

What is Your DSAT Score and How to Improve it



- 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

Method 1:

$$\text{DSAT} = \frac{\# \text{ of Responses for 1 (Very Dissatisfied)} + \# \text{ of Responses for 2 (Dissatisfied)}}{\text{Total \# of Survey Response}} \times 100$$

Method 2:

$$\text{DSAT} = 100 - \text{CSAT}$$

How to Improve Your DSAT Score

Agent Coaching



#1

Comprehensive Onboarding



#2

Company-Wide Initiatives



#3

Regular Internal Reviews



#4

Data-Driven Improvements



#5

