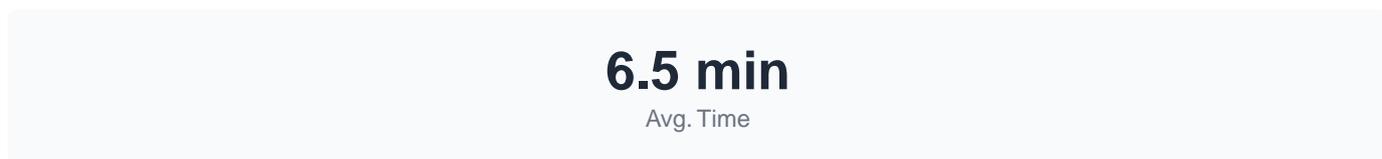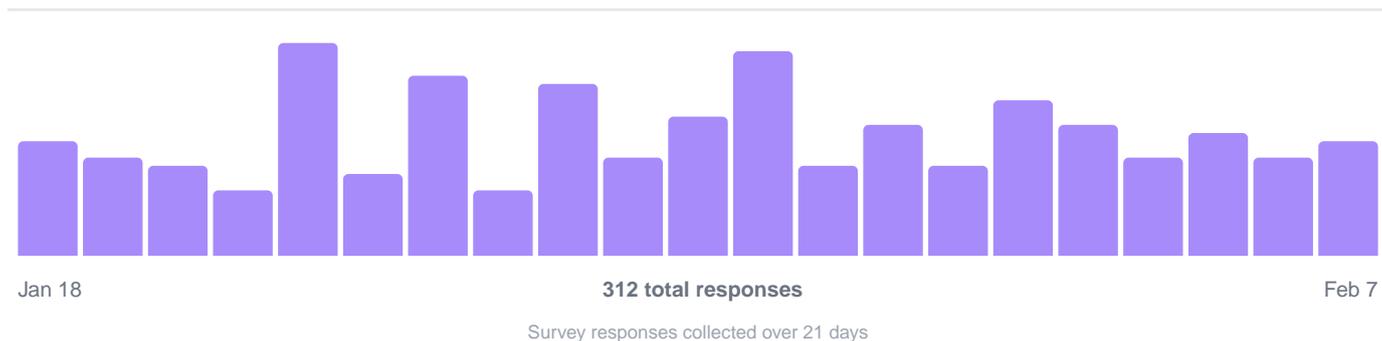# Q1 2026 Customer NPS Survey - Addressing NPS Decline Through Strategic Improvements
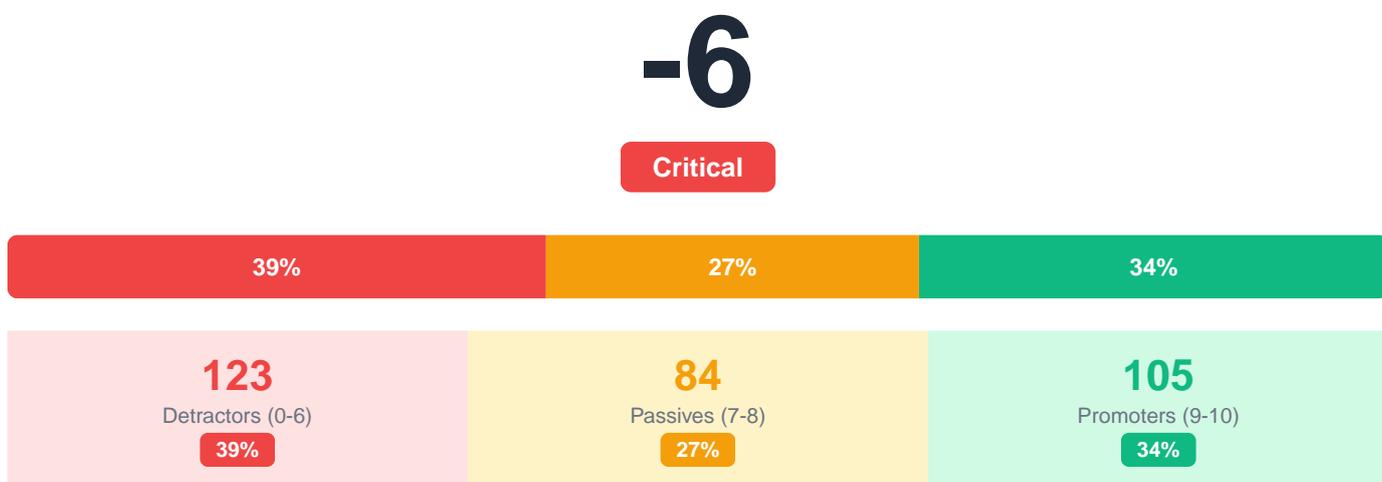
Q1 2026 Customer NPS Survey - Showcase
Generated on February 8, 2026 • seekwhy.ai

312	**100%**	**3.4**	**-6**
Responses	Completion Rate	Avg. Rating	NPS Score

6.5 min
Avg. Time

Response Timeline

Jan 18   **312 total responses**   Feb 7

Survey responses collected over 21 days

Employee Net Promoter Score (eNPS)

-6

Critical

39%	27%	34%

123	**84**	**105**
Detractors (0-6)	Passives (7-8)	Promoters (9-10)
39%	**27%**	**34%**

Score Distribution (312 responses)

17	17	20	18	17	15	19	44	40	52	53

0   1   2   3   4   5   6   7   8   9   10

NPS Insights & Recommendations

Critical - Urgent attention needed

Improvement Opportunity: 100% (based on detractor concentration and conversion potential)

NPS of -6 signals customer dissatisfaction. Priority should be understanding and addressing detractor concerns before focusing on growth.

Key Insights

13% of respondents are "almost promoters" (score 8)

6% are mild detractors (score 6) who could be recovered

Risk Factors

29% are strongly dissatisfied (scores 0-4)

Top Recommendations

HIGH PRIORITY   investigation
Investigate Strong Detractor Root Causes
29% of respondents are highly dissatisfied (scores 0-4). This requires immediate attention.
Critical for preventing churn and negative word-of-mouth

MEDIUM PRIORITY   growth
Convert 8s to Promoters
40 respondents (13%) scored 8 - just one point away from being promoters. Small improvements in experience could convert these passives into advoca...
+13 potential NPS points

MEDIUM PRIORITY   retention
Address Concerns of 6s
19 respondents (6%) scored 6 - they're mild detractors who could become passives with targeted improvements.
+6 potential NPS points by moving to passive

Executive Summary

Our Q1 2026 NPS survey reveals a concerning decline with a score of -3, indicating more detractors (27%) than promoters (24%). While customers consistently praise our platform's reliability, intuitive design, and exceptional support quality, critical pain points in onboarding complexity are significantly impacting new customer satisfaction. With 49% of customers in the movable 6-8 range, there's substantial opportunity for improvement. The data shows our core product strengths are solid - 65% rate satisfaction as good to excellent (4-5), and customers consistently highlight our reliability, UI design, and support responsiveness. However, the steep onboarding learning curve validated by customer feedback is creating early friction that impacts overall NPS performance. Immediate action on onboarding simplification, combined with leveraging our proven strengths in reliability and support, presents a clear path to NPS recovery and customer satisfaction improvement.

Key Findings

Critical onboarding complexity is validated as a major satisfaction barrier impacting new customer experience

Onboarding complexity theme validated through cross-validation with customers reporting 3-week setup times and overwhelming initial experiences

HIGH IMPACT   Onboarding Too Complex   High Impact (74)

Onboarding complexity leads to slower time-to-value and potential early churn. Impacts new customer acquisition.

Product reliability and UI design are strong competitive advantages driving customer satisfaction

32 customers praised intuitive UI/UX and 28 highlighted reliability, with customers specifically noting 'bulletproof' platform performance and immediate team adoption

HIGH IMPACT   Intuitive UI/UX   High Impact (75)

Strong positive signal. Easy-to-use UI reduces training time and increases adoption.

Customer support excellence is a key differentiator with consistent positive feedback

22 customers highlighted excellent support response times, with specific mentions of 30-minute issue resolution and knowledgeable support engineers

HIGH IMPACT   Support Response Time Excellent   High Impact (72)

Support quality is a major factor in customer satisfaction and retention. This is a competitive advantage.

NPS score of -3 indicates urgent need for improvement with 49% of customers in movable segments

27% detractors vs 24% promoters, but 49% of responses (6-8 scores) represent movable customers who could become promoters with targeted improvements

HIGH IMPACT   Product Reliability & Uptime   High Impact (78)

Strong positive signal. Reliability is a key differentiator that customers value and drives retention.

Integration gaps and reporting limitations are validated concerns affecting product stickiness

Validated themes show customers need more API integrations (6 mentions) and enhanced reporting capabilities (7 mentions) for advanced analytics

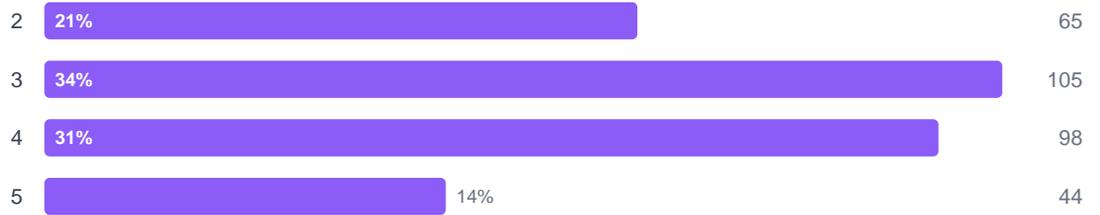MEDIUM IMPACT   Missing API Integrations   Medium Impact (64)

Integration gaps create friction and may lead customers to consider alternatives with better ecosystem support.

Question Results

Rating **How satisfied are you with our product overall?**   312 responses • Avg: 3.4

2	21%	65
3	34%	105
4	31%	98
5	14%	44

Rating **The product delivers good value for the price**   312 responses • Avg: 3.4

2	20%	62
3	33%	102
4	32%	99
5	16%	49

Rating **How easy is our product to use?**   312 responses • Avg: 3.3

2	25%	78
3	31%	96
4	34%	106
5	10%	32

Rating **How responsive is our customer support?**   312 responses • Avg: 3.4

2	21%	65
3	35%	108
4	29%	91
5	15%	48

Segment Analysis

Results by Company Size

312 responses across 6 segments

> **AI Analysis**
>
> Mid-market companies (201-500 employees) show the most concerning performance across multiple metrics, while small-medium businesses (11-200 employees) are your strongest advocates.
>
> > 201-500 employee segment is at high churn risk with poor scores across recommendation likelihood (-0.50), value perception, and support responsiveness - this represents 56 responses and significant revenue exposure
>
> **Key Insights**
> - 201-500 employee companies have the worst average variance (-0.23) with critical issues in recommendation likelihood (-0.50), value perception (-0.22), and customer support responsiveness (-0.21)
> - Small companies (1-10 employees) struggle significantly with advocacy, showing a -0.48 variance in likelihood to recommend despite average performance in other areas
> - 11-50 and 51-200 employee segments are your star performers with positive variances of +0.10 and +0.13 respectively, indicating strong satisfaction across all metrics
>
> **Recommendations**
> 'Immediately audit pricing and feature packages for 201-500 employee companies - their -0.22 value perception variance suggests a pricing/value mismatch for mid-market needs
> 'Deploy dedicated customer success resources to the 201-500 segment to address the -0.21 support responsiveness gap and prevent churn

Question	Overall	1-10 (44)	1000+ (20)	11-50 (81)	201-500 (56)	501-1000 (30)	51-200 (81)
How likely are you to recommend our product to a...	6.39	-0.48	-0.04	+0.14	-0.50	+0.24	+0.39
How satisfied are you with our product overall?	3.39	+0.07	-0.19	+0.03	-0.12	+0.11	+0.02
The product delivers good value for the price	3.43	-0.11	-0.13	+0.11	-0.22	+0.03	+0.12
How easy is our product to use?	3.29	-0.09	-0.14	+0.10	-0.08	+0.01	+0.04
How responsive is our customer support?	3.39	-0.10	-0.04	+0.14	-0.21	-0.09	+0.10

🟥 Below avg   ⬜ Near avg   🟩 Above avg

Results by Industry

312 responses across 6 segments

AI Analysis

Education and Retail segments are significantly underperforming with average variances of -0.34 and -0.48 respectively, showing critical weaknesses in product recommendation likelihood and value perception.

> Retail segment's -1.11 recommendation variance represents a critical churn risk - customers are actively unlikely to advocate for the product

Key Insights

- Education segment shows -0.79 variance on recommendation likelihood (NPS equivalent dropping from 6.39 to ~5.6), indicating serious advocacy issues despite having 25 responses
- Retail segment has the worst overall performance with -1.11 variance on recommendations and -0.46 on value perception, suggesting fundamental product-market fit issues
- Healthcare segment significantly outperforms with +0.44 average variance across all metrics, indicating this industry finds strong value in the product

Recommendations

'Conduct immediate user research with Education segment (25 customers) to understand usability barriers and consider developing industry-specific onboarding or simplified workflows

'Launch targeted value demonstration program for Retail segment focusing on ROI metrics and case studies, potentially restructuring pricing for this industry

Question	Overall	Educa-tion (25)	Finance (49)	Health-care (45)	Manu-fact... (21)	Other (22)	Profes-si... (35)
How likely are you to recommend our product to a...	6.39	-0.79	+0.14	+0.94	-0.06	+0.43	+0.52
How satisfied are you with our product overall?	3.39	-0.15	+0.10	+0.28	-0.05	+0.20	-0.16
The product delivers good value for the price	3.43	-0.23	+0.10	+0.26	+0.00	+0.16	+0.05
How easy is our product to use?	3.29	-0.29	-0.11	+0.37	+0.04	+0.16	+0.08
How responsive is our customer support?	3.39	-0.23	-0.11	+0.36	-0.06	+0.02	+0.04

■ Below avg   ■ Near avg   ■ Above avg

Note: Showing 6 of 8 segments, 5 of 5 questions. See full report in web app.

Theme Validation Summary

10 Total Themes	**4** Validated	**4** Pending	**2** Vocal Minority		

Theme	Impact	Mentions	Validations	Sentiment	Status
Product Reliability & Uptime	High Impact	28	-	positive	Pending
Intuitive UI/UX	High Impact	32	-	positive	Pending
Onboarding Too Complex	High Impact	9	20/5	negative	Validated
Support Response Time Excellent	High Impact	22	-	positive	Pending
Pricing Good Value	Medium Impact	19	-	positive	Pending
Missing API Integrations	Medium Impact	6	13/5	negative	Validated
Reporting Features Limited	Medium Impact	7	15/5	negative	Validated
Data Export Needs Work	Low Impact	4	9/3	negative	Validated
Mobile App Unusable	Low Impact	3	3/12	negative	Vocal Minority
Dark Mode Missing	Low Impact	2	2/16	negative	Vocal Minority

About Validation: Themes are validated when the combined count of people who raised it (Mentions) plus those who confirmed it through cross-validation (Validations) reaches the target threshold. "Validated" themes represent real, widespread concerns. "Vocal Minority" themes were not confirmed by others.

Top 5 Themes by Business Impact

Product Reliability & Uptime (positive) Pending Validation

Score: 78.0 **High Impact**

AI Assessment

Strong positive signal. Reliability is a key differentiator that customers value and drives retention.

Recommended Action

Continue investing in infrastructure. Highlight reliability metrics in marketing materials.

Score Breakdown

Spread		88.0
Severity		0.0
AI Analysis		78.0

Impact Dimensions

Retention: 0.0 Productivity: 85.0 Financial: 0.0 Reputation: 0.0

Urgency: 0.0

Intuitive UI/UX (positive) Pending Validation

Score: 75.0 **High Impact**

AI Assessment

Strong positive signal. Easy-to-use UI reduces training time and increases adoption.

Recommended Action

Maintain design quality standards. Document UI patterns for consistency.

Score Breakdown

Spread		90.0
Severity		0.0
AI Analysis		75.0

Impact Dimensions

Retention: 0.0 Productivity: 80.0 Financial: 0.0 Reputation: 0.0

Urgency: 0.0

Onboarding Too Complex (negative) Validated

Score: 74.0 **High Impact**

80% 25 asked: 9 raised + 11 confirmed / 5 declined

AI Assessment

Onboarding complexity leads to slower time-to-value and potential early churn. Impacts new customer acquisition.

Recommended Action

Simplify onboarding flow, add interactive tutorials, and improve getting-started documentation.

Score Breakdown

Spread		78.0
Severity		70.0
AI Analysis		74.0

Impact Dimensions

Retention: 68.0 Productivity: 55.0 Financial: 50.0 Reputation: 45.0

Urgency: 72.0

Support Response Time Excellent (positive) Pending Validation

Score: 72.0 **High Impact**

AI Assessment

Support quality is a major factor in customer satisfaction and retention. This is a competitive advantage.

Recommended Action

Maintain support quality standards. Consider creating case studies highlighting support excellence.

Score Breakdown

Spread		85.0
Severity		0.0
AI Analysis		72.0

Impact Dimensions

Retention: 0.0 Productivity: 65.0 Financial: 0.0 Reputation: 0.0

Urgency: 0.0

Pricing Good Value (positive)   Pending Validation   Score: 68.0   **Medium Impact**

AI Assessment
Positive price perception supports retention and expansion. Customers see value for money.

> **Recommended Action**
> Use value messaging in sales materials. Gather ROI stories for case studies.

Score Breakdown

Spread	82.0
Severity	0.0
AI Analysis	68.0

Impact Dimensions

Retention: 0.0   Productivity: 50.0   Financial: 75.0   Reputation: 0.0

Urgency: 0.0

Recommendations

Implement comprehensive onboarding redesign with interactive tutorials, simplified setup flow, and improved documentation within 4 weeks

Validated theme shows onboarding complexity creates early friction leading to slower time-to-value and potential churn. This directly impacts NPS as new customers struggle with initial experience.

Expected: Could move 15-20% of neutral customers to promoters by improving early experience

IMMEDIATE   Addresses: Onboarding Too Complex

Launch customer success program targeting 6-8 NPS scorers with personalized check-ins and advanced feature training

49% of customers in movable segments represent immediate NPS improvement opportunity. Leveraging our strong support reputation can convert these customers to promoters.

Expected: Potential to improve NPS by 10-15 points by converting movable segments

IMMEDIATE   Addresses: Support Response Time Excellent   Intuitive UI/UX

Conduct integration priority survey and implement top 3 most-requested API integrations within 90 days

Integration gaps create friction and may lead customers to consider alternatives. Addressing top requests will improve product stickiness and reduce churn risk.

Expected: Improved retention and reduced consideration of alternatives among power users

SHORT TERM   Addresses: Missing API Integrations

Develop advanced reporting dashboard with custom report builder and enhanced visualization options

Reporting limitations cause power users to export data elsewhere, reducing product stickiness. Enhanced reporting keeps valuable data workflows within the platform.

Expected: Increased product stickiness and reduced data export dependency

SHORT TERM   Addresses: Reporting Features Limited

Create reliability and support excellence case studies for sales and marketing materials highlighting competitive advantages

Strong positive signals around reliability and support quality should be leveraged as differentiators. These validated strengths can drive new customer acquisition and retention messaging.

Expected: Improved win rates and customer retention through competitive positioning

SHORT TERM   Addresses: Product Reliability & Uptime   Support Response Time Excellent   Pricing Good Value

Respondent Voices

> *"The initial setup was overwhelming. Took us 3 weeks to get fully operational."*
> Theme: Onboarding Too Complex • What would you most like us to improve?

> *"We switched from a competitor because of reliability issues. Your platform has been bulletproof."*
> Theme: Product Reliability & Uptime • What do you like most about our product?

> *"Had a critical issue and support helped us resolve it within 30 minutes."*
> Theme: Support Response Time Excellent • What do you like most about our product?

> *"So intuitive! No training needed - people just start using it."*
> Theme: Intuitive UI/UX • What do you like most about our product?

> *"Documentation could be much better. Had to figure out a lot through trial and error."*
> Theme: Onboarding Too Complex • What would you most like us to improve?

AI-Powered Insights

Executive Overview

Employee satisfaction faces significant challenges with 39% detractors creating substantial organizational risk, while customer satisfaction shows critical segment-specific issues including a -1.11 recommendation variance in retail and dangerous dissatisfaction among high-value enterprise clients and long-term customers. However, there are clear opportunities for improvement with 40 employees positioned as potential promoters who could shift the eNPS from -6 to +7, and strong performance in mid-sized companies (11-200 employees) and healthcare segments demonstrating the product's potential when properly aligned.

NPS Analysis

The eNPS of -6 indicates a concerning employee satisfaction situation with detractors (39%) significantly outnumbering promoters (34%), creating a net negative sentiment.

> Nearly 4 in 10 employees are detractors, creating substantial organizational risk for retention, productivity, and employer brand reputation

Key Observations

- Detractors represent the largest segment at 39%, with a fairly even distribution across scores 0-6, suggesting diverse but widespread dissatisfaction issues rather than one major problem
- 40 employees scored 8 and are 'almost promoters' - this represents a 13% conversion opportunity that could shift the eNPS from -6 to +7 if successfully engaged
- Strong detractors (scores 0-4) comprise 89 employees (29% of total), indicating a significant portion of workforce at high risk of turnover or negative word-of-mouth

Recommended Actions

'Prioritize targeted engagement initiatives for the 40 employees who scored 8 to convert them to promoters and achieve positive eNPS
'Conduct exit interviews or focus groups with strong detractors (scores 0-4) to identify root causes of dissatisfaction

'Implement immediate retention strategies for the 89 strong detractors who pose the highest flight risk

Methodology & Glossary

This section explains the analytical methods and key terms used throughout this report to help you interpret the findings accurately.

Theme Extraction
Themes are identified using AI analysis of open-text responses. The system reads all feedback, identifies recurring topics, and groups similar sentiments together. Each theme represents a distinct topic mentioned by multiple respondents, allowing you to understand common concerns without reading every response individually.

Cross-Validation
Cross-validation is a statistical method to confirm whether themes are widespread or limited to a vocal minority. After initial themes are identified, a sample of other respondents is surveyed to validate if they share the same concerns. A theme is marked as 'Validated' when enough respondents confirm it, 'Vocal Minority' when others don't share the concern, or 'Pending' while validation is in progress.

Impact Analysis
Business impact is calculated using multiple dimensions: Spread (how widespread the issue is), Severity (how intensely people feel about it), Retention Risk (likelihood of turnover), Productivity Impact, Financial Impact, and Urgency. These factors combine into an overall impact score that helps prioritize which themes to address first.

NPS (Net Promoter Score)
NPS measures overall satisfaction on a 0-10 scale. Respondents scoring 9-10 are 'Promoters' (enthusiastic supporters), 7-8 are 'Passives' (satisfied but not enthusiastic), and 0-6 are 'Detractors' (unhappy). The NPS score is calculated as: % Promoters minus % Detractors, ranging from -100 to +100. A positive score indicates more promoters than detractors.

Sentiment Analysis
AI analyzes the emotional tone of responses to classify them as Positive, Negative, Neutral, or Mixed. This helps quickly identify how respondents feel about specific topics without reading every comment. Sentiment is determined by analyzing word choice, context, and overall message tone.

Statistical Significance
Results are only reported when sample sizes are large enough to be statistically meaningful. Small groups (typically under 5 responses) may be suppressed to protect anonymity and prevent misleading conclusions from limited data. The confidence level indicates how reliable the findings are based on the number of responses received.

Understanding Report Badges

Impact Levels:
`Critical` `High` `Medium` `Low`

Validation Status:
`Validated` `Pending` `Vocal Minority`

Action Priority:
`Immediate` `Short-term` `Long-term`

Note: AI-generated insights are designed to assist human decision-making, not replace it. Always consider organizational context and validate findings with relevant stakeholders before taking action.