you can identify agents who need extra coaching and support.

### Coach your agents more effectively

| Agent       | CSAT for This Call  | Date         | Duration |
|-------------|---|--------------|----------|
| Kelly Tran  | <span style="color: green;">■■■■■</span>                                  | Jul 15, 2022 | 5m 44s   |
| Mark Claude | <span style="color: red;">■</span> <span style="color: grey;">■■■■</span> | Jul 12, 2022 | 26m 56s  |
| Jeff Lieu   | <span style="color: green;">■■■■■</span>                                  | Jul 19, 2022 | 6m 10s   |

Dive into each agent's and investigate calls that are dragging down scores—listen to live recordings, read through the transcripts, and assign notes to the agent in the call summary to help them improve.

Visit [dialpad.com/ai-csat](https://dialpad.com/ai-csat) for more information on Dialpad Ai CSAT.