Case study – Customer Satisfaction Survey (CSAT)
Case study – Customer Satisfaction Survey (CSAT) for a leading IT company

**Client’s business case:**

Client is an established player in the field of IT services and software development. The client wants to get the customer’s feedback for the services offered by its IT service desk.

Client approached KPMG in India to conduct the customer satisfaction survey (CSAT) and provide them a detailed report. KPMG in India is engaged to work as a part of the client team along with the local IT Team.

Their responsibility included: identifying the key countries within the scope, designing of the survey, conducting the survey, provide detailed findings and report about customer satisfaction levels.

**The KPMG way:**

KPMG consultants formed a team with the local IT team of the client. The team identified the users who have used the IT service desk in the past 15 days, designed the survey questionnaire and rolled it out to the users.

The feedback data was compiled and analysed to derive value add findings and recommendations.

KPMG helped set a process for feedback collection, which registered every request that was raised to the IT service desk. They helped ensure that the practice was institutionalised into the client's BAU environment, across member firms.

**Benefits and value add**

- Feedback from the users helped to measure the satisfaction from the services provided by the IT service desk enabling the organisation to work on the improvements needed
- CSAT survey enabled the organisation to weed out the non-value-adding activities performed by the IT service desk which were resulting in delays
- The response from the IT service desk has improved which enabled high service level achievement and less downtime of systems, servers, applications, etc. to create a positive impact on business.

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**Reports**

- **Daily consolidated report**
  - # tickets
  - # in-scope tickets
  - # out of scope tickets
  - Reason for exclusion

- **Weekly Consolidated report**
  - # Recipients
  - # Responses received
  - # Pending

- **Monthly report**
  - CSAT Score
  - Overall Satisfaction level

- **Quarterly Report**
  - Consolidated Monthly Country-wise report