

Voice of the Customer Survey H2 2023



Stronger Partnerships, Higher Satisfaction

LatentView is pleased to share the results of our recent **Voice of the Customer (VoC) survey for the second half of 2023**. The survey results showcase significant progress in key metrics. Both **Client Satisfaction (CSAT) and Recommendation Scores improved by 4 points** compared to the prior survey with our **CSAT standing at 85**. Our **Net Promoter Score (NPS) also rose to an impressive +38**, up from +35 in the previous survey.



These positive indicators demonstrate the effectiveness of our ongoing commitment to delivering exceptional client experiences.

Key Takeaways from Our VoC Survey

LatentView prioritizes initiatives that directly contribute to your success. The survey revealed strong growth in three key areas.

Larger Teams	Projects with teams exceeding 10 resources consistently yielded higher average CSAT scores .
Managed Services	For large teams specifically, the CSAT for managed services projects soared to 89 out of 100 .
Global Delivery	Teams that effectively leveraged our global delivery centres demonstrated significant improvement in CSAT . This is attributed to our focus on standardized processes (SDE) and improved knowledge management through Confluence.

A Trusted Partner for Our Clients



Over **75% of clients** expressed **confidence in our ability to manage projects effectively** and address delivery issues proactively.



The number of **client detractors decreased by 3 points**, indicating positive outcomes from our actions in response to prior feedback.



More than half of clients view **LatentView as a thought partner**, and these clients reported the highest satisfaction levels (CSAT index of 91)

CONTINUOUS IMPROVEMENT

A Shared Goal

We are **committed to continuously improving our services and exceeding your expectations**. While the survey results were positive overall, we acknowledge the need to enhance cross-pollination of ideas across client engagements. To address this, LatentView has mandated **delivery teams to conduct regular MBRs/QBRs** (project review meetings). Client participation in these meetings is crucial to ensure successful knowledge sharing and the identification of potentially beneficial ideas from other engagements.

YOUR VOICE MATTERS

Shaping the Future Together

LatentView thrives on feedback and we make sure to act on it promptly. The appropriate delivery teams meticulously review open-ended comments submitted in the survey. Clients who provided comments can expect a detailed action plan outlining how their feedback will be addressed directly from their delivery team leader.

Help Us to Help You Better

We are delighted about the exceptional response rate, with participation from 93% of active accounts, 91% of workstreams, and 70% of client stakeholders. This level of engagement underscores the client's trust in LatentView's dedication to building strong, lasting client relationships. We encourage all clients to actively participate in future VoC surveys.

Your feedback is instrumental in ensuring that LatentView's solutions remain perfectly tailored to your evolving needs. Thank you for your continued partnership. We look forward to working together and creating real-world impact with data.