

CSAT DATA RESOURCE GUIDE

Understanding Your CSAT Dataset

As data enthusiasts ourselves, we know how important it is to have direct access to your data.

That's why we've made it possible for you to download a CSV dataset file containing your raw CSAT data.

CSAT captures a lot of very useful information. Having that information in the right format allows you to use external reporting tools such as BrightGauge, ConnectSMART, Microsoft Excel, or Microsoft SQL Server Reporting Services (SSRS) to more effectively analyze and report on your results.

In this resource guide, you'll find the following:

- 1. Format Information** *The four different CSV file options available via our Dropbox integration.*
- 2. Sample Dataset** *A mock-up of how your populated dataset file will look.*
- 3. Dataset Field Descriptions** *An explanation of each datafield that appears in your CSV file.*

Any questions?

Check out our Helpdesk articles at support.nex.to or contact us at hello@nex.to

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FORMAT INFORMATION

The dataset contains the following CSV files, which are available via our Dropbox integration:

Nexto_CSAT_Data.csv

This is the main dataset you can use for reporting. Every CSAT reaction Nex.to has captured appears in its own row, and is connected to its respective ticket.

Nexto_CSAT_Data_Resource.csv

This is a variant of the main CSV file, and should only be used for reporting on CSAT by ticket resource. Here, there are multiple rows for each CSAT reaction depending on how many resources the reaction is connected to. This allows reporting platforms to work more easily with the data when there are multiple resources per ticket. Because one CSAT reaction can appear multiple times, this dataset should not be used to calculate a CSAT Score by any dimension (e.g. contact, company, or board) other than ticket resource.

Nexto_CSAT_Data_Tag.csv

This is a variant of the main CSV file, and should only be used for reporting on CSAT by the tags that you have added to a reaction. Here, there are multiple rows for each CSAT reaction depending how many tags that CSAT reaction is connected to. Because one CSAT reaction can appear multiple times, this dataset should not be used to calculate a CSAT Score by any dimension other than by tags.

Nexto_CSAT_Data_All_Rows.csv

As with Nexto_CSAT_Data.csv, this dataset contains all CSAT reactions. However this dataset also includes rows for reactions that have been seen by a user but not responded to, for example clients who have opened the reaction e-mail but not submitted a reaction.

SAMPLE DATASET



Reaction ID	Reaction Date	Reaction Date ISO	Contact	Contact ID	Company	Company ID	Ticket ID	Summary	Resources	Board Name
524	20.03.15 11:31	2015-03-20 T11:31:19+00:00	Raymond Carroll	2130	KDW Architects	252	119	Unlock account	jlee, bmedlin	Support
557	23.03.15 16:21	2015-03-23 T16:21:59+00:00	Terrell Ratcliff	2592	Tacoma Estate Agents	121	139	New Copiers in Tacoma	ksparrow, jlee	Installation
573	01.04.15 12:39	2015-04-01 T12:39:48+00:00	James Holley	9057	Holley Architects	472	143	Carbonite not backing up	ahamilton	Support
590	07.04.15 16:49	2015-04-07 T16:49:56+00:00	Mary Thompson	3041	Cascadia Consortium	495	165	QuickBooks upgrade	bmedlin	Support
602	12.04.15 14:53	2015-04-12 T14:53:54+00:00	Barbara Graves	745	White Box Builders	402	178	Can't log in remotely using VPN	jstrong, bmedlin, jlee	Support

Reaction	Comment	Reaction Value	Positive	Neutral	Negative	Reaction Status	Tags	Is Overridden	Original Reaction	Notes
Positive	Quick and complete	100	1	0	0	Open	personal praise	Y	Negative	[2016-16-01 09:59:15 UTC] Emma Aldridge: Changed reaction
Positive		100	1	0	0	Open	personal praise			[2016-02-05 09:59:15 UTC] Leo Wang: Need to feedback to Software Team
Negative	This issue hasn't been resolved	-100	0	0	1	Done	time issue			[2016-17-02 09:59:15 UTC] Emma Aldridge: Ongoing issue!
Positive		100	1	0	0	Open	personal praise			[2016-25-02 09:59:15 UTC] Maree Hamilton: Issue added to Helpdesk
Neutral	I had to request assistance again and never received an initial response when the the request was submitted.	0	0	1	0	Done	issue not resolved			[2016-03-03 09:59:15 UTC] Emma Aldridge: Called client to discuss

Calculation Notes

Calculate Net CSAT Score by averaging the Reaction Value column. This will produce a number between -100 and +100 and represents: *Positive Reaction Rate - Negative Reaction Rate*.

Use the Positive, Neutral, and Negative columns to quickly sum up the reaction type by given dimension, such as company, resource, or board.

Nex.to retrieves ticket information at the time the CSAT reaction is captured, and then assumes the ticket's description, resource list, and board do not change. As such, subsequent updates to a given ticket will only be reflected in the CSAT dataset when you click the Reload Ticket Details button in Nex.to.

DATASET FIELD DESCRIPTIONS

FIELD	DESCRIPTION	TYPE
Reaction ID	The unique ID of the CSAT reaction in Nex.to	Integer
Survey Seen Date	The date and time (in UTC) the survey was opened, formatted for use in Excel. N.B. This field is ONLY included in the Nexto_CSAT_Data_All_Rows.csv	Date/Time
Survey Seen Date ISO	The date and time (in UTC) the survey was opened, formatted as ISO 8601 N.B. This field is ONLY included in the Nexto_CSAT_Data_All_Rows.csv	Date/Time
Reaction Date	The date and time (in UTC) the reaction was recorded in Nex.to, formatted for use in Excel	Date/Time
Reaction Date ISO	The date and time (in UTC) the reaction was recorded in Nex.to, formatted as ISO 8601	Date/Time
Contact	The first and last name of the contact associated with the ticket	Text
Contact ID	The unique ID of the contact	Integer
Company	The name of the company associated with the ticket in	Text
Company ID	The unique ID of the company	Integer
Ticket ID	The unique ID of the ticket	Integer
Summary	The ticket's summary description or title	Text
Resources	A comma separated list of resources associated with the CSAT reaction. This list depends on the Ticket Resource setting you've selected in Nex.to. For more information, please see: https://nexto.zendesk.com/hc/articles/204501899	Text
Board Name	The name of the board to which the ticket is assigned	Text
Reaction	The CSAT reaction selected by the contact, either: Positive, Neutral, or Negative	Text
Comment	The optional comment left by the contact when rating the ticket	Text
Reaction Value	The numeric value associated with the reaction, either 100 (Positive), 0 (Neutral) or -100 (Negative)	Integer
Positive	When the reaction is positive 1, otherwise 0	Integer
Neutral	When the reaction is neutral 1, otherwise 0	Integer
Negative	When the reaction is negative 1, otherwise 0	Integer
Reaction Status	The current status of the reaction in CSAT. This has two states: Open or Done.	Text
Tags	A comma separated list of tags associated with the CSAT reaction	Text
Is Overridden	If a reaction was changed by a CSAT user with administrate access, this will have a value 1, otherwise 0	Integer
Original Reaction	The original reaction if a CSAT user with administrate access has changed the reaction (remains blank if not changed)	Text
Notes	Any notes that have been added to the ticket, including a time stamp	Text