Tethr®

Augment your survey data with CSATai

Surveys, although useful, can be limited when it comes to gathering valuable customer feedback and agent performance insights. Tethr's CSATai surfaces immediate insights into customer interactions and helps augment existing survey programs through predictive CSAT scoring.

Learn how you can benefit from leveraging both CSATai and traditional surveys–and discover a new way to optimize service quality, prioritize the most impactful CX improvements, and enhance customer satisfaction.

CSATai: **Satisfied**

What is CSATai?

CSATai is a proprietary AI model that analyzes customer interactions in just minutes to predict a satisfaction score. By seamlessly integrating with CCaaS and CRM environments, CSATai provides immediate insights into 100% of customer interactions so CX leaders can take action on customer sentiment and feedback sooner.

How does CSATai overcome survey limitations?

Despite having a reputation for being expensive, yielding low response rates, and suffering from sample bias, many companies continue to use post-interaction surveys to gain insights into customer experiences, service effectiveness, and product feedback. CSATai can supplement existing survey data and provide scores for 100% of interactions, ensuring business leaders have the voice-of-the-customer insights they need to improve agent performance, enhance the customer experience, and reduce costs within the contact center.

What are the benefits of using CSATai and surveys?

▶ **Improve agent performance & customer experience:** Pairing traditional surveys with CSATai allows business leaders to track how satisfied every customer is with their service interaction–whether the customer submits a post-interaction survey or not. When you track customer satisfaction at scale, you can identify and act on areas of opportunity sooner and provide a better customer experience faster.

▶ **Grow loyalty by listening to customers:** Many businesses keep using surveys because they get valuable feedback from survey verbatims, but few respondents fill out these open text fields. By using both surveys and CSATai, you can continue collecting verbatim feedback from surveys while also learning from customer interactions without a survey response. By identifying and surfacing interaction insights to customer experience teams, CSATai provides you with a more well-rounded view of the customer experience to make meaningful improvements and grow customer loyalty.

▶ **A greater ROI:** Many business leaders consider traditional post-interaction surveys a worthwhile investment because they capture customer feedback. CSATai can be budget neutral by enabling businesses to shift budget from existing survey programs to CSATai to get even more actionable insights and a greater ROI than they could with surveys alone.

How else can you use CSATai alongside surveys?

Here are some of the ways we see our customers using CSATai to improve their customer experience and grow their business:

▶ Our customers use CSATai as a diagnostic tool to hone in on the top drivers of dissatisfaction quickly. This helps their CX teams track the top issues associated with negative CSAT scores so that they can take an upstream approach to solving those issues.

▶ Contact center leaders can set up automatic alerts when conversations receive a negative score from CSATai, enabling agents or managers to follow up with dissatisfied customers and improve their experience.

▶ CX leaders use CSATai's insights to tailor surveys to certain customers who had a negative predictive CSAT score to find out what went wrong.

▶ Our customers are using CSATai to target and track how agent behaviors impact CSAT so their supervisors can improve agent coaching.

▶ Additionally, our customers are using CSATai to measure how process changes impact CSAT over time, which can be beneficial for business leaders who are attempting to optimize operations.
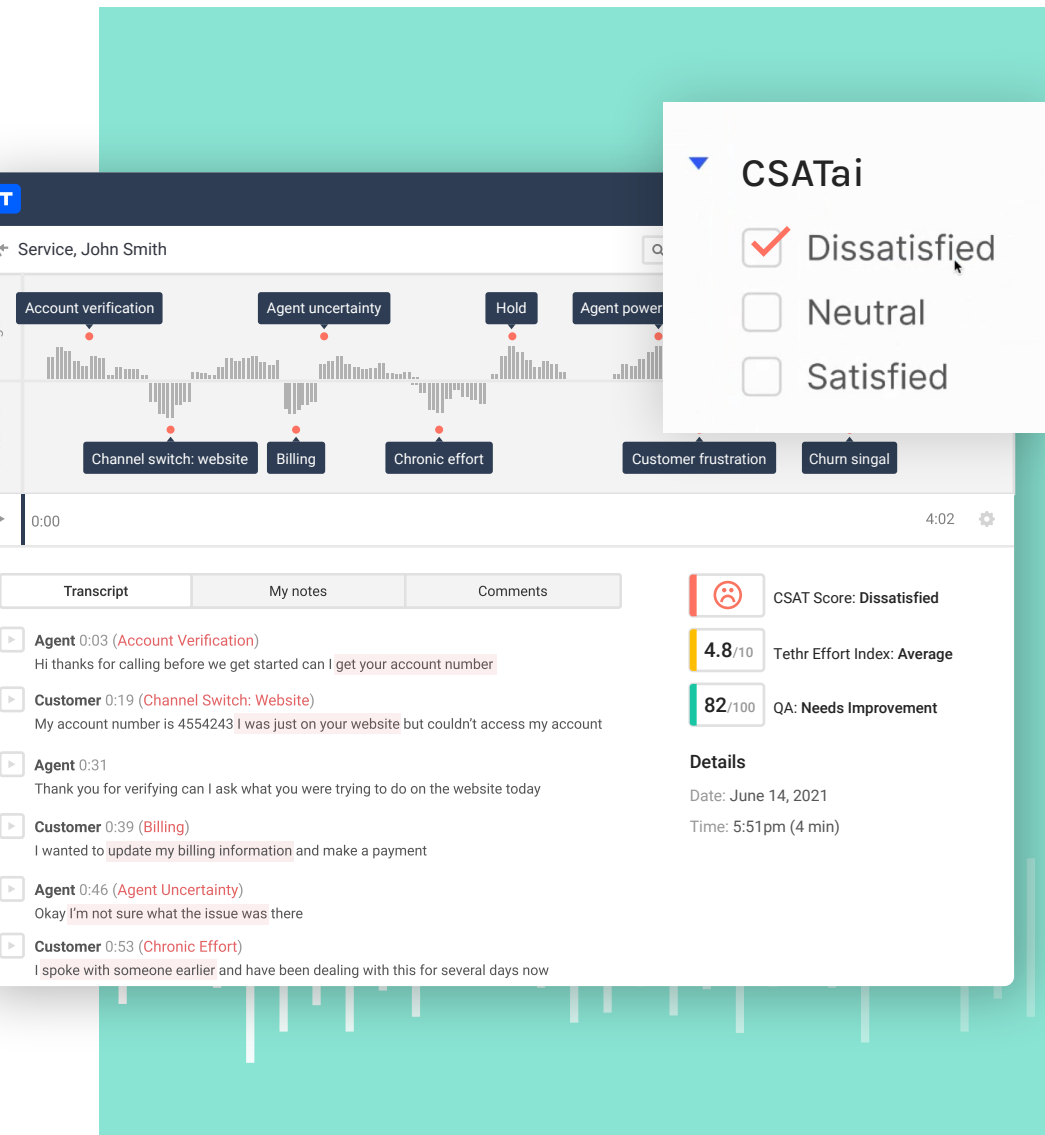
A more complete view of customer satisfaction by pairing traditional surveys + CSATai

Pairing CSATai and traditional surveys is an efficient solution for businesses committed to elevating customer experience and satisfaction. While post-interaction surveys have been the go-to for customer satisfaction data, CSATai now fills in the gaps for a more holistic view of the customer experience. Together, CSATai and traditional survey data empower businesses to be proactive in addressing customer concerns, paving the way for continuous improvement.

Pair CSATai with traditional survey data to enhance the customer experience.

Request a demo of CSATai today