

## NPS Example

Banner: No Split  
Filters: none

How likely are you to recommend [BACK TO VOC](#) to a friend or colleague?

Net Promoter Score: Likely to Recommend

31

546

Average Score: Transaction Satisfaction

7.7 / 10

546

Average Score: Experience Satisfaction

5.1 / 10

546

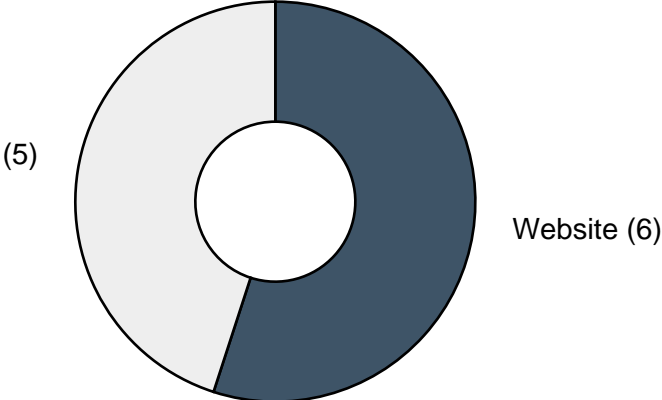
Average Score: Continue to Purchase

4.3 / 10

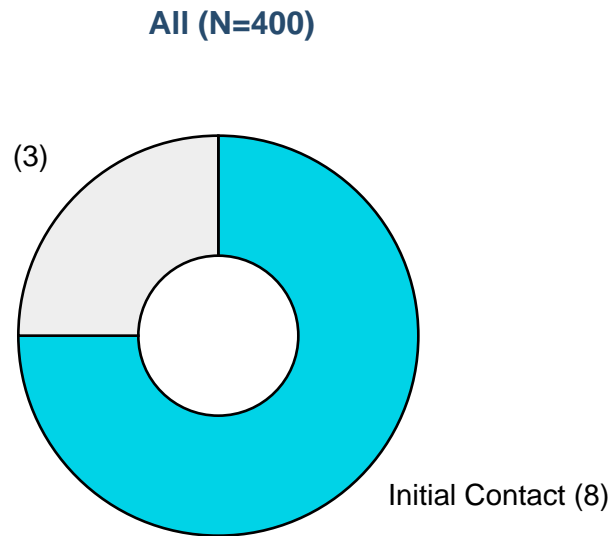
251

**Customer Journey - Website**

All (N=400)

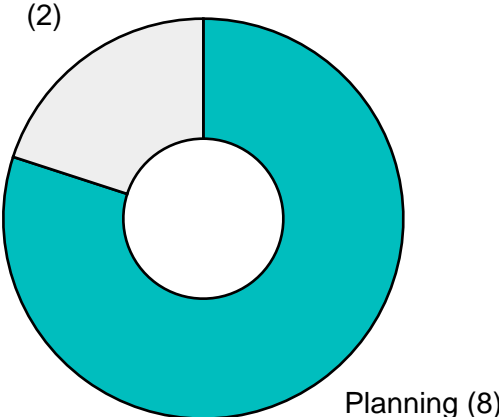


## Customer Journey - Initial Contact

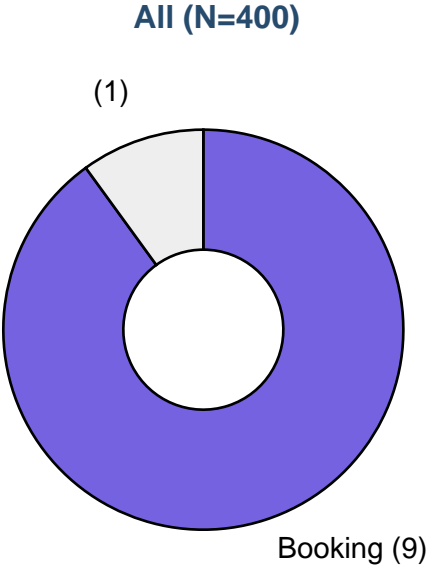


# Customer Journey - Planning

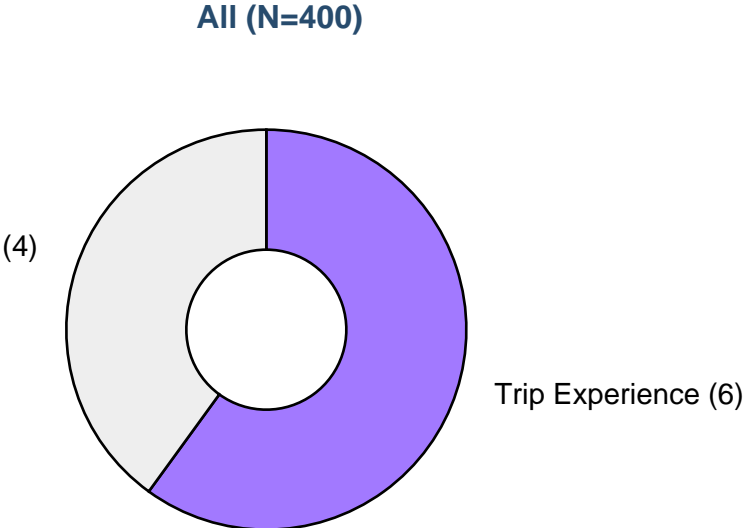
All (N=400)



**Customer Journey - Booking**



**Customer Journey - Trip Experience**



Net Promoter by Budget Trip Budget NPS Distribution 0 - \$1k 121 22 184240 \$1 - \$2.5k 32 44 64450 \$2.5 - \$5k 55 34 153649 \$5k+ 71  
16 214237 **Overall 279 25 174142**



Net Promoter by Destination Continent NPS Distribution North America 33 30 183348 South America 18 11 283339 Europe 90 36 182854 Africa 52 37 192556 Asia 36 16 175033 India 8 50 132562 Antarctica 42 34 143848 **Overall 279 25 174142**

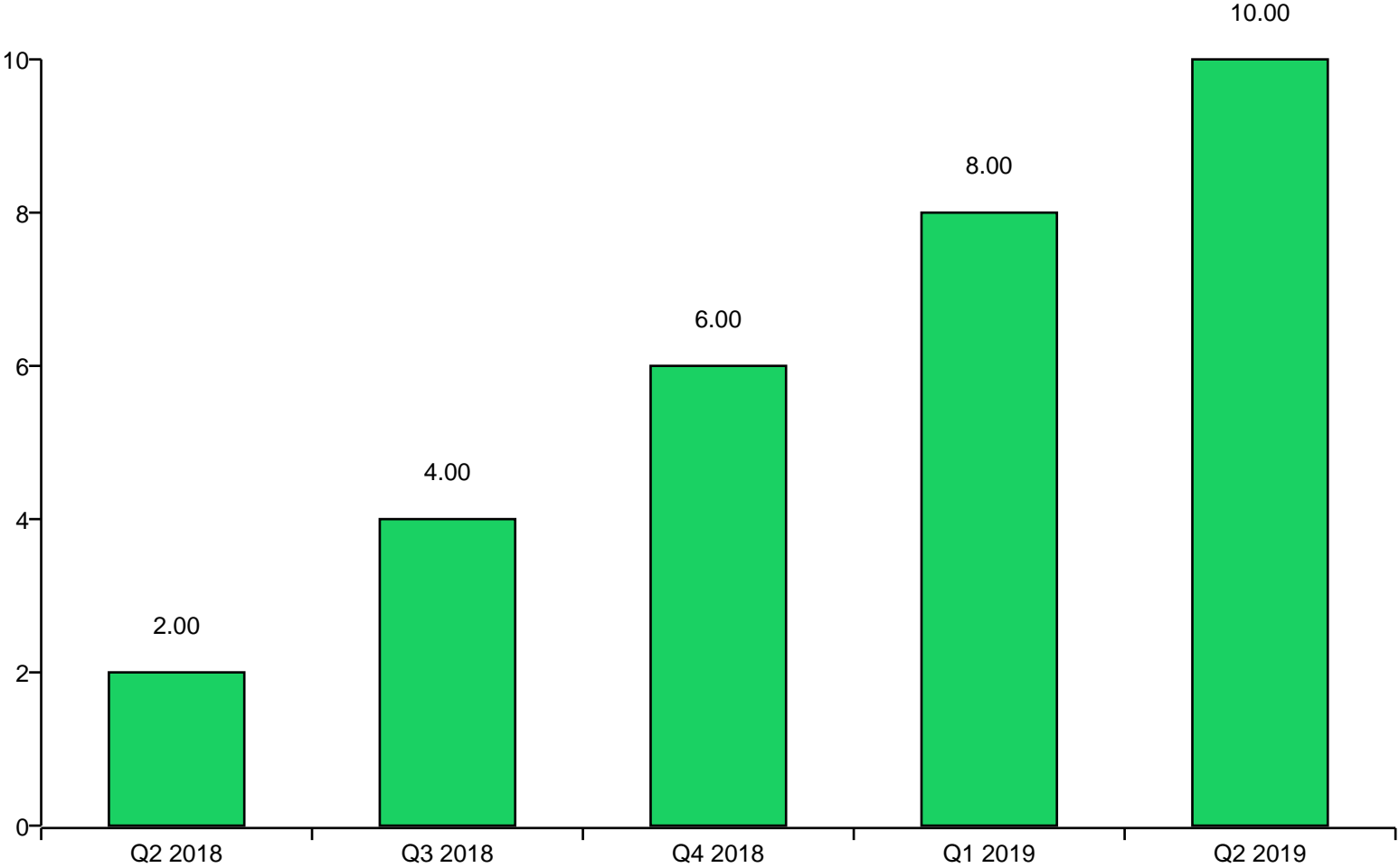
## CSAT Example

Banner: No Split  
Filters: none

Customer Satisfaction  
8.6  
7.7

[BACK TO VOC](#)

How likely would you be to recommend us to others?



Conversion

9.1

8.6

Experience

8.8

8.8

Customer Service

8.9

7.5

Experience

9.5

9.3

Value

8.2

8.6

## Employee Responses

|    |              |
|----|--------------|
|    | All          |
| q1 | 400<br>100 % |