Macorva

AI-generated Reports

This brochure showcases the diverse set of reports that Macorva's AI system can generate. Each report utilizes all relevant data at its disposal, including employee-specific feedback, CSAT attributes, NPS drivers, CES, and time trends. Our AI is designed to simplify complex data. It takes lengthy and detailed datasets, and condenses them into clear, concise reports. Beyond generating reports, our AI also suggests actions and responses based on the data, providing a more comprehensive view of your company's situation. Explore the capabilities of Macorva's AI-generated reports with the examples in this brochure.

All examples presented are entirely AI-generated, without any manual edits, utilizing synthetic data to replicate a typical Macorva customer environment.

Daily, weekly, and monthly CX survey summaries

Production process:

Auto-generated daily, weekly, and monthly for each CX survey

Access points:

Auto-emailed to designated employees, delivered to specified Slack and Teams channels

Purpose:

Offers a regular summary of survey results delivered directly to users within their everyday work environments

Summary and key findings

The customer experience survey data for Corva Health's phone support shows a mixed sentiment. The Radiant AI Survey Sentiment averages have shown a positive trend over the last 30 days, with today's sentiment at +62. The number of responses and completion rate have also increased, while the number of responses needing follow-up has decreased. However, the individual responses reveal a range of positive and negative experiences, with sentiments ranging from -100 to +100.

Highlighted quotes

Positive quotes

- "Corva Health's phone support is impressively superior. They're always ready to assist and provide necessary information." - Lisa Howard
- "Their phone support is a lifesaver. Every detail makes it easier to navigate through their offerings." - Patricia Miller
- "Their dedication is impressive, my issue was solved quickly and efficiently." - Charlotte Harris
- "Kudos to Corva Health's amazing phone support. They were patient and committed to facilitating a resolution." - Benjamin Franklin

Negative quotes

- "Calling for support is a complete waste of time." - James Madison
- "It's a complete fiasco, no one could provide accurate information on how to handle my paperwork." - Karen Garcia
- "The process for filing a claim is irrationally difficult and the customer support lacks clarity." - Jack Harper
- "Their Customer Support might as well not exist at all. It is of no help whatsoever." - Betty Thompson

Strengths

- **Efficient and friendly staff**: Many customers praised the efficiency and friendliness of the call center staff. They appreciated the readiness of the staff to assist and provide necessary information.
- **Detailed explanations**: Customers appreciated the detailed explanations provided by the agents. This made it easier for them to navigate through the company's offerings.
- **Quick problem resolution**: Some customers were impressed with the quick and efficient resolution of their issues.

Areas for improvement

- **Long wait times**: Several customers expressed dissatisfaction with the long wait times. This is an area that needs improvement to enhance customer satisfaction.
- **Complex claim filing process**: Some customers found the process of filing a claim to be complex and difficult. The company needs to simplify this process and provide clear instructions to customers.
- **Inconsistent service**: Some customers mentioned inconsistent service, where the actions of the staff did not always match their promises. This inconsistency needs to be addressed to improve customer trust and satisfaction.

Trends

- **Increasing positive sentiment**: The Radiant AI Survey Sentiment averages show an increasing trend in positive sentiment over the last 30 days.
- **Increasing response rate and completion rate**: The number of responses and the completion rate have been increasing, indicating increased customer engagement.
- **Decreasing need for follow-up**: The number of responses needing follow-up has been decreasing, suggesting an improvement in first-contact resolution.

Recommended actions

- **Reduce wait times**: Implement strategies to reduce wait times, such as increasing staff during peak hours or improving call routing efficiency.
- **Simplify claim filing process**: Review and simplify the claim filing process. Provide clear, step-by-step instructions to customers.
- **Improve service consistency**: Ensure that the actions of the staff match their promises. Regular training and monitoring can help improve service consistency.
- **Improve inter-departmental communication**: Several customers complained about uncoordinated communication from different departments. Improving inter-departmental communication can enhance customer experience.

Survey response action plan

Production process:

Single-click manual creation while viewing CX survey responses

Access points:

Available as a downloadable PDF and viewable from the survey response page, can be assigned as an action to an employee

Purpose:

Provides thorough analysis of an individual customer's feedback and generates potential response scripts for future interactions

Analysis and interpretation

- The customer, Jonathan Lechler, is unhappy with the service provided by Global Technology. His overall rating is low (1/5) which indicates a high level of dissatisfaction.
- He had different experiences with two employees. Lena Bishop received a low rating (2/5) and was considered unprepared and rude, while Marlene Barnes was highly rated (5/5) and deemed friendly, helpful, knowledgeable, and attentive.
- Jonathan's feedback on the First Student Drivers and Monitors product was neutral (3/5), he appreciated its quality but criticized its design.
- He expressed extreme dissatisfaction with the Multi-use 8 1/2" x 11" product giving it the lowest rating (1/5). He found it poorly designed, not reliable, and of poor value.
- His comments indicate that he believes the products are overpriced.

Action items:

For this customer:

- **Apologize for his negative experience**: Reach out to Mr. Lechler through an email or phone call to apologize for his unpleasant experience.
- **Address his concern about pricing**: Explain our pricing model or offer him a discount or refund if possible.
- **Ask for detailed feedback**: Request more specific feedback about Lena Bishop's behavior and details about what he disliked in the Multi-use 8 1/2" x 11" product design.

Follow-up plan:

- **Monitor satisfaction**: After implementing the action items, follow up with Mr. Lechler after a month to check if his satisfaction level has increased.

Communication script

Subject: Apology and Follow-Up on Your Recent Feedback

Dear Mr. Lechler,

I hope this message finds you well. I am writing in response to your recent survey feedback regarding your experience with Global Technology.

We deeply regret hearing that your experience did not meet your expectations. Your comments regarding our service and products have been taken very seriously. We appreciate you for bringing these issues to our attention as it helps us improve.

We are particularly sorry that you found our products overpriced. We would like to assure you that we carefully consider our pricing model based on various factors including product quality and market standards.

Could you please provide some more details on your unsatisfactory encounter with Lena Bishop? This will help us address any issues directly.
Also, we would appreciate it if you could share more specifics about your concerns regarding the Multi-use 8 1/2" x 11" product design.

Thank you once again for your valuable feedback. Looking forward to hearing from you soon.

Sincerely,
 [Your Name]
 [Your Position]

Company recommendations

- **Improve employee training**: Enhance staff training programs particularly focusing on preparedness and politeness in customer interactions.
- **Review pricing strategy**: Conduct a market study comparing our prices with competitors' prices for similar products.
- **Product design review**: Consider reviewing the design aspects of criticized products based on customer feedback.

CX comprehensive dashboard summary

Production process:

Single-click manual creation within the CX dashboard

Access points:

Downloadable PDF, viewable as a saved document

Purpose:

Provides a holistic report of a CX dashboard with data from multiple surveys—whether by type, location, or other parameters—based on selected filters and date ranges

Executive summary

The month of May 2023 showed a strong performance for the Downtown Retail store. The CSAT rating was 4.59 out of 5, and the NPS was 80, which indicates a high level of customer satisfaction. The store's strengths were its innovation, distinctiveness, and passion, with each attribute scoring 72%. Trustworthiness was the top-rated attribute at 76%. Areas for improvement include reducing the perception of being disorganized, slow, and frustrating, which each scored between 7-8%. Employee performance was generally rated positively, but there is room for improvement in terms of friendliness and attentiveness.

Strengths

- High level of **customer satisfaction** with a CSAT rating of 4.59 out of 5.
- High **NPS score** of 80, indicating that customers are likely to recommend the store to others.
- The store was perceived as being **innovative, distinctive**, and **passionate**, with each attribute scoring 72%.
- The store was seen as **trustworthy**, with a score of 76%.

Areas for improvement

- The store was seen as being **disorganized** (8%), **slow** (7%), and **frustrating** (8%).
- Employee performance was generally rated positively, but there is room for improvement in terms of **friendliness** and **attentiveness**.

Key driver analysis

- The high CSAT and NPS scores suggest that customers are generally satisfied with their shopping experience.
- The high scores for innovation, distinctiveness, passion, and trustworthiness suggest that these are key drivers of customer satisfaction.

Trends

- The NPS score fluctuated over the month, with a dip in the second week (60) before recovering in the third week (94) and stabilizing in the fourth week (83).
- The CSAT rating remained relatively stable over the month, ranging from 4.44 to 4.73.
- Employee ratings were consistent across the month, ranging from 3.79 to 4.04.

Customer churn predictions

- Given the high NPS and CSAT scores, customer churn is expected to be low. However, the store should continue to monitor customer feedback and address any issues that arise to prevent potential churn.

Next steps and action items

- Improve organization and speed to address customer complaints about the store being disorganized and slow.
- Provide additional training to employees to improve friendliness and attentiveness.
- Continue to innovate and differentiate the store to maintain high levels of customer satisfaction.
- Monitor customer feedback and address any issues that arise to prevent potential churn.

Instant or daily overview of CX responses requiring follow-up

Production process:

Auto-generated when AI identifies a survey response needs follow-up, or when a response meets user-defined criteria

Access points:

Auto-emailed to designated employees, delivered to specified Slack and Teams channels

Purpose:

Alerts employees to instances of negative feedback, or any customer feedback that could significantly benefit from further interaction

---

Subject: Action Needed: North Houston retail store survey summaries for follow-ups

Today, we've received important feedback from our North Houston retail store customers. 5 responses require our immediate attention and follow-ups. Here are the detailed summaries of their experiences:

1. **Customer**: John Doe
   Date/Time: July 20, 2023, 10:15 AM
   Radiant AI Survey Sentiment: **-65**
   Quote: "The store was clean, but the customer service needs improvement."
   Summary: John observed that our store was well-maintained during his morning visit, but he was disappointed by the level of customer service. He expressed a feeling of not being sufficiently supported or attended to during his shopping experience.

2. **Customer**: Sarah Smith
   Date/Time: July 20, 2023, 11:30 AM
   Radiant AI Survey Sentiment: **-75**
   Quote: "Checkout process was slow. Please speed it up."
   Summary: Sarah enjoyed her shopping trip but found the checkout process to be slow. She expressed frustration over the amount of time it took to finalize her purchases and wished for a quicker, more efficient checkout.

3. **Customer**: Mike Brown
   Date/Time: July 20, 2023, 12:45 PM
   Radiant AI Survey Sentiment: **-80**
   Quote: "Couldn't find anyone to help me find the right size."
   Summary: Mike had difficulty finding the correct size for his desired product during his midday visit. He expressed that he felt alone and unsupported, unable to locate a staff member to assist him in his search.

4. **Customer**: Emily Clark
   Date/Time: July 20, 2023, 02:00 PM
   Radiant AI Survey Sentiment: **-100**
   Quote: "Price labels were confusing. I was charged more than I expected."
   Summary: Emily experienced confusion due to our pricing labels during her afternoon visit. She was taken aback by her total at the checkout, having expected to pay less based on the price labels she saw.

5. **Customer**: Robert Taylor
   Date/Time: July 20, 2023, 03:30 PM
   Radiant AI Survey Sentiment: **-50**
   Quote: "Great variety but lacked some popular brands."
   Summary: Robert appreciated our variety of products in the late afternoon, but he noted the absence of some brands that he considers popular. He felt that our current product selection didn't fully meet his shopping needs.

Each piece of feedback gives us valuable insight into our customers' experiences and offers us opportunities to improve. Thank you in advance for your prompt attention to these matters.

CX question results dashboard report

Production process:

Single-click manual creation within the CX questions detailed dashboard

Access points:

Downloadable PDF, viewable as a saved document

Purpose:

Generates a report highlighting trends and key insights while reviewing customers' responses to multiple choice questions, which may span across various surveys

Executive summary

The customer experience survey data from Dunder Mifflin gathered between June 20, 2023, and July 19, 2023, provides valuable insights into various aspects of customer interaction and satisfaction. Based on the responses received in different categories, it is evident that there are areas where the company excels and others where there is a need for improvement. The report will detail these areas, provide a key driver analysis, highlight noticeable trends, predict customer churn and suggest next steps and action items to enhance overall customer experience.

Strengths

- **Customer Loyalty**: With regard to how long customers have been with the organization, it's encouraging to note that there is a significant number (58%) who have been customers for more than five years. This reflects positively on customer loyalty.
- **Understanding Needs**: 43% of respondents rated the company at or above average level (4-7) in understanding their company's needs.
- **Customer Service**: In terms of what aspect of their purchase was most important to them, customers indicated an equal distribution among cost (33%), convenience (33%), and service (33%). This reflects positively on the importance our customers place on our service offering.
- **Paper Usage**: There is an even distribution in terms of paper usage among our customers. Each category (1–5 reams: 25%, 6–50 reams: 25%, 51–500 reams: 25%, >500 reams: 25%) has an equal share which means we cater to a wide range of paper needs.

Areas for improvement

- **Communication**: Only a disappointing total of 22% rated communication with supervisors at or above average (4-7). Similarly low scores were given for employees listening to and addressing customer needs and concerns about how work is done.

Areas for improvement

- **Medication Information**: During hospital stays, only half of respondents felt they were given enough information about new medication - this area could be improved.
- **Cleanliness**: Regarding cleanliness during hospital stay, only 'Always' had positive feedback (36%). The rest ranged from 'Never' to 'Usually', indicating room for improvement in keeping rooms clean.
- **Recommendation**: Unfortunately only a small portion of respondents (32%) would recommend First Student's services.

Key driver analysis

The main factors driving customer satisfaction based on the data include:

1. Accurate Information
2. Quick Access
3. Ability to understand clients' needs
4. Timely completion of tasks
5. Quality products

Trends

Significant trends observed include:

1. Quick access and accurate information were valued equally by customers as being the most important part of their experience with customer support.
2. Majority of respondents were aged between 35 -65 years old.
3. A good number have been with Dunder Mifflin for more than five years.

Customer churn predictions

Based on dissatisfaction expressed regarding communication with supervisors and employees addressing concerns about work done as well as low recommendation rates, there could be potential churn especially among newer clients if these issues are not addressed.

Next Steps and Action Items

1. Enhance communication training for supervisors and employees dealing directly with clients.
2. Implement stricter standards regarding cleanliness during hospital stays.
3. Increase transparency around medication information during hospital stays – this could be achieved by providing written material or follow-up consultations explaining new medication side effects clearly to patients after discharge.
4. Improve quality control checks across all departments – this will help ensure all products/services provided meet high standards consistently.

In conclusion, while Dunder Mifflin has strong areas such as understanding client needs and maintaining long-term clients; areas like communication at different levels need significant improvement for consistent client satisfaction across all touchpoints within the organization's operations.

CX custom dashboard highlights

Production process:

Single-click manual creation within the CX questions detailed dashboard

Access points:

Downloadable PDF, viewable as a saved document

Purpose:

After creating a custom dashboard that integrates data from various surveys, regions, and response types, our AI generates a succinct summary report spotlighting key insights and trends

Executive summary

Dunder Mifflin has a moderate customer satisfaction (CSAT) score of 3.1 / 5 and an average employee rating of 3.23 / 5 based on all customer surveys conducted between June 22, 2023 and July 21, 2023. The Net Promoter Score (NPS) is at a fair level of 22, suggesting that improvements could be made to increase the number of promoters and reduce the number of detractors.

Strengths

- The main strengths observed in the surveys are related to employees being perceived as friendly, helpful, fast, and attentive.
- New York branch outperforms others with higher CSAT (3.95 /5), employee ratings (3.45 /5) and NPS (36).
- Dunder Mifflin has a strong customer base with long-term loyalty as indicated by the survey on length of customer association with the organization - more than half have been customers for over ten years.

Areas for improvement

- The overall CSAT score is moderate which indicates there is room for improvement.
- Certain negative aspects like slowness, frustration, disorganization were highlighted in the CSAT survey.
- Areas such as clear communication, excellent service, quick resolution were rated very lowly by customers indicating these areas require urgent attention.
- Product development department has a negative NPS (-3), indicating dissatisfaction among customers and requiring immediate action.

Key driver analysis

- Friendly and helpful staff seem to be key drivers for positive reviews both overall and in different locations.
- Speed in service delivery also emerges as a key driver but also appears to be an area needing improvement based on the frequency of "slow" ratings.

Trends

- New York branch shows consistently better performance across all metrics compared to other branches.
- Digital services show moderately satisfactory performance with a CSAT score of 3.33 /5.

Customer churn predictions

Based on current data:

- There may be potential churn risk in product development department due to its negative NPS score (-3).

Next steps and action items

1. **Improve Communication**: Increase focus on clear communication with customers as it was rated very lowly in surveys.
2. **Improve Service Efficiency**: Address issues around slowness in service delivery to enhance customer experience.
3. **Product Development Improvement**: Conduct detailed investigation into dissatisfaction around product development department.
4. **Employee Training**: Enhance training programs based on areas identified for improvement from employee ratings data.
5. **Best Practice Sharing**: Encourage knowledge sharing between branches to replicate New York's success across other locations.

Overall, Dunder Mifflin has several opportunities to improve its customer experience by focusing on communication, improving efficiency, providing better training for employees and sharing best practices across locations.