

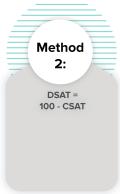


- What is DSAT?
   DSAT, an abbreviation of customer dissatisfaction, is a contact center metric that refers to the percentage of customers that are dissatisfied with their experience.
- Why is DSAT Important in a Call Center?
   With customer retention, brand image, and revenue at risk from dissatisfied customers, it can be argued that companies should focus on DSAT a lot more than they traditionally have.

## **How to Calculate Your DSAT Score**



100



## **How to Improve Your DSAT Score**

