



User Satisfaction Measures

User satisfaction indicates how customers and frontline staff perceive the process. Key metrics include:

CSAT Surveys

- Transactional surveys to gather rapid feedback
- Assess ease, convenience, clarity of processes

Employee Satisfaction

- Engagement surveys and pulse checks
- Evaluate experience working on processes

NPS

- Likelihood to recommend scores
- Leading indicator of loyalty

Social Media

- Sentiment analysis of comments and mentions
- Feedback on specific touchpoints

Complaint Volumes

- Track types and root causes
- Early warning signal on deteriorating experience

Guidelines

- Survey regularly to spot trends proactively
- Combine metrics for overall satisfaction picture
- Analyze root causes of dissatisfaction
- Cascade insights into local actions

User experience metrics provide the qualitative complement to quantitative service and cost measures. A holistic view enables customer-centric process improvement.