Category

Data & AI

Data Literacy for Customer Experience & Service Design Teams Playbook

Balancing what the survey scores say with what's actually happening in the customer's experience

- Practitioner
- Intermediate
- Template Included

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- 4 minute(s)

Overview

A framework for building data literacy specifically within customer experience and service design teams — survey methodology critical reading, quantitative-qualitative data integration, and sample representativeness judgment — addressing the specific risk of CX teams over-trusting survey scores that may not represent the full or true customer experience.

CX teams already track NPS and CSAT scores extensively — isn't

that already data-driven practice? Tracking scores isn't the same as critically interpreting them — many CX teams treat survey scores as objective truth without considering response

bias, sample representativeness, or what the score doesn't capture, which can produce a misleading picture of genuine customer experience.

What's the most common data literacy gap specifically in customer

experience teams? Treating survey response samples as representative of the full customer base without checking for response bias — satisfied or dissatisfied customers often respond to surveys at different rates than the overall population, skewing the reported score.

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