



# CSAT scoring

## Quick Summary

- Understanding your clients' satisfaction is the foundation of growth
- Simple 4 question survey to get actionable insights from clients
- Capture both quantitative and qualitative feedback

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A well-structured **CSAT survey** can provide valuable insights and feedback about your clients' experiences with your platform or service. Here are the 4 questions every CSAT survey should include.

- *How satisfied are you with your recent experience with our product/service?*
- *How satisfied were you with the support you received from our team?*
- *To what extent does our product/service meet your needs?*

These questions will all be rated on a Likert scale of 1 - 5 (very dissatisfied to very satisfied)

In addition, you want to have one open-ended question to capture qualitative insights that uncover specific areas for improvement beyond numerical ratings.

- *What's one thing we could improve to make your experience better?*

To calculate your CSAT score, you'll need to add up all the very satisfied and satisfied responses then divide by the total number of responses.

### Example Calculation

- Survey Results:
  - 5 (Very Satisfied) = 60 responses
  - 4 (Satisfied) = 25 responses
  - 3 (Neutral) = 10 responses
  - 2 (Dissatisfied) = 3 responses
  - 1 (Very Dissatisfied) = 2 responses
- Total Responses: 100
- Satisfied Responses (4 & 5):  $60 + 25 = 85$

CSAT Score:

$$(85/100) \times 100\% = 85\%$$

Understanding where your clients are at in their journey with you is extremely important. It allows us to make adjustments to ever changing market and industry conditions.

Checkout [ClientSuccess.me](https://ClientSuccess.me) for more client success tips, checklists and best practice guides.