

**What We Heard:
2023 Customer Satisfaction (CSAT) Survey
Results and Actions**

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Background & Objectives

- In May 2023, Explorance conducted its annual Customer Satisfaction (CSAT) Survey
- The specific objectives for this survey are to:
 - Measure customer experience and opinions in various areas including services offered, available resources, and Explorance personnel
 - Identify the areas that are most responsible for driving overall satisfaction for feedback-informed improvement actions

Report Context

- Date Range: 2023 CSAT survey results
- Percent Favorable: Top Two Box calculation

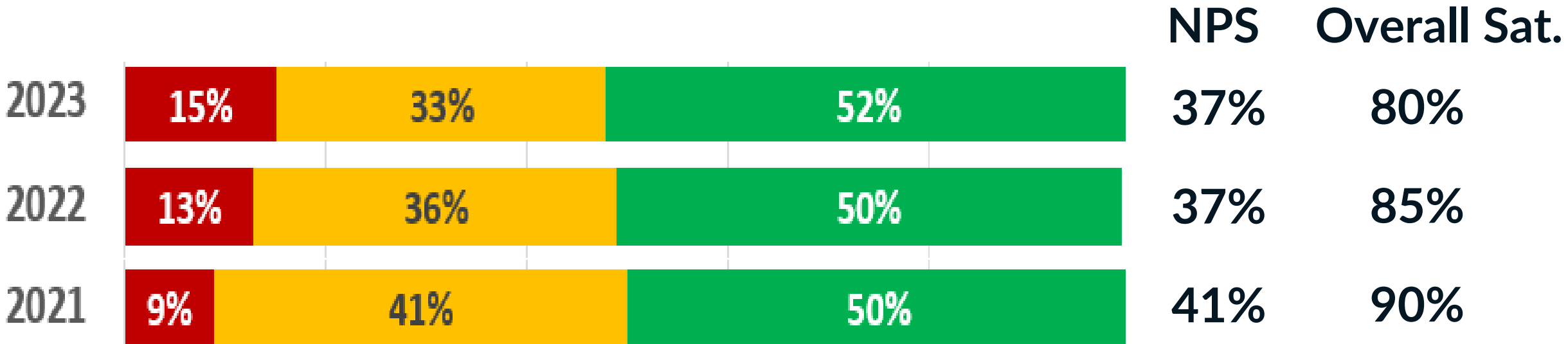
Satisfaction					
Very Dissatisfied	Dissatisfied	Somewhat Dissatisfied	Somewhat Satisfied	Satisfied	Very Satisfied
1	2	3	4	5	6
Agreement					
Strongly Disagree	Disagree	Somewhat Disagree	Somewhat Agree	Agree	Strongly Agree
1	2	3	4	5	6

Response Rates

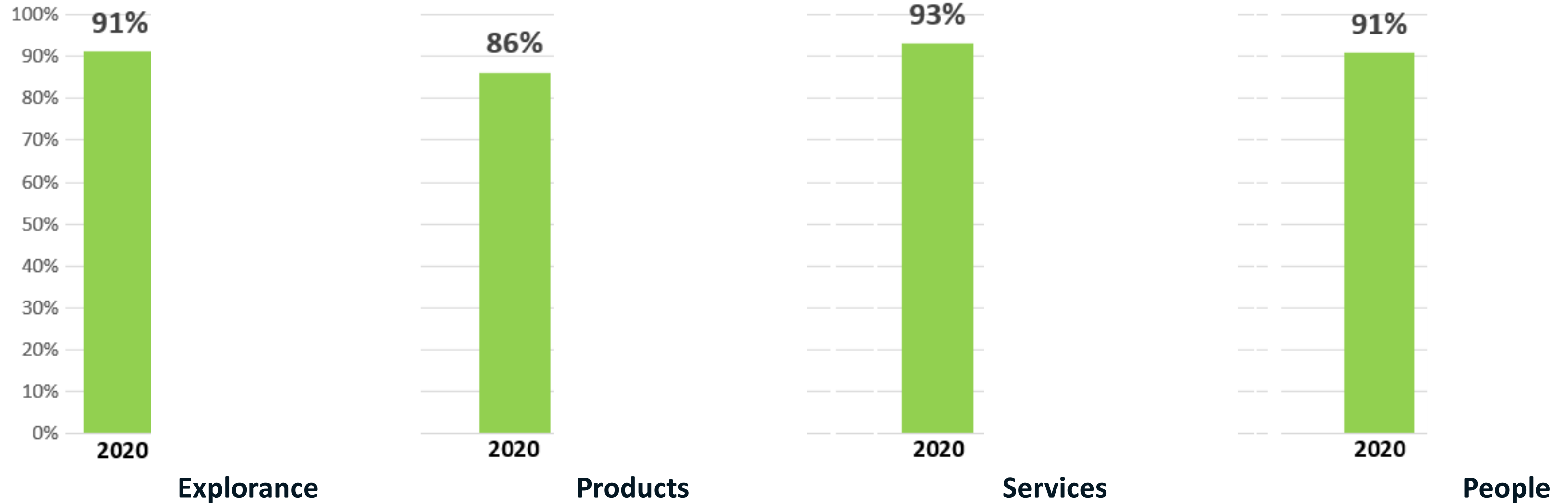
- **Increased Response Rate: 57%**
 - 53% in 2022



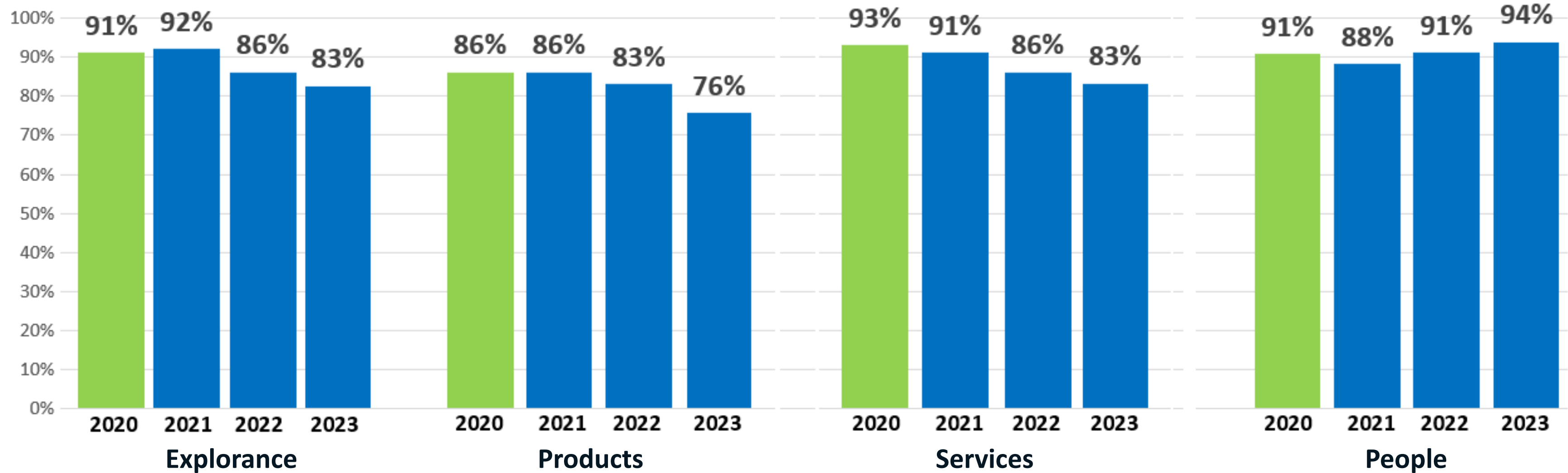
Summary: NPS (Net Promoter Score) and Overall Satisfaction



Satisfaction with Explorance, Products, Services, People



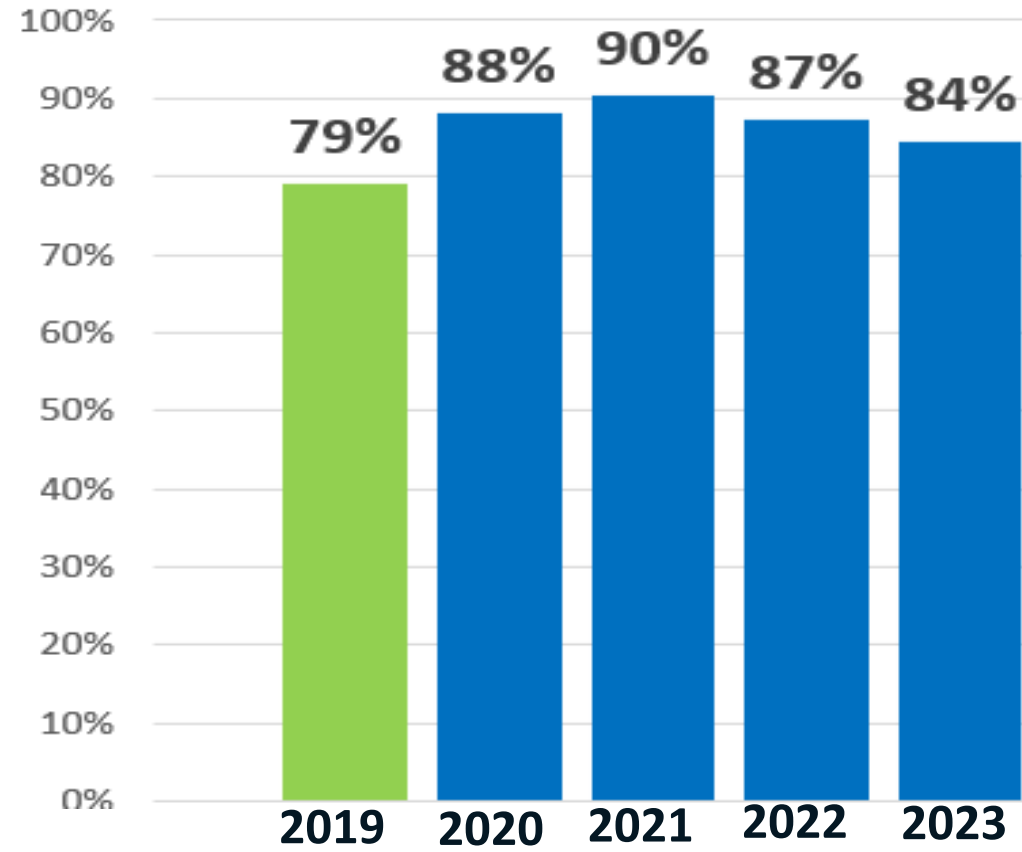
Satisfaction with Explorance, Products, Services, People



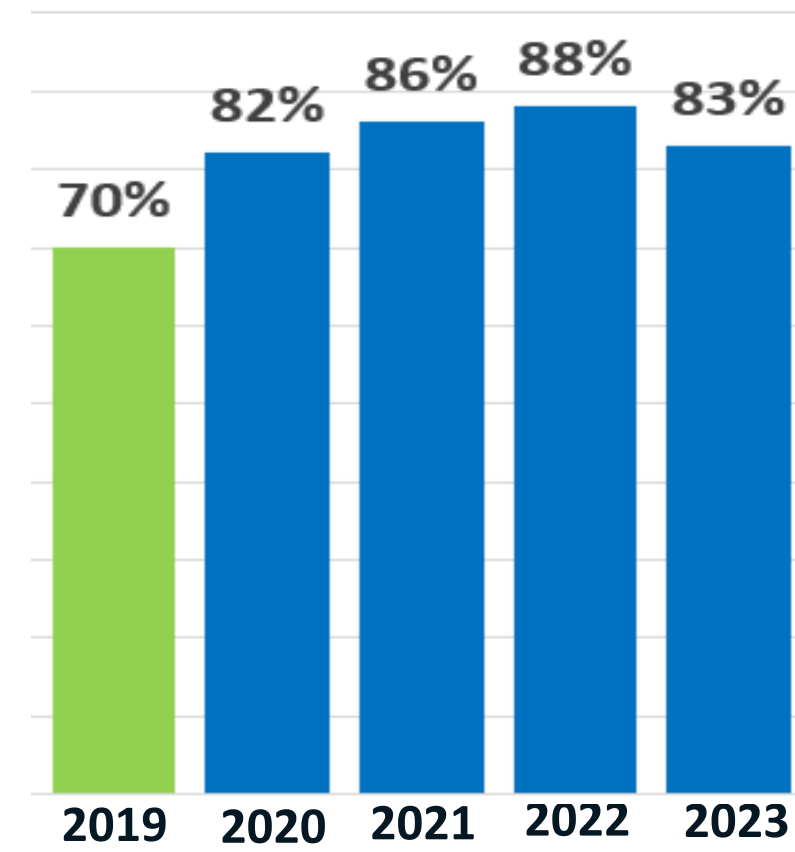
- **Focus:** Improving NPS and customer satisfactions with Explorance, Products and Services

Satisfaction

Explorance as my solution partner

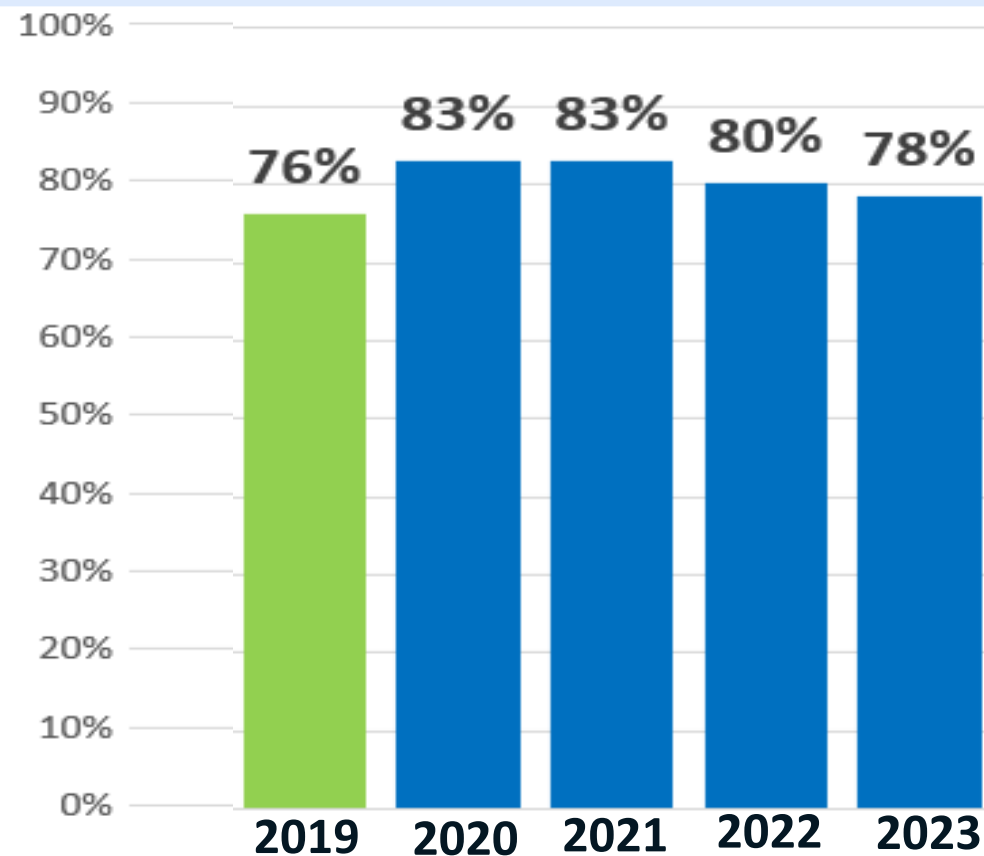


Value received from Explorance's Products

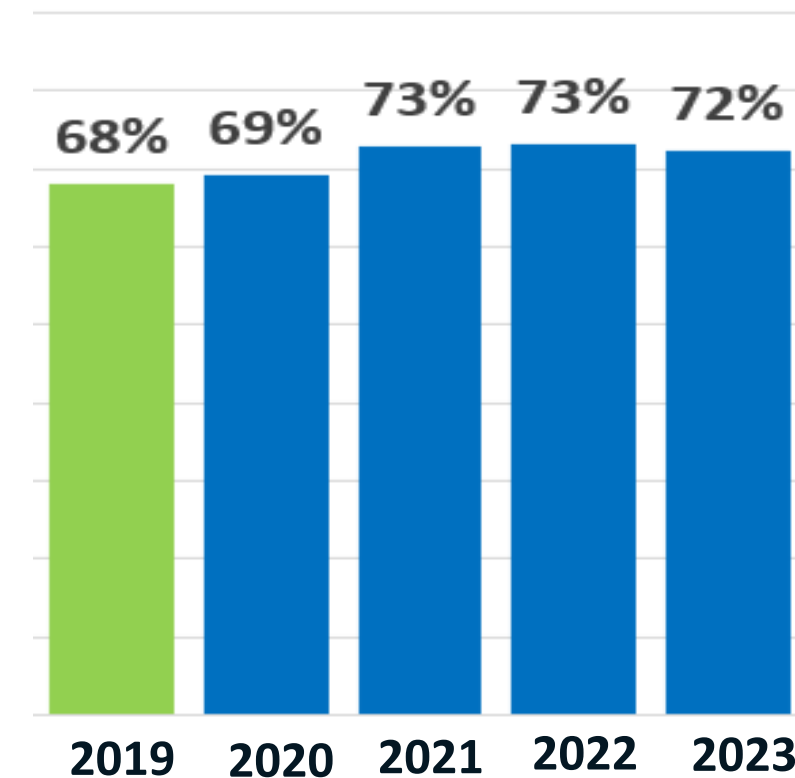


Agreement

Explorance understands my organization's specific needs and goals



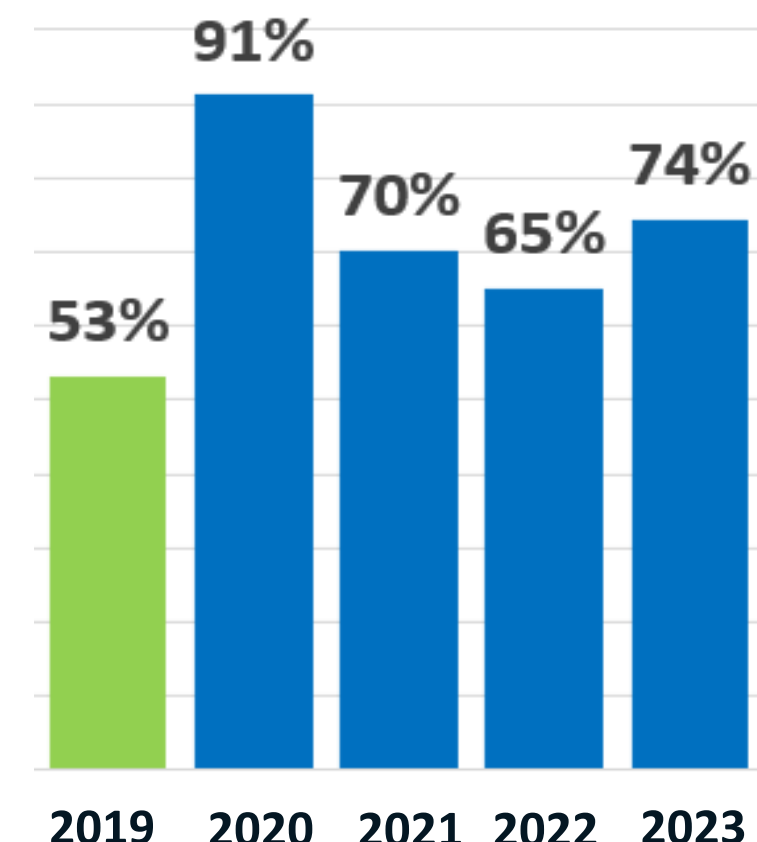
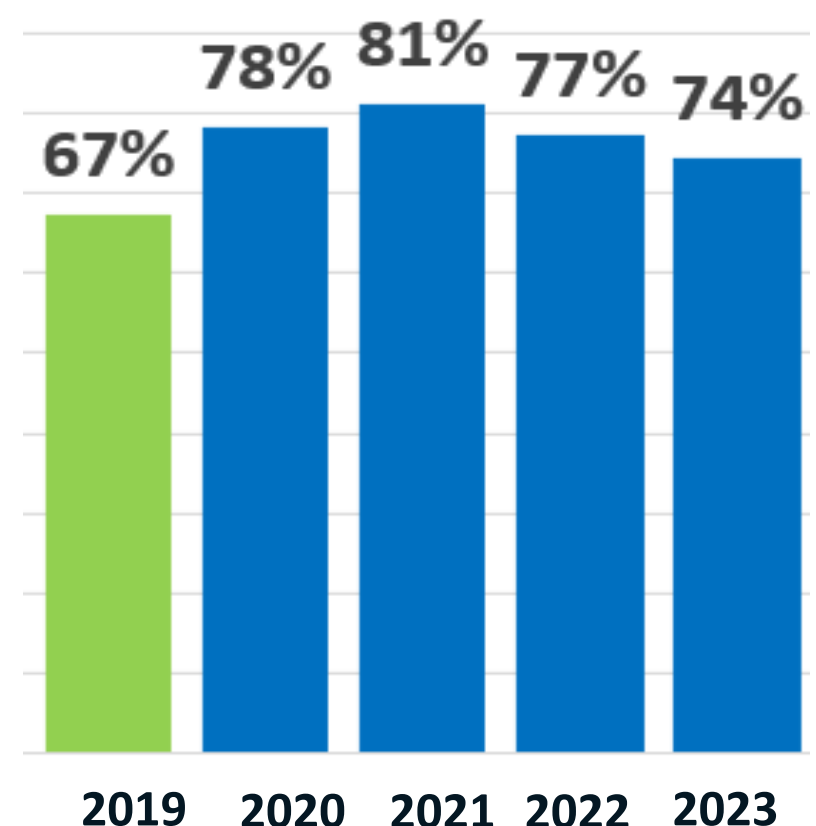
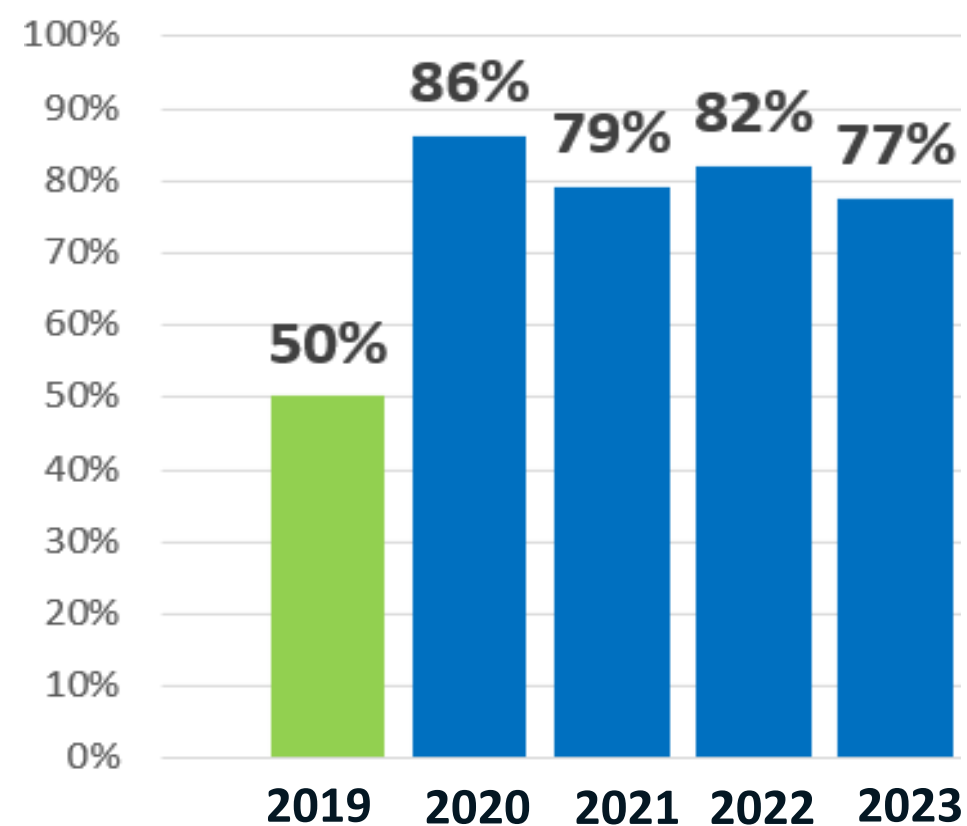
Our goals with Explorance products and services have been achieved



Features and functionality of Explorance's products

I am confident we're well-prepared to independently execute projects using Explorance product(s)

User guides, release notes, and solution manuals in the Online Help are useful in the sense that I can quickly find the information that assists me to understand how the product functions - easy to find, understand and follow



Key Driver Analysis

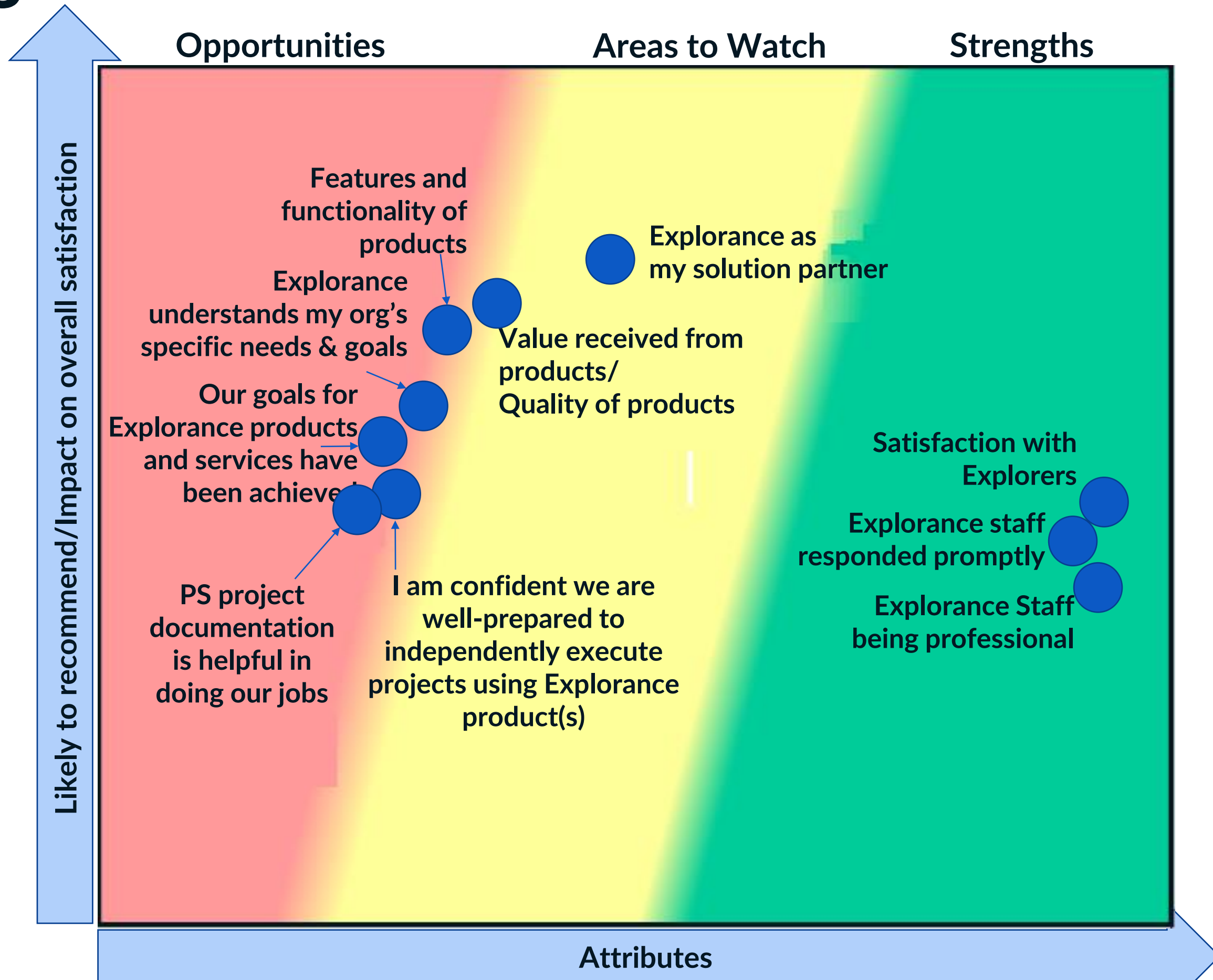
Seeks to identify attributes that are most responsible for driving NPS and overall customer satisfaction.



Key Driver Analysis

Strategic opportunity is to build on our strengths with Explorance staff to improve NPS and overall customer satisfaction

- Three action areas to improve with inter-departmental collaboration
 - **Products:** product features and functionality, product quality, and value received from our products
 - **Explorance as our customers' solution partner** by improving our ability to understand customers' business needs and help them achieve their goals using our products and services
 - **Customer autonomy** to help them be confident about using our products to do their job well



Key Actions Being Executed/Planned



- Strengthening the **solution design process** to transfer best practices with consistency to customers and expand the pool of best practices by incorporating learning from implementations
- Streamlining **customer support case handling** between Customer Support and Solution Architecture
- Executing **actively listening** to discussions in the community discussion forum to better understand customer needs and identify the improvement actions – online help article enhancement, input to product roadmap, learning webinars and ask expert sessions for knowledge transfer
- Restructuring the **Customer Experience Surveys** – while reducing survey fatigue to our customers, operationalizing feedback-informed insight-to-action closing-the-loop process

Key Actions Being Executed/Planned, Continued

Monitor

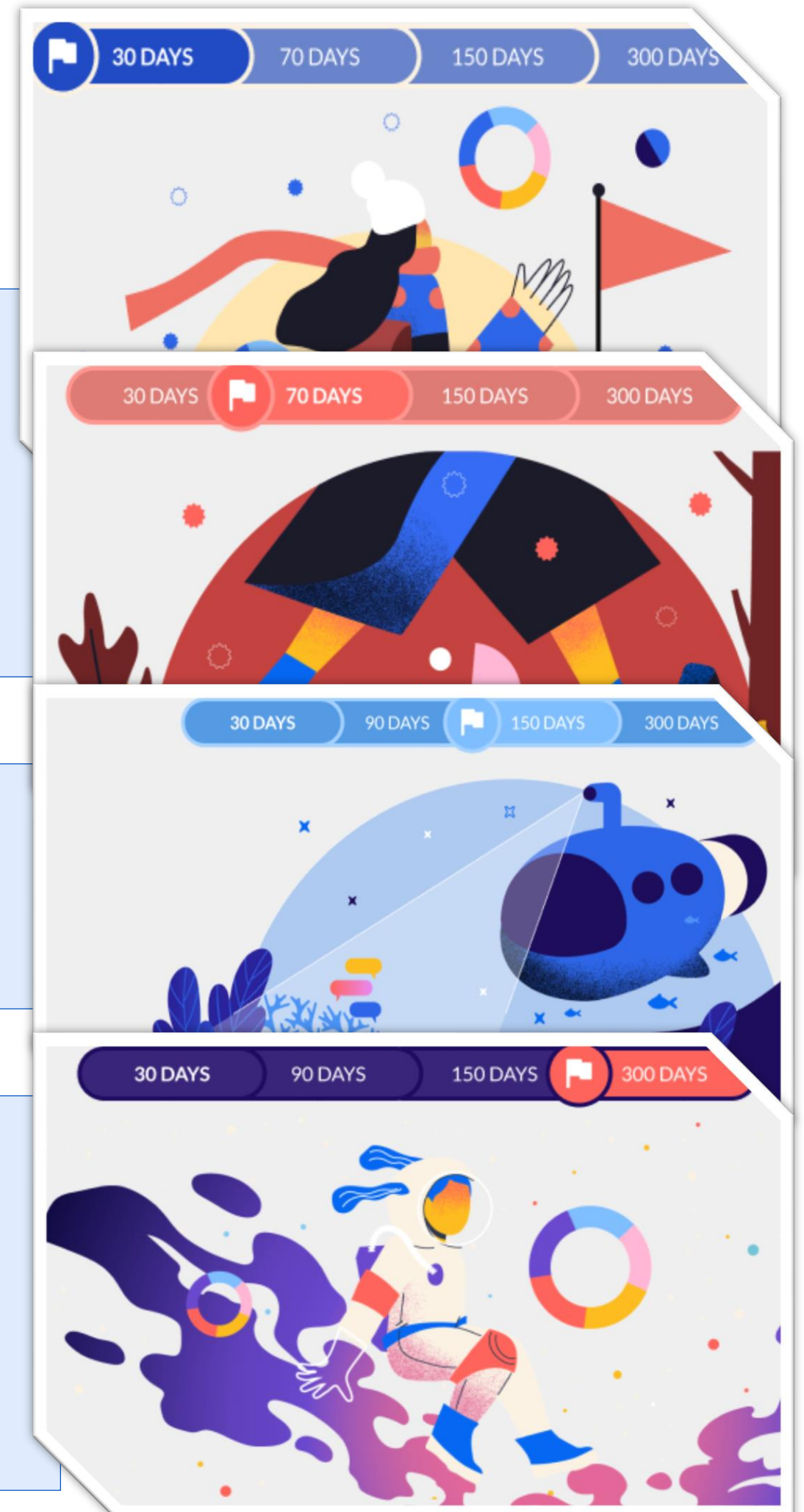
- With scheduled Customer Experience Surveys, based on “customer calendar”
 - 4 times a year for 1st year customers
 - 2 times a year for existing customers

Analyze

- At the individual customer level and at the aggregate for timely actions

Act

- With the end in mind for positive impact on the customer side
 - Review actions taken based on the individual customer feedback
 - Introduce the one-day Blue Administrator Onboarding Camp (BOC)
 - Commit to the minor releases on a regular cadence





Questions & Answers