Contact Channel Top 10 CX Metrics Survey Questions

CONTACT RESOLUTION

Did XYZ Company's contact channel resolve your inquiry?

- Yes
- Or, No

FIRST CONTACT RESOLUTION

Did XYZ Company's contact channel resolve your inquiry?

- Yes
- Or, No

In total, how many contacts did you have to make to their contact channel to resolve/trying to resolve your initial inquiry?

- 1 contact
- 2 contacts
- 3 contacts
- Or, 4 or more contacts

ONE CONTACT RESOLUTION

Did XYZ Company's contact channel resolve your inquiry?

- Yes
- Or, No

In total, how many contacts did you have to make to their contact channel to resolve/trying to resolve your initial inquiry?

- 1 contact
- 2 contacts
- 3 contacts
- Or, 4 or more contacts

Did you try to resolve your inquiry by contacting XYZ Company in any other way, such as their website, email, or online chat?

- Yes, before you called the call center
- Yes, at the same time as your call to the call center
- Yes, after you called the call center
- Or, No, you only used the call center

CONTACT CHANNEL CSAT

Based on your last contact with their contact channel, overall how satisfied are you with XYZ Company's contact channel?

- Very Satisfied
- Somewhat Satisfied
- Somewhat Dissatisfied
- Or, Very Dissatisfied

CUSTOMER EMOTION EXPERIENCE

Overall how did you feel about your entire experience trying to resolve your inquiry?
- Perfect
- Excellent
- Good
- Frustrating
- Or, Totally Unacceptable

SEAMLESS EXPERIENCE

Did you try to resolve your inquiry by contacting XYZ Company in any other way, such as their website, email, or online chat?
- Yes, before you called the call center
- Yes, at the same time as your call to the call center
- Yes, after you called the call center
- Or, No, you only used the call center

When you used more than one contact method trying to resolve your inquiry, did you have to start your interaction over again, or was it a seamless experience?
- You had to start over
- Or, it was a seamless experience

OMNI-CHANNEL EXPERIENCE

Thinking about your entire experience using the different methods of contact to resolve your inquiry, what is your overall level of satisfaction?
- Very Satisfied
- Somewhat Satisfied
- Somewhat Dissatisfied
- Or, Very Dissatisfied

CX GREATNESS

Based on your contact channel experience, how would you rate your overall relationship with the organization?
- Great
- Good
- Average
- Poor
- Or, very poor

NET PROMOTER SCORE™

Based on your last contact to their contact center, using a scale of 0 to 10, where 0 means "Not at All Likely," and 10 means "Extremely Likely," how likely are you to recommend XYZ Company to a friend or colleague?

NET RETENTION INDEX

Based on your last contact to their contact center and if you had the choice, using a scale of 0 to 10, where 0 means "Not at All Likely," and 10 means "Extremely Likely," how likely are you to continue to do business with XYZ Company?