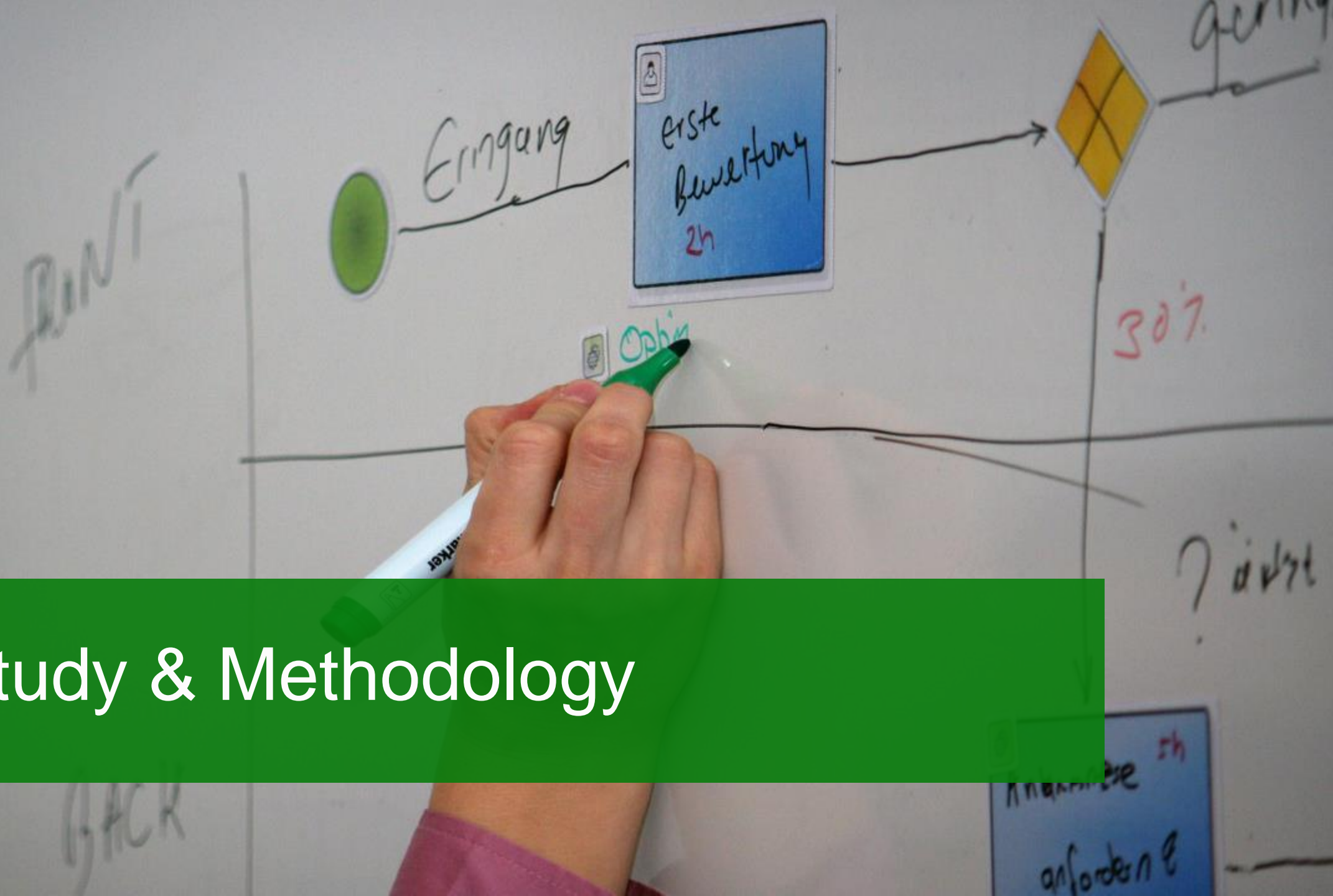


S I N E S I S

# Customer Satisfaction results report

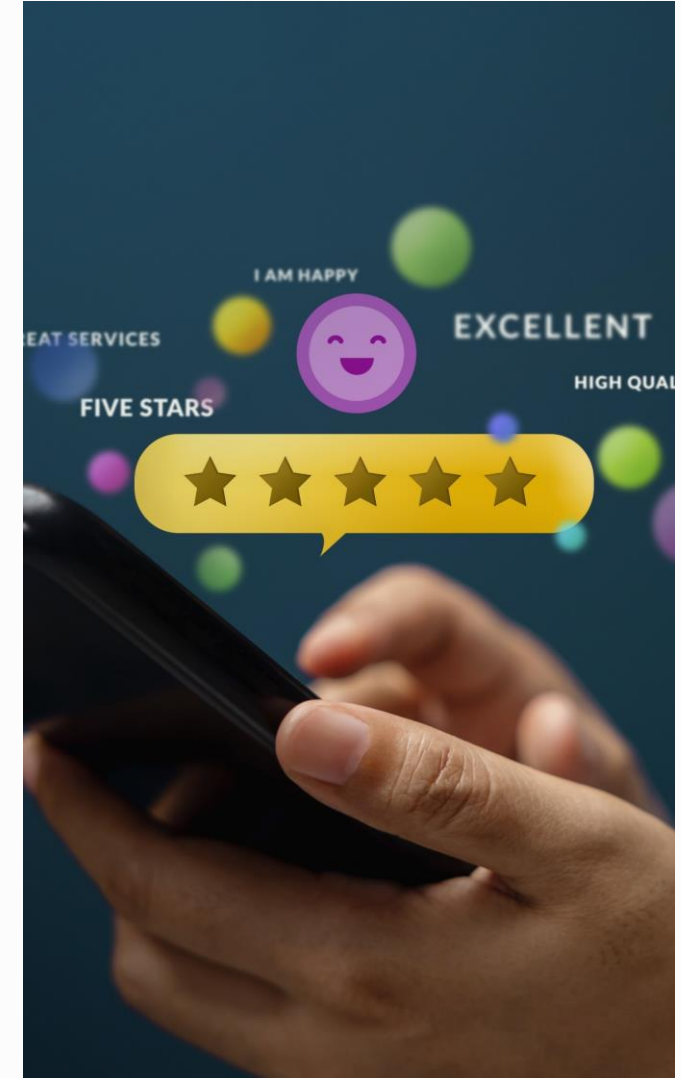
*NB! This is a sample report using dummy data. Your results report will vary depending on what you ask your customers.*

# Study & Methodology



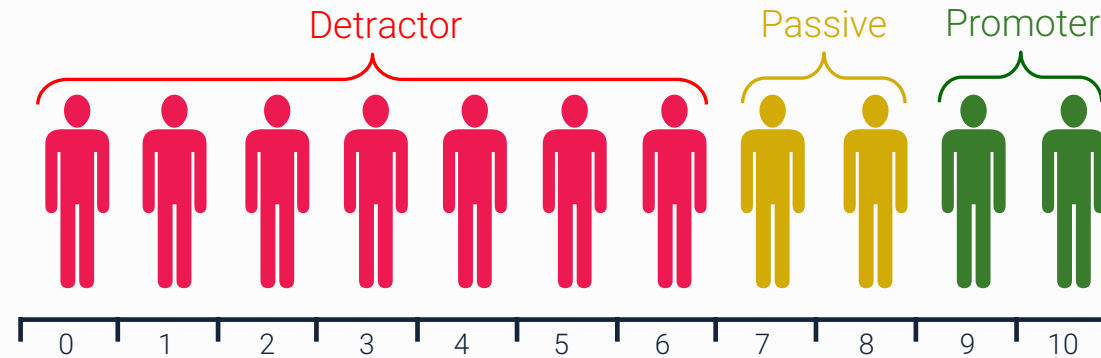
# Study & Methodology

- The [Brand] Customer Satisfaction Survey, launched in February 2025, aimed to evaluate the customer experience and identify areas for improvement while highlighting strengths.
- The respondents included in this study have been active clients who completed a project or purchase during 2024.
- A total of 535 responses were collected, representing a 6% response rate.
- The survey measured overall Net Promoter Score (NPS) and Customer Satisfaction (CSAT) across key areas, including sales support, data, platform performance, analyst support and customer support.
- Measuring NPS and Satisfaction:
  - The overall brand assessment, including Net Promoter Score (NPS) and key satisfaction areas, will follow the NPS methodology (see next slide).
  - Attribute-level satisfaction, which evaluates the specific factors influencing overall satisfaction, will be measured using a 1-5 satisfaction scale. Results will be reported as the percentage of respondents rated their experience as 4 or 5 (satisfied or very satisfied).



# NPS Methodology

The NPS theory builds on the assumption that customers can be divided into three categories according to their response to one ultimate loyalty question: “How likely are you to recommend Brand to a colleague or peer?”



## Detractors

Dissatisfied customers who are 'trapped' in a bad business relationship. Detractors will not recommend brand to others but might detract other customers from buying from the brand through negative word of mouth

## Passives

Satisfied, but not enthusiastic customers. Passive customers can easily be 'persuaded' by competitors and frequently switch between brands

## Promoters

Satisfied, loyal and enthusiastic customers who will continue to buy from the brand and will recommend the brand to others thereby attracting new customers

$$\text{NPS} = \% \text{ of promoters} - \% \text{ of detractors}$$

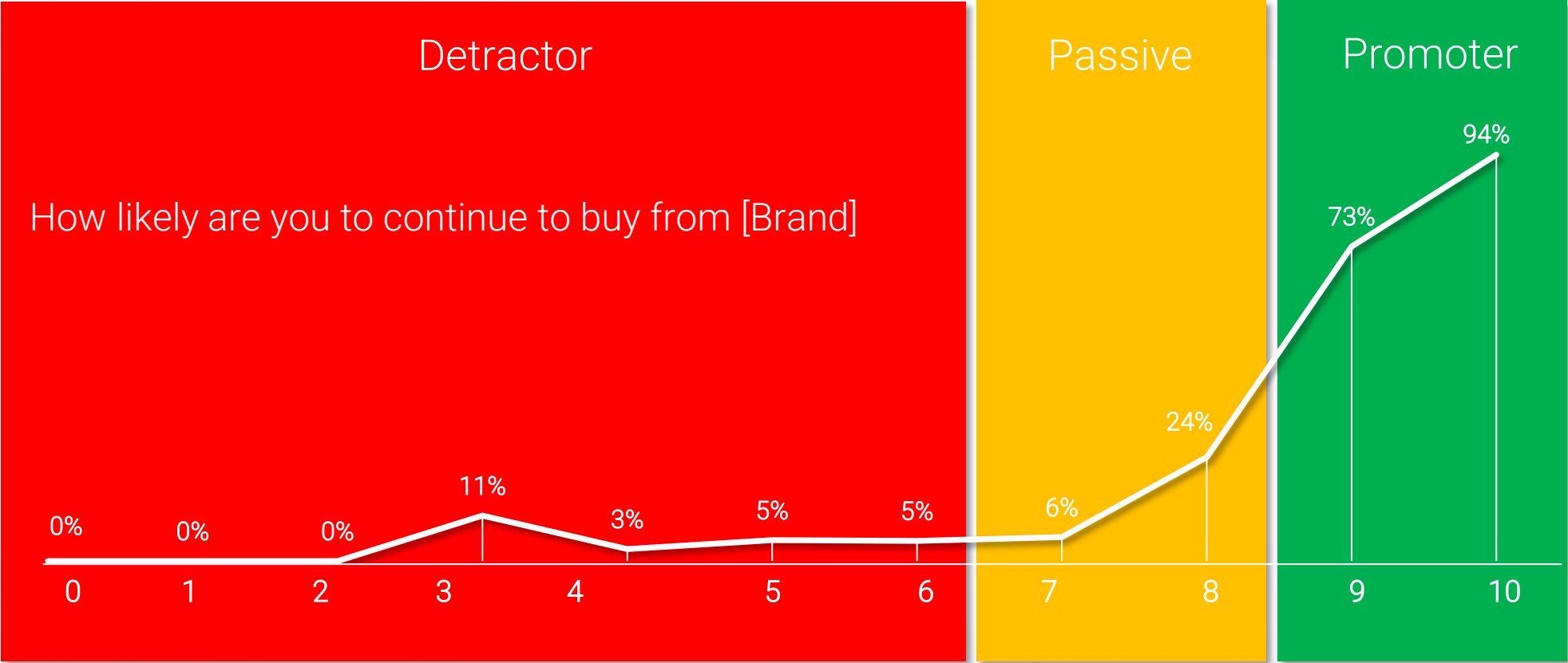
The NPS scale runs from -100%, with all customers being detractors, to 100%, with all customers being promoters.



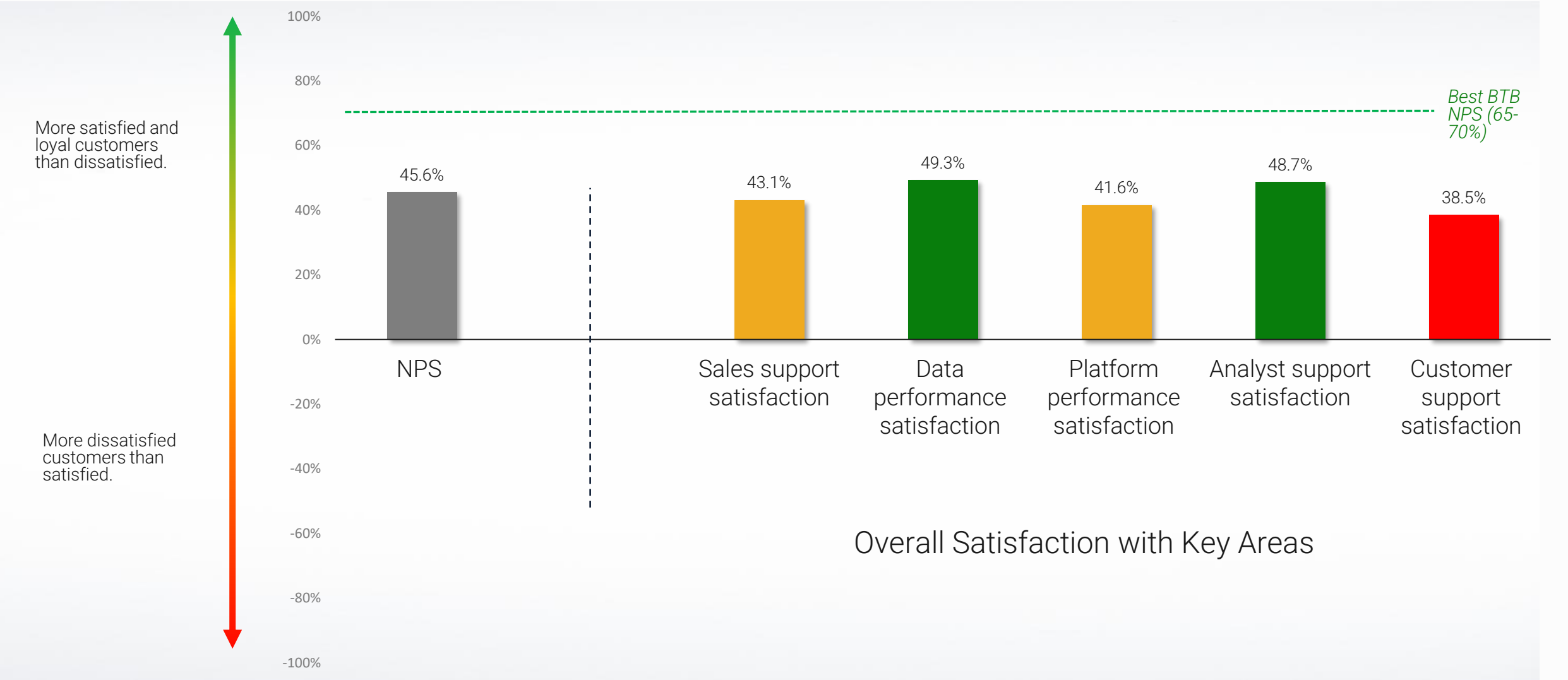
## Overall Results



# Overall Results – NPS vs likely to continue to buy from Brand?

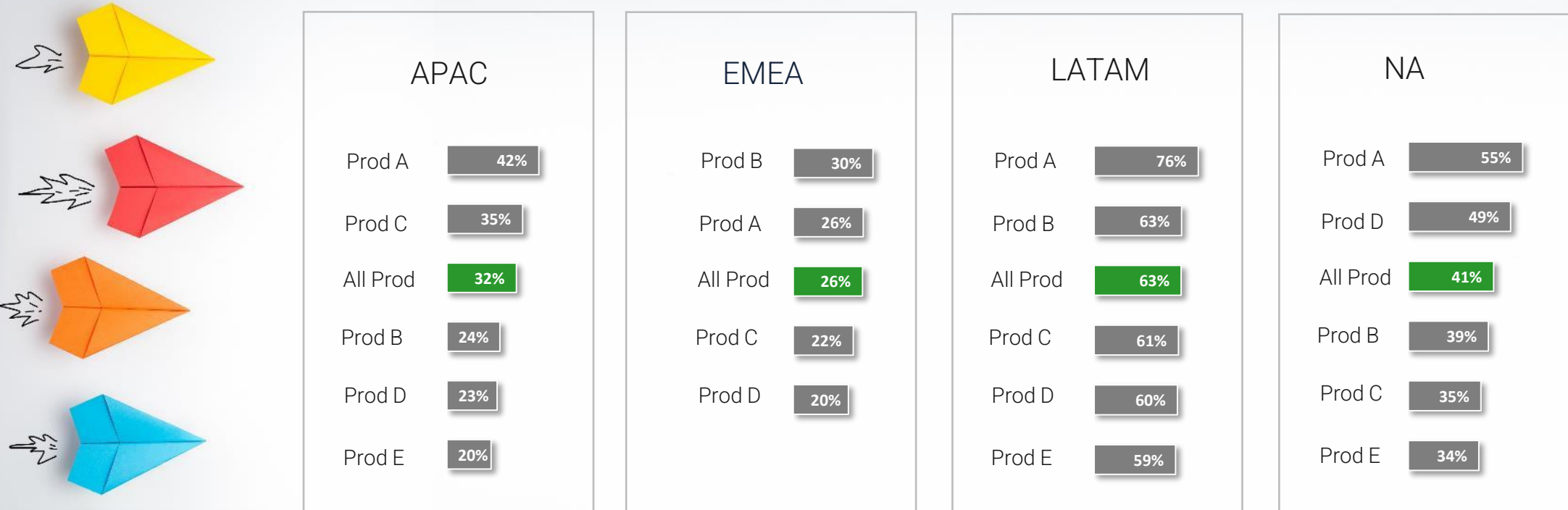


# Overall NPS and Area Satisfaction





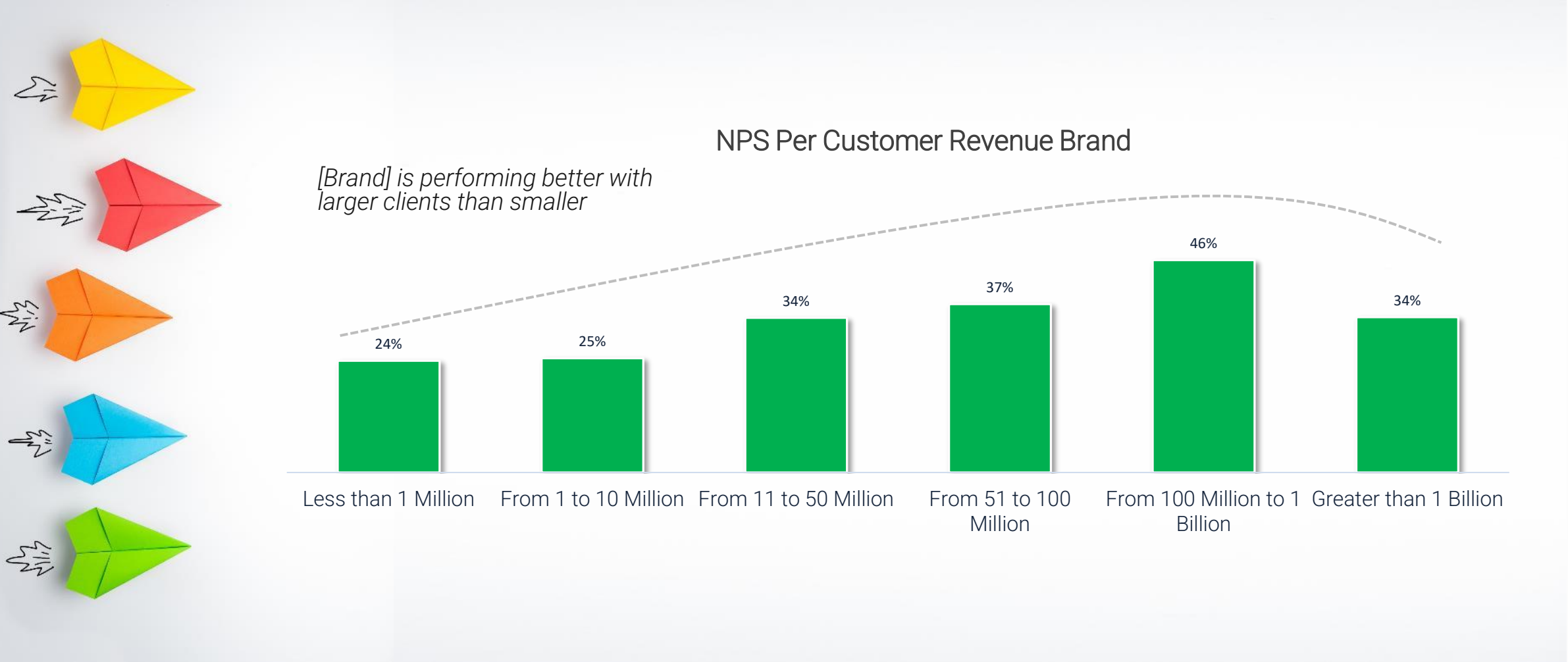
# Overall Results – NPS per Region and Products



We can segment NPS depending on the demographics we agree to include in the survey.

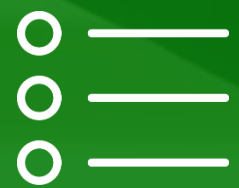


# Overall Results – NPS vs. Customer Revenue band



**We will provide an in-depth assessment of each underlying area we include in the survey. This illustration report only showcases results from the Sales and Product Platform.**





# Sales Satisfaction

# Sales Satisfaction



Do you have an account manager?

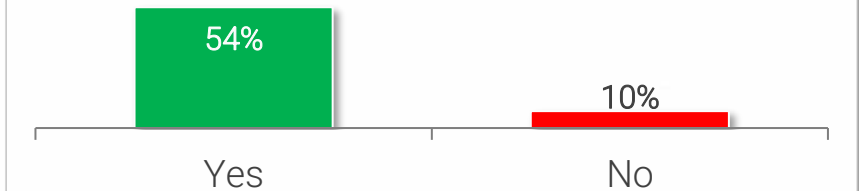


## *Positive comments about Account Manager Performance*

- "Anticipates our needs and suggests helpful solutions."
- "Goes above and beyond to resolve issues quickly."
- "Takes initiative to improve our experience and offer new ideas."
- "Helps us achieve our goals and improve efficiency."
- "Delivers on promises and ensures things run smoothly."



NPS when having an Account Manager

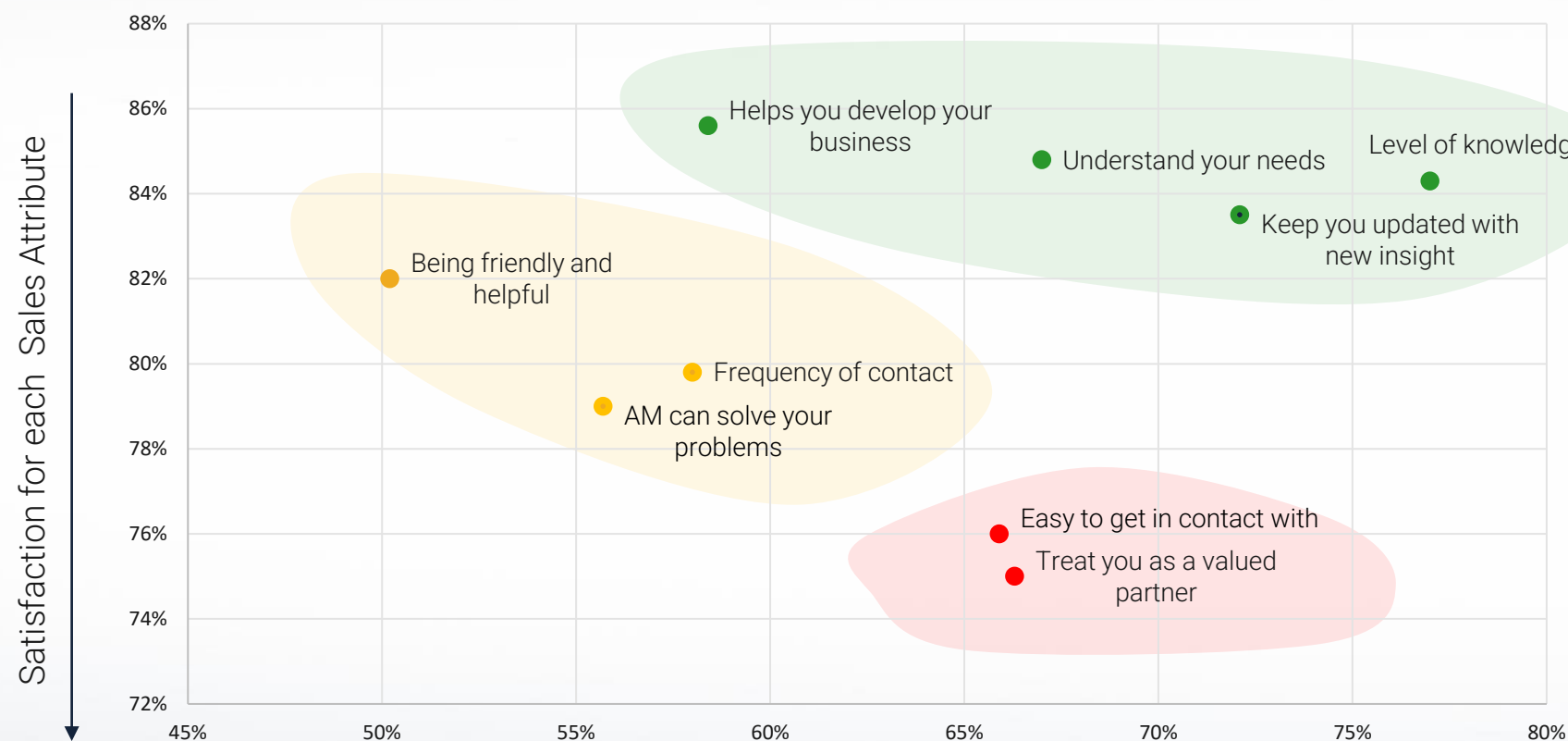


## *Improvement comments about Account Manager Performance*

- "Would appreciate quicker response times to urgent queries."
- "Sometimes lacks clarity in communication, leading to misunderstandings."
- "More regular check-ins would help us stay aligned."
- "Would love more proactive recommendations rather than just reactive support."
- "Could take a more strategic approach to help us plan ahead."

# Sales Satisfaction

Impact on Overall Satisfaction →



## Customer Comments

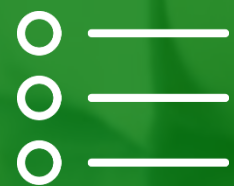
- *My account manager helps me develop my business by sharing new insights on a regular basis*
- *My account manager is always friendly and helpful, but it can sometime be challenging to get hold of him*
- *I would like to have more of a partnership with my account manager, our relationship is very transactional*

● Maintain Performance ● Improve Performance ● Prioritise Performance Improvements

# Sales Satisfaction – YoY improvement in Satisfaction

 Low to High impact on Satisfaction	Satisfaction with your account manager	2024	2025	Change 24' to 25'
	Your account manager is friendly and helpful	85.3%	85.9%	+0.6ppt
	Your account manager treat you as a valued partner	80.6%	85.9%	+5.3ppt
	Your account manager helps you develop your business	80.2%	85.6%	+5.3ppt
	Your account manager solve your problems	86.8%	84.8%	-2.0ppt
	Your account manager share industry insights with you	81.7%	84.3%	+2.6ppt
	Your account manager knows your business/products	82.4%	81.0%	-1.4ppt
	Your account manager in easy to get in contact with	79.1%	83.5%	+4.3ppt
	Frequency of contact with you sales rep	74.4%	69.0	-5.4ppt

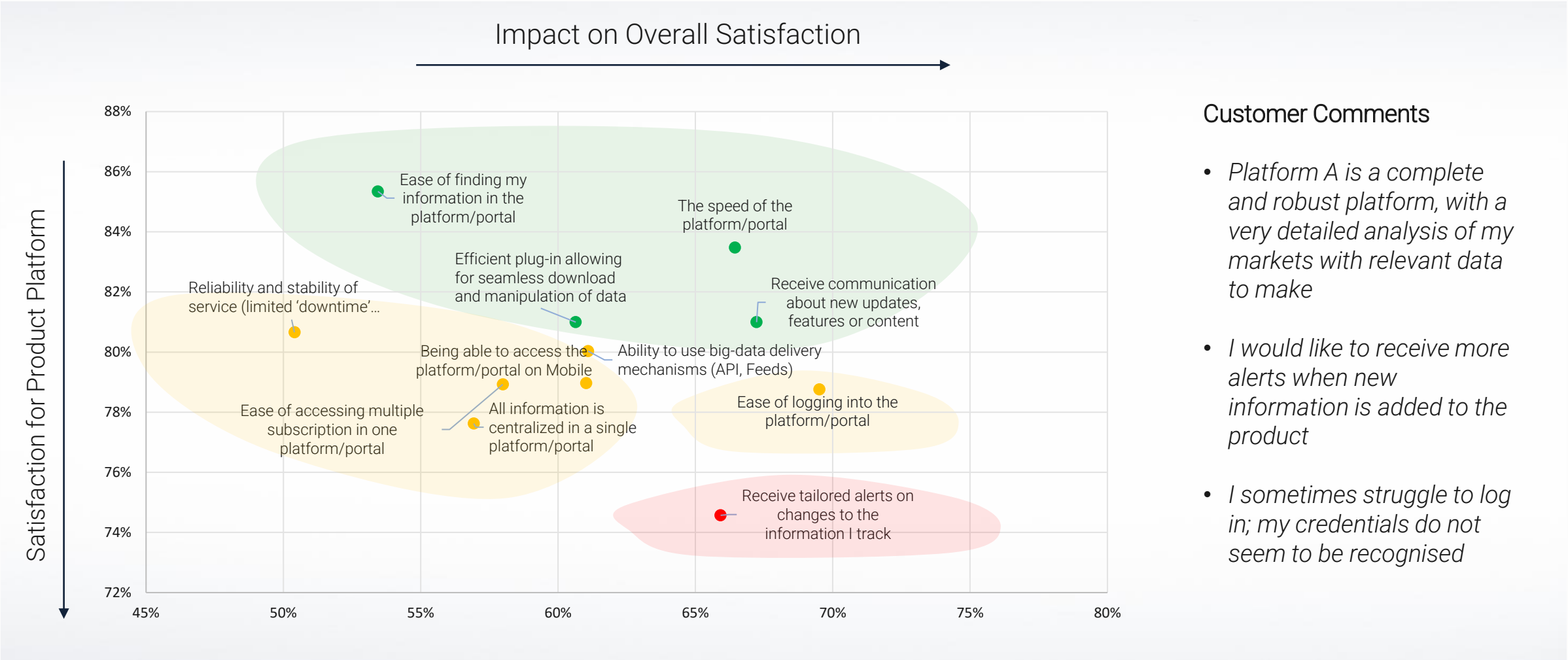




# Product Platforms



# Product Platform Satisfaction



## Customer Comments

- Platform A is a complete and robust platform, with a very detailed analysis of my markets with relevant data to make
- I would like to receive more alerts when new information is added to the product
- I sometimes struggle to log in; my credentials do not seem to be recognised

● Maintain Performance ● Improve Performance ● Prioritise Performance Improvements

# Product Platform Satisfaction – YoY satisfaction changes

Low to High Impact on overall Satisfaction

(Ranked according to impact on satisfaction)	2024	2025	Change 24'-25'
Ease of finding my information in the platform/portal	83.5%	86.6%	3.1ppt
The speed of the platform/portal	85.0%	82.5%	-2.5ppt
Receive communication about new updates, features or content	86.6%	82.6%	-4.0ppt
Reliability and stability of service (limited 'downtime' instances)	87.5%	89.9%	2.4ppt
Being able to access the platform/portal on Mobile	79.5%	82.1%	2.6ppt
Ease of logging into the platform/portal	91.2%	88.9%	-2.3ppt
Ease of accessing multiple subscription in one platform/portal	85.4%	88.8%	3.4ppt
Efficient plug-in allowing for seamless download and manipulation of data	82.9%	88.5%	5.6ppt
All information is centralized in a single platform/portal	87.7%	87.6%	-0.1ppt
Ability to use big-data delivery mechanisms	83.1%	87.2%	4.1ppt
Receive tailored alerts on changes to the information I track	82.7%	86.3%	3.6ppt

# Product Platform Satisfaction – YoY satisfaction changes per Product

Product Portal attributes	Prod A	Prod B	Prod C	Prod D	Prod E
Ease of finding my information in the product platform	2%	5%	2%	0%	-2%
The speed of the product platform	1%	-2%	4%	2%	-5%
Receive communication about new updates, features or content	3%	5%	1%	-2%	-6%
Reliability and stability of service (limited 'downtime' instances)	1%	-2%	0%	3%	-5%
Being able to access the product platform on Mobile	2%	-4%	2%	3%	7%
Ease of logging into the product platform	0%	-3%	4%	-5%	-9%
Ease of accessing multiple subscription in the product platform	1%	0%	2%	2%	0%
Efficient plug-in allowing for seamless download and manipulation of data	1%	3%	3%	-2%	1%
All information is centralized in a single product platform	1%	2%	-1%	-4%	1%
Ability to use big-data delivery mechanisms	-2%	-1%	3%	3%	2%
Receive tailored alerts on changes to the information I track	-4%	-2%	-3%	-4%	-10%

# Summary and recommendations for key improvement areas



# Example Executive Summary - Customer Satisfaction Survey Results – Q1 2024

## Overview

In Q1 2024, we conducted a comprehensive **Customer Satisfaction Survey** to gauge client perceptions, identify strengths, and uncover opportunities for improvement. The survey targeted a diverse customer base and collected feedback on key aspects such as product quality, customer service, ease of use, and overall satisfaction.

## Key Findings

Exec summary will be provided including recommended improvement areas and suggestions for high-level actions

- **Overall Satisfaction:** 82% of customers reported being satisfied or very satisfied with our services, reflecting strong positive sentiment toward our brand.
- **Customer Service Excellence:** 88% of respondents rated our support team as responsive and helpful, with 79% stating their inquiries were resolved efficiently.
- **Ease of Use:** 76% of customers found our platform intuitive and easy to navigate, though some users suggested minor improvements to the onboarding process.
- **Value for Money:** 72% of customers believe their investment is justified, with price competitiveness cited as a key factor in satisfaction.

## Areas for Improvement:

- **Faster Resolution Times:** While customer service received high ratings, 22% of respondents desired quicker resolution of complex issues.
- **Feature Enhancements:** 19% of customers requested additional functionalities, with automation and customization being top priorities.
- **Proactive Communication:** Some respondents indicated they would appreciate more frequent updates on product enhancements and service changes.

**Action Plan -** Based on these insights, we recommend:

- Implement a customer support enhancement program to reduce response times further.
- Prioritise key feature improvements in our next development cycle.
- Strengthen customer engagement efforts, including proactive outreach and tailored support.

## Conclusion

The survey results confirm that our customers appreciate our **reliable service, user-friendly platform, and strong support team**. While we continue to excel in many areas, opportunities exist to enhance the customer experience further. By taking a data-driven approach to these improvements, we aim to **increase satisfaction and long-term loyalty**.

# Clear recommendation for areas to improve Customer Satisfaction is provided

## Clear recommendations for improvement for each areas assessed

### Sales Support

- Understand your needs
- Knowledge sharing incl. regional knowledge, knowledge of subscription  
Helps you develop your business
- Treat you as a valued partner

### Analyst Support

- People are knowledgeable
- They quickly respond to my questions/queries
- People are easy to get in contact with
- Response/recommendations high quality

### Data performance

- Accuracy of data/analytics/insights
- Up to date data/analytics/insights
- Quality of data/analytics/insights
- Relevance of data/analytics/insights

### Product platform

- Ease of logging in
- Ability to use big-data delivery mechanisms
- Receive communication about new updates, features or content
- Ease of accessing multiple subscriptions

### Customer Support

- Ease of accessing support
- Follow up to confirm resolution of issue
- Support people being able to answer my query
- Hours of availability of support
- Friendly & helpful support people





# Raw data file

I6								
	A	B	C	D	E	F	G	H
1	name	email	numberrange	numberrange1	text	numberrange2	numberrange3	numberrange4
2	Oren Baker	sed@outlook.com	2	2	5	2	2	3
3	Levi Mercer	duis.risus.odio@yahoo.com	4	1	4	3	2	2
4	Carlene McBride	porttitor.vulputate@protonmail.com	3	4	4	4	4	2
5	Ernie Everett	vestibulum.massa@protonmail.com	4	2	5	4	4	5
6	Dacey Levine	porttitor.vulputate@google.com	1	4	4	4	4	2
7	Debra Suarez	nunc.us.gravida.sagittis@protonmail.com	1	1	3	2	4	4
8	Alexis Stegman	duis.nec@protonmail.com	3	3	4	1	4	1
9	Jack Armstrong	quisque.porttitor@yahoo.com	3	3	1	3	2	2
10	Cadman Bolton	nec.enim.nunc@hotmail.com	2	3	3	2	1	3
11	John Cleveland	iaculis.enim@hotmail.com	3	2	3	5	5	2
12	Teegan Browning	donec.consectetuer@google.com	2	2	2	5	5	4
13	Leigh Reynolds	convallis.erat@yahoo.com	3	4	2	4	3	5
14	Noel Flores	consectetuer.adipiscing@yahoo.com	5	1	4	2	2	3
15	Byron Lindsey	donec.porttitor@hotmail.com	5	5	3	2	4	3
16	Ethan Mcdaniel	nunc.ac@protonmail.com	1	3	1	3	2	1
17	Jasmine Velasquez	lorem.ut.aliquam@aol.com	5	3	3	5	1	4
18	Addison Hunt	pede@yahoo.com	4	3	4	4	4	1
19	Raphael Rogers	maecenas.malesuada@protonmail.com	3	2	3	3	3	5
20	Hall Logan	vitae.sodales.nisi@yahoo.com	2	4	4	1	2	4
21	Wylie Spencer	faucibus.orci.luctus@hotmail.com	5	2	2	2	1	4
22	Debra Santiago	phasellus@outlook.ca	4	4	4	2	1	1
23	Myles Pugh	semper.rutrum@yahoo.com	3	3	2	3	1	2
24	Burton Velez	eu.dolor@icloud.edu	3	4	2	4	3	3
25	Rama Oliver	tellus.eu.augue@hotmail.com	2	4	3	3	5	2
26	Marcia Cervantes	massa@hotmail.co.uk	2	5	3	2	4	5
27	Yoshio Durham	vel@aol.net	3	4	3	1	2	3
28	Athena Lamb	dolor.sit@icloud.ca	5	5	3	2	5	3
29	Acton Conley	sed.dui.fusce@yahoo.com	3	2	3	4	5	1

An Excel file with all your responses will be provided



# Contact

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