

We need to track how our customers feel about using our products. Their feedback is essential to improving our tools and services for agents, customers, and travelers. And one way we do this is through CSAT scores. If you haven't heard of CSAT scores, perhaps you're more familiar with Net Promoter Scores (NPS).

NPS is set up by Qualtrics, an experience management platform that helps businesses gather and analyze feedback from customers and other stakeholders. NPS measures the loyalty of customers to a company, and these scores are determined through a single-question survey, reported as a number from -100 to +100. Travelport formerly used NPS in 2021 because it was the first time we integrated Qualtrics into our products. However, NPS has its limitations, so we're no longer reporting NPS for products; we have switched to collecting CSAT scores from our customers since 2022.

Our Customer Experience (CX) and User Experience (UX) teams use CSAT scores to report on our products quarterly—a common way to measure how customers feel about our products and services, along with other satisfaction scoring systems. They measure the experience of the following products and features:

- Smartpoint Cloud, including NDC, Hotel Retail capabilities
- MyTravelport
- Developer Experience and Restful/JSON API
- Content Optimizer (Search Control Console, Net Fare Manager)
- Productivity Automator (Efficiency Suite)

products. In addition to CSAT, we are also reporting secondary experience metrics, such as performance, support, competitiveness, usability, design, training, efficiency, and content. These are both insights into how our end-users perceive and experience our products, and quantitative data (e.g. time on task, error rate, funnel completion). These are gathered using a combination of **Qualtrics** and **FullStory**. We also analyze comments from users to categorize and quantify them by topic. This way we can see what obstacles, complaints, or improvements users expect, to help the product team prioritize.

It's worth talking about Customer Satisfaction (CSAT) a little more, as we've had some good news on this front for Q1. CSATs are collected as a survey is circulated to users of the product. Every quarter, our teams seek to find out just how customers are getting on with products and features.

CSAT scores are gathered by asking the following question:
"Overall, how would you rate your satisfaction with [product/service name]?

- Very unsatisfied
- Unsatisfied
- Neutral
- Satisfied
- Very satisfied

Our current scores for users (who are both Satisfied and Very Satisfied) for Q1 of 2025 are as follows:



A closer look at our scores

Smartpoint Cloud CSAT 52%
Our score for Smartpoint Cloud has increased by 8% in its CSAT score. And here's a quick analysis by our CX team:

"Overall satisfaction has increased, although secondary metrics have been rated less highly. Upon reading and categorizing the comments, it appears that users are already familiar with the program, and it generally meets their expectations; however, they need it to become a convenient tool for everyday use. That is, they need to be able to find and use all the features they are familiar with and find useful in their work, with the same ease and efficiency as before."

Flight Search Plugin CSAT 45% (+27pp Q4)
Flight search satisfaction has improved a whopping 27% with our customers – what great news! Here's a summary from our CX and UX colleagues:

"This quarter, we've worked on aspects that affected the plugin's primary uses and were causing issues, for instance, to improve error message handling. Taking this into account, and along with the feedback, although there is still some reluctance, positive feedback is starting to emerge. It can be said that the current configuration is being adapted and accepted by users. The points to be worked on are similar to those of the SPC: functionality and usefulness/usability, so that it becomes a usable tool, on par with the one they have been using up to now."

MyTravelport CSAT 40% (= Q4)
Here, we can see that CSAT scores remain unchanged from Q4 2024 into this year's Q1. However, changes made for customers mean the next statistics for customer satisfaction should be higher in Q2.

"From the comments, it can be deduced that the platform is well-rated by users, although access to the platform is the problem most frequently mentioned by dissatisfied users due to a poor experience in this area. Okta's migration phases continue; A new migration took place on March 11, 2025, focused on a better

password reset experience. We implemented several benefits for users. The value of this latest release should be reflected in CSAT Q2 2025"

TripManager CSAT 63% (+1pp Q4)
We can see there hasn't been much change in the CSAT score – but hey, no news is good news, right?

Lastly, for our new CSAT scores, Productivity Automator and Content Optimizer, we have achieved high scores:

- **Productivity Automator CSAT 75% (new!)**
- **Content Optimizer 86% (new!)**

Improving CSAT scores is a team effort—it's not just on the teams that send surveys. If you see or hear about an issue with a customer's experience, report it. Every improvement helps, and the more we contribute, the more those scores will grow. Staying proactive makes all the difference.

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