

# How to get more CSAT ratings



# Turning customer feedback into growth

You know that good customer service pays off - but just how much? [Harvard Business Review](#) reports that customers with the best past experiences spend 140% more than the customers with the worst past experiences. For subscription based businesses, members with the worst experiences have a 57% of canceling within a year - but members with the top experiences have a 74% chance of remaining a member for a year.

Visibility into how satisfied your customers are with your brand's service is essential to know what initiatives you should take on and resources you'll need. However, over one-third of CX professionals say that [lack of customer data and insights](#) is a top challenge.

In this guide, we'll dig into some helpful benchmarks for CSAT surveys and share tactics you can use to increase your CSAT survey numbers and participation to guide your CX initiatives.

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# Customer satisfaction benchmarks: How do you stack up?

## Customer experience metrics

SurveyPal compiled insights from multiple data sources to establish authoritative CX industry benchmarks:

First Contact Resolution	The percentage of customers' inquiries resolved during the initial interaction with customer support, without the need to follow up.	Standard: 70-79% World class: 80% or more FCR average: 68%
CSAT	The percentage of customers who are satisfied with a customer service interaction.	Standard: 75%-84% World class: 85% CSAT benchmark: 77%
Average Handle Time	The average time it takes a customer service agent to resolve a customer service interaction or issue, start to finish.	Standard: 5 -7 minutes Benchmark: 10 minutes

## Response rates

Qualtrics reports that the average response rate is 6-16%, while 50% is excellent, depending on the channel used to send the survey:

<b>6%</b> Email surveys	<b>8%</b> Website surveys	<b>16%</b> iOS SDK surveys
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This shows that at a baseline, you'll need to plan to send out around 5 - 20 times the CSAT surveys for the quantity of responses you're looking to get.

By using Kustomer, you can send out the CSAT survey via chat or email, depending on where the customer reaches out. This can help improve response rates since you're keeping the conversation in one place.



## Timing

SurveyMonkey's 2023 [State of CX Research](#) report shows at what point in the customer journey that brands solicit feedback:

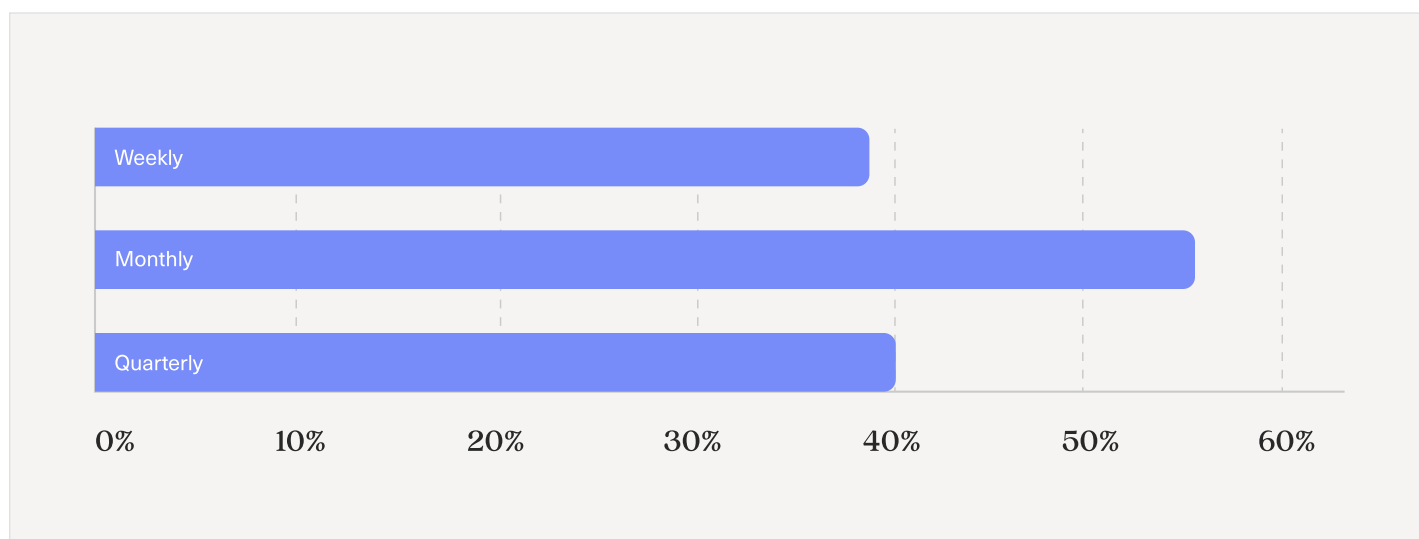


The lack of data collection shows there may be an easy way to address the challenge of not having enough customer data to form insights. Make sure to collect data at all, and try at different points in the customer service process to increase the responses.

In addition, some brands use cart abandonment surveys or surveys at other times, which can help provide additional insight into the entire customer journey.

## Reporting cadence






How often do CX teams share their metrics with their organization's leadership and internal stakeholders? SurveyMonkey's report found that organizations do it a little differently:



There's no right or wrong answer here, but the key is to track and share to help build awareness of your team's wins and progress. This can help you secure the resources needed to invest in larger and more impactful initiatives.

# Understanding why customers don't respond

If you want to get more CSAT responses, it's helpful to understand common barriers to responses so you can be strategic in how you overcome them.

	<h2>Survey fatigue</h2> <p>Brands frequently sending surveys overwhelm customers, leading them to ignore requests - especially when customers receive multiple requests from various brands within a short timeframe, like around the holidays when they are making a lot of purchases.</p>
	<h2>Perceived lack of value</h2> <p>Customers may feel that their feedback won't result in real changes, especially if previous issues they reported weren't addressed.</p>
	<h2>Survey length</h2> <p>Long, complicated surveys can discourage participation: the <a href="#">2024 Achieving Customer Amazement study</a> found that 67% of consumers will not complete a survey if it's too long. Customers are more likely to respond when surveys are short, to the point, and relevant to their recent experience.</p>
	<h2>Timing</h2> <p>That same study found that 84% of consumers say they are more likely to complete the survey if it's sent shortly after the interaction. This short timeframe keeps the experience fresh in the customer's mind, making it easier for them to provide accurate feedback.</p>
	<h2>Preventing employee backlash</h2> <p>Consumers know that customer support agents are often evaluated and compensated based in part on their CSAT scores. The 2024 ACA study found that 32% of consumers did not complete a survey after a poor customer service experience because they feared the employee getting in trouble.</p>



## 8 Tactics to increase CSAT responses

There are two general ways to increase your CSAT responses: sending more volume and increasing the percentage of customers who fill out surveys. Here are tactics that can help on either side of the equation.

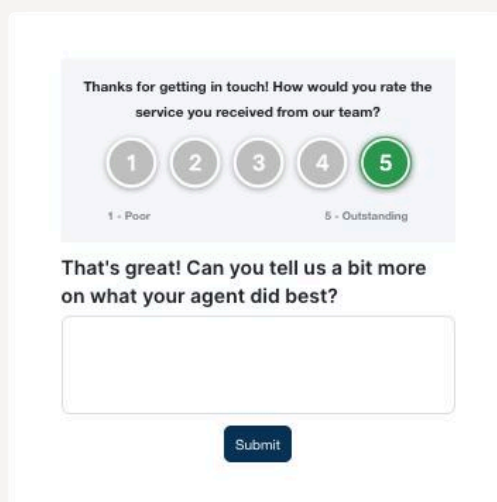
### 1 Keep surveys short and focused

Instead of overwhelming customers with too many questions, it's important to focus on key questions that genuinely inform improvements - quality over quantity is the key.

The phrasing of your questions matters too. Be sure to ask just one insight per question, so customers can keep it clear what you really want to know and can give an accurate rating.

Some brands have been very successful with asking open-ended questions; this can allow customers to share whatever is on their mind.

Here's an example of a short and clear CSAT survey. It makes a clear ask about the service received from the team and gives the customer a clear criteria on the scale. Then, it uses a text box to collect feedback on what the agent did best after the customer selected a top rating.



Thanks for getting in touch! How would you rate the service you received from our team?

1 2 3 4 5

1 - Poor 5 - Outstanding

That's great! Can you tell us a bit more on what your agent did best?

Submit

## 2 Take an omnichannel approach

By meeting customers where they already are—whether that's in their inbox, on their phone, or within your app—you can make participating in your survey convenient and boost the volume and percentage of responses.

Start by using multiple channels to distribute your surveys. Email, SMS, in-app messages, and even social media direct messages with customers are all effective ways to reach different segments of your audience. This broader reach ensures customers can respond in the way that's most convenient for them, increasing the likelihood of participation.

## 3 Embed surveys

Make it easy by embedding CSAT survey questions in emails. Instead of asking customers to click away to a separate survey page, include one or two key questions directly in the body of your email. This reduces friction and makes it easy for customers to engage immediately.

Kustomer makes this easy. Within the email chain or chat window, you can set up a question that prompts the customer to share their feedback when the conversation is complete.

## 4 Use custom audiences

Segmentation has long been a strategy marketers use, but CX pros can leverage it as well, especially for more detailed surveys. This makes your surveys more relevant to the consumer which increases the chances of engagement.

You can use custom audiences to gather feedback about specific things, like new product launches or orders associated with a marketing campaign.

## 5 Experiment with your surveys

Shake it up to see what generates more feedback from your customers. Experimenting with style of survey - such as smiley faces or numerical rankings, or asking on a 1-3 scale or 1-5 scale - can help you land on what resonates most with your audience.

A survey interface titled "Tell us about your experience...". Below the title is a question: "How satisfied were you with your interaction?". The response options are represented by five circular icons with different facial expressions, ranging from sad to happy. Below the first two icons is the text "I'm Unsatisfied", and below the last two icons is the text "I'm Satisfied".

## 6 Use branching logic

Branching allows you to guide customers through questions based on their previous answers, ensuring they only see questions relevant to their experience. This approach shortens the survey length and makes it feel more personalized, increasing the likelihood of completion and actionable responses.

Here's an example of setting up a CSAT survey with branching logic in the Kustomer platform:

A screenshot of the Kustomer platform interface showing the setup for a CSAT survey with branching logic. The main section is titled "Additional questions" and contains three radio button options: "Do not show additional questions", "Show the same questions regardless of the customer's rating" (which is selected), and "Show a different set of questions based on the customer's rating". To the right, a preview shows a survey with a 5-point rating scale (1 to 5) and a "Thank you, Any further details?" question with a "Submit" button. Below the main section, there is a configuration area for the question that appears after a rating is selected. It shows a "Free text" question type, a "Question title" field with the text "Thank you, Any further details?", and a "Required" checkbox. A "1/3 Questions" indicator is visible in the top right of this section. At the bottom, there is a "+ Add Question" button.



## 7 Incentives

Incentives and acknowledgment can do double duty: they can significantly boost CSAT survey responses while building stronger customer relationships. By rewarding participation and showing gratitude, you create a win-win situation for your brand and your customers.

Here are some incentives you could offer:

- Discounts
- Loyalty program points
- Branded items
- Entry into a prize drawing
- Product samples
- Early or exclusive access to upcoming releases
- Digital downloads

These tangible or intangible incentives can help generate a surge in responses, particularly when you need timely feedback.

## 8 Acknowledge responses

Customers need to know that their voices matter. Part of the reason for customers not valuing CSAT surveys is a lack of acknowledgement from when they have shared feedback in the past - either good or bad.

To showcase that you value customer feedback in general, make social media posts or blog posts showing bits of feedback and how you acted on it, with any metrics. One example is a blog post from the [United States Social Security Administration](#) which detailed their progress in reducing the average call wait times from 24 to 13 minutes and a further goal to reduce that time even more.

You can also feature testimonials from customers sharing their thoughts on your brand's customer service experience rather than just the product or service.

Closing the loop on negative feedback is also critical; not acknowledging a customer's bad experience only makes it worse. Send follow-up communications to customers with negative ratings directly. When possible, explain how their input influenced a product, service, or policy change.

This step is a bit of a longer-term investment in CSAT but can pay off especially if you're pairing it with other tactics to increase responses.

# Your action plan for boosting customer satisfaction

Improving customer satisfaction and increasing survey responses is more than just a numbers game—it's about fostering meaningful connections with your customers. Customer satisfaction is a key driver of business success, and understanding it through CSAT surveys is essential for informed decision-making.

Increasing your CSAT responses is a three step process:

- ✓ Gauge where your brand stands against industry benchmarks
- ✓ Know what inhibits consumer survey responses
- ✓ Implement various tactics to generate responses

Customer feedback is more than data—it's a tool for growth. Every response is an opportunity to listen, learn, and improve. When you show customers that their feedback leads to real change, you build trust and loyalty that drive long-term success.

By adopting the strategies outlined in this guide, you'll increase CSAT responses and create a foundation for exceptional customer experiences. Start small, iterate, and watch as your customer insights drive impactful business outcomes. Your customers and your bottom line will thank you.

Ready to explore how Kustomer can help you improve your brand's evaluation of CSAT metrics and customer experience as a whole?

## See what our AI-native customer service platform can do for your brand

[Schedule Demo](#)