



# The Summer 2023 Voice of the Customer survey

Global business leaders like *Google, Microsoft, 7-Eleven, and Ford* who are pioneering a new digital age, want to take the guesswork out of decision-making. They continue to lean on data and analytics to assess customers wants, personalize service, and provide a differentiated customer experience. LatentView Analytics supports some of the largest global brands in their effort to understand customers, provide better solutions to their most pressing problems and drive impactful business outcomes.

We regularly survey our clients to understand expectations and support evolving business needs. The **Summer 2023 Voice of the Customer survey** received unprecedented participation from **100%** of active accounts, **88%** of workstreams, and **71%** of client stakeholders.



of active accounts



of workstreams



of client stakeholders

## Success at a Glance

**+35**



Net Promoter Score (NPS)  
increased to **+35**

**83%**



clients satisfied with our  
commitment

**81** ▲6%



Quality index increased by  
**6%** points to **81**

## Focus Reaffirmed



**Large teams** (> 10 resources)  
have higher CSAT scores on  
average



In the **managed services  
model**, the CSAT for the large  
teams improved to **87/100**



When **80% of the team is  
offshore**, CSAT improved  
to **89/100**

## Your Voice, Our Action

*As always, your feedback forms the foundation.  
We listened, we reflected, and acted accordingly.*



**Collaborate to cross pollinate**  
— idea sharing based on other  
engagements



**Finger on the pulse** —  
mandated MBRs/QBRs  
with clients



**Best foot forward** — detailed  
plan of action from every  
delivery team

Partner with **LatentView Analytics** to drive organizational change and deliver business impact

LatentView Analytics' team of skilled data scientists, analysts, and domain experts can provide insights and recommendations tailored to your industry, business strategy, and challenges. We enable our clients to leverage cutting-edge technologies without substantial in-house investments.

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