



Survey-based customer effort, satisfaction and loyalty scores

CES vs CSAT vs NPS by comparison

Measure:	CES	CSAT	NPS
What it measures:	Short-term customer satisfaction with a product, service or event in a single interaction or channel	Customer satisfaction with products or services	Customer loyalty with an organization
How it's calculated:	(No. of satisfied and very satisfied customers / No. of survey responses) x 100 = % of satisfied customers	(No. of satisfied and very satisfied customers / No. of survey responses) x 100 = % of satisfied customers <i>Or use this handy CSAT calculator</i>	(% of promoters - % of detractors) / No. of promoter responses or / No. of detractor responses x 100 = % of promoters or detractors <i>Or use this handy NPS calculator</i>
What's the question:	"On a scale of 'very easy' to 'very difficult', how easy was it to interact with (Company X)."	"How would you rate your overall satisfaction with the (X Product/Y Service) you received?"	"How likely is it that you would recommend (Company X/Product Y/Service Z) to a friend or colleague?"
What it means:	Short-term amount of effort a customer had to exert in a single interaction	Short-term customer satisfaction with a product, service or event in a single interaction or channel	Longer-term customer loyalty; indicates brand (product, price, service) ambassadors or brand detractors to other products/services
Suggested uses:	Incomplete picture; use with NPS for a more holistic view	Incomplete picture; tie to costs of product/service and ROI	Experience as a whole, use with CES for insight into individual interaction trends