

WHAT	WHY	WHEN	METRIC MEASURED	HOW WE CLOSE THE LOOP
CSAT Survey	Lower current rate of attrition, adding to bottom line Help prioritize where CX improvements needed most	Once per year (email)	"Relationship" through overall satisfaction	Identify areas in obvious need of improvement and takes steps needed to change experience Also, identify customers on the verge of ending relationship - follow up to see how we can improve their experience with us (personal call)
ALL QUESTIONS w/possible expansion				
We clearly messed up and want to fix our mistakes. How could we have made your experience better?	Add context to each response	Customer responded 1-4 (low) on rate scale question	Open ended Gather any possible insight	Follow up with customers and resolve concern or use soft skills to rebuild trust in Ambit (each response will dictate type of follow up needed)
Overall, how satisfied have you been with your service from Ambit Energy?	Gauge sentiment to put responses in perspective		Scale 1-10 (low to high)	
How long have you been an Ambit Customer?	Discover how tenure plays part in responses (are people staying because it's easy or because they are loyal to our brand)		Drop down (0-11 years)	
Which of the following words would you use to describe the energy plans available to you?	Determine if we can do anything to improve plans available (should we modify to fit current needs, do we need better explanation or better options)		(Click all that apply) Affordable Reasonable Overpriced Too High Too Short Restrictive Fair	Follow up with customers providing negative feedback and determine if better options available, even if month to month
Which of the following words would you choose to describe any interaction you've had with a Customer Care agent?	Determine if we need to work on soft skills or if there something agents can do on the phone to improve the experience		(Click all that apply) Friendly Patient Helpful Knowledgeable Rude Impatient Unknowledgeable	Investigate calls, take necessary actions to improve agent skills or make customer more comfortable with Ambit and rebuild the broken level of trust
Have you had an opportunity to utilize any of our convenient self-service tools? If so, please rate your experience with each:	Make customers aware of their options if not already using to their advantage, and see if obvious improvement is needed with any channel		Scale 1-10 (low to high and N/A) MyAmbit Account Bill Pay MyAmbit Account Profile Update MyAmbit Account Call Back Option Automated Pay By Phone Tool Automated Payment Program MyAmbit Account Chat	Identify areas in need of improvement and determine next steps
How would you rate the energy pricing available to you?	Identify if gaps exist and how we can make customers more comfortable with selection (do we need to rethink our business model, is there a way for us to better describe how our pricing is set (be more transparent))		Scale 1-10 (low to high)	TBD
How responsive has Ambit been to your questions/concerns regarding your Ambit Account?	Find opportunities to improve anything on MAA, IVR, call agent interactions to make customer feel more well informed		Scale 1-10 (low to high)	Possible agent training, IVR or MAA updates
How responsive has Ambit been to your questions/concerns regarding your electric/gas service?	Determine if we can do more to educate customers along their journey (at any stage and what we need to tell them)		Scale 1-10 (low to high)	Possible agent training, IVR or MAA updates
On a scale from 1-10, what is the likelihood that you would recommend us to your friends and family?	NPS Benchmark and watch for trends		Scale 1-10 (low to high)	Collect as high level metric that possibly dicatates how improvement tasks are prioritized/executed.
We always look for ways to make Ambit better. If you could change one thing about your experience so far, what would it be?	Discover insights that may/may not have been shared previously in survey		Open ended Gather any possible insight	TBD



