

CUSTOMER SATISFACTION (CSAT)

Original Design Iceberg companion. Define the situation and keep evidence separate from assumptions. Add a sheet when the scope needs more space.

01 / EXPERIENCE

Which named interaction and outcome are rated?

02 / TIMING

When can the person reasonably judge the outcome?

03 / SCALE

Labels, direction and satisfaction cutoff.

04 / INVITATIONS

Eligible people, invitations and valid ratings.

05 / DISTRIBUTION

Counts in each category and satisfied share.

06 / REASONS

Optional explanations with the experience boundary.

REVIEW & DECISION

Original Design Iceberg companion. Interpret the work, record its limits and agree a next action with an owner and a review point.

01 / EXPECTATIONS

What promise or previous experience shaped the rating?

02 / MISSING VOICES

Which unsuccessful or inaccessible interactions are absent?

03 / OUTCOME

Did the promised result actually occur?

04 / COMPARABILITY

Same question, audience, channel and timing?

05 / INVESTIGATION

Which contradiction or concern should be examined?

06 / NEXT ACTION

Owner, evidence and review point.