VoiceTrack

Monthly Customer Experience Report for Your Brand

This is an example of what a monthly report might look like for your brand

Data overview

Responses this month - 400

This is a summary of how the Brand was rated on 4 Key Indicators of Customers' Experiences. When previous months' data is available, this will compare each month with your long-term running average.

Key Performance Indicators (1–5)

Key Performance Indicators — Mean Scores (1–5)

| Metric	Mean (1–5)
Satisfaction	3.86
Likely to visit again	3.69
Likely to Recommend	3.35
Value for the Money	3.47

VoiceTrack

Below is a graph giving a quick summary of the table of Key Performance Indicators. In this example, you can the brand scored highest on Satisfaction and lowest on Likely to recommend to a friend.

KPI Mean Scores (1–5)
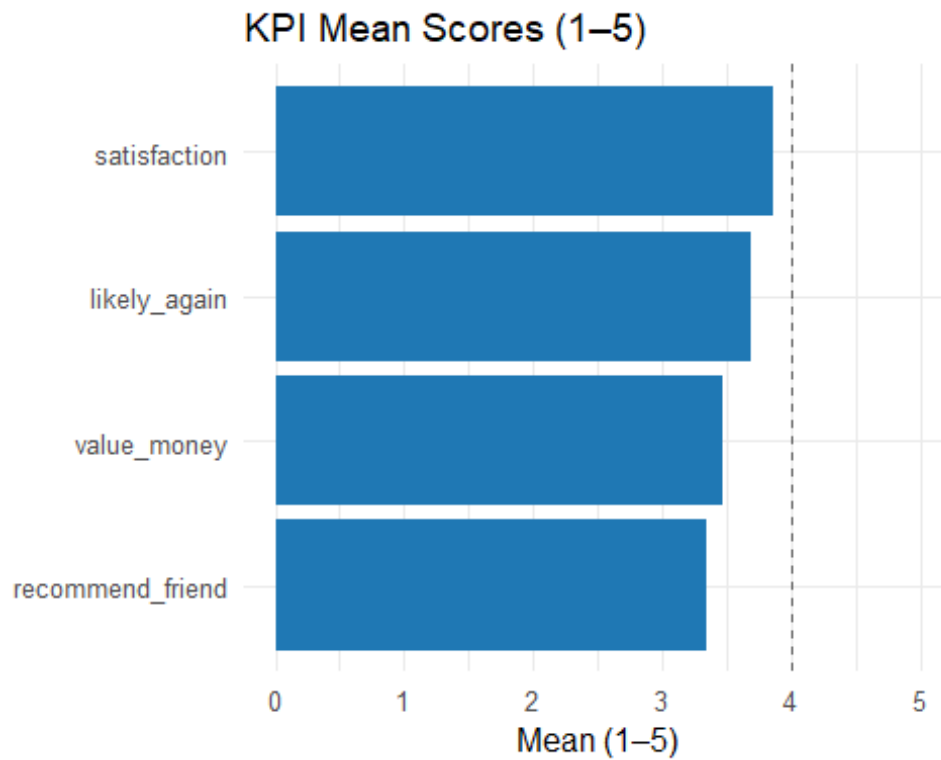
VoiceTrack

This is a really important graph the does a deeper dive into the data and shows you how the averages above were created. For instance, Likely to recommend had many more 2 and 3 out of five ratings and very few 5s.

## KPI score distributions (1–5)

KPI Distributions (1–5)
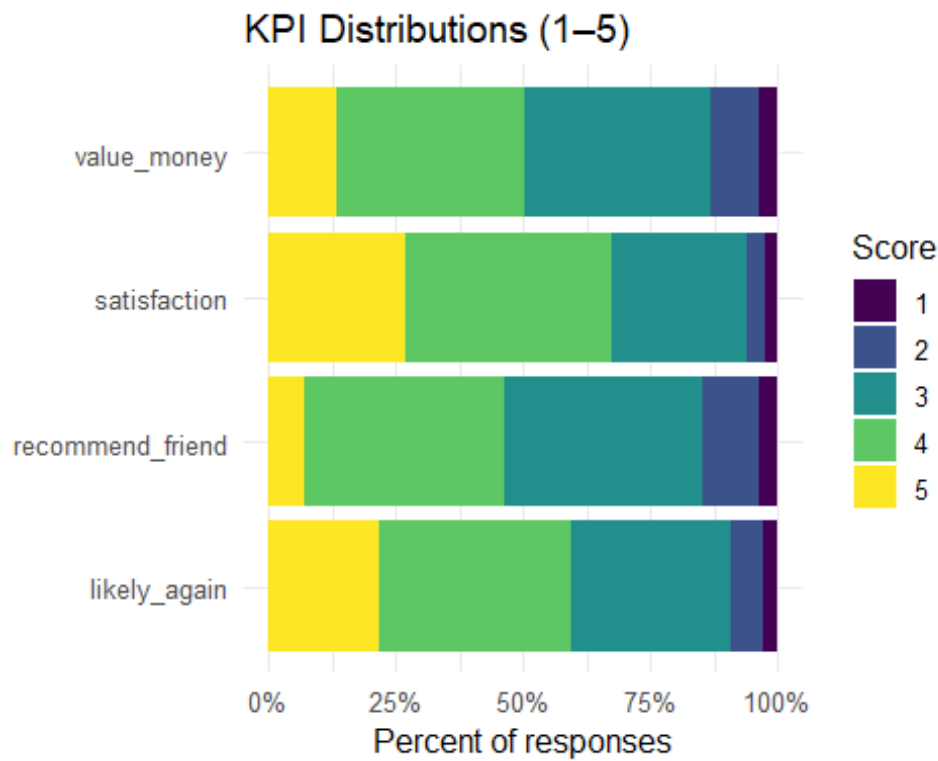
The table below shows the relative importance of different aspects of the customer experience, what people really care about.

Importance drivers (0–100)

Driver	Mean (0–100)
Quality	86.6
Price	86.5
Convenience	82.3
Sustainability	76.7
Luxury	65.5
Children	26.7

VoiceTrack

Driver	Mean (0–100)
Exploration	22.1

This is a graph of that same data, to give you a quick view.
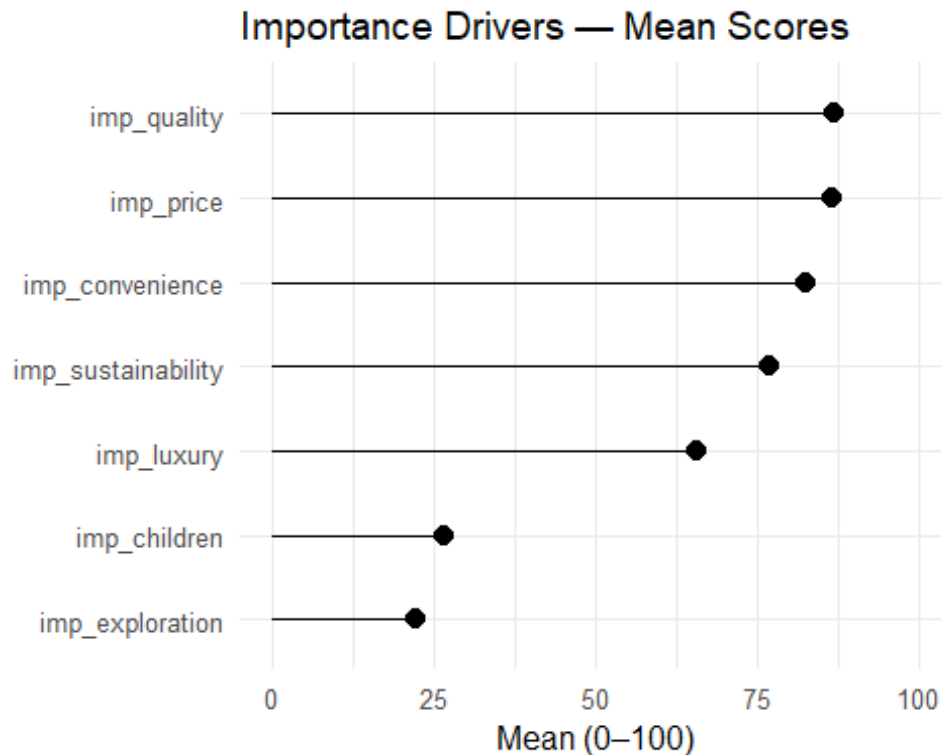
The table below and the graphs that follow show how the brand was rated, based on frequently customer have visited. In this case, first-time customers rated their experience lower than those who visit frequently.

KPIs by visit frequency

Visit frequency	N	Satisfaction	Likely again	Recomm end	Value for money
First time	54	3.41	3.20	3.02	3.00
Yearly or less	73	3.51	3.38	2.88	3.14
Every few months	11 5	3.92	3.77	3.41	3.42
Monthly	91	3.97	3.88	3.53	3.59
Weekly+	67	4.33	4.06	3.81	4.13

KPI Means by Visit Frequency