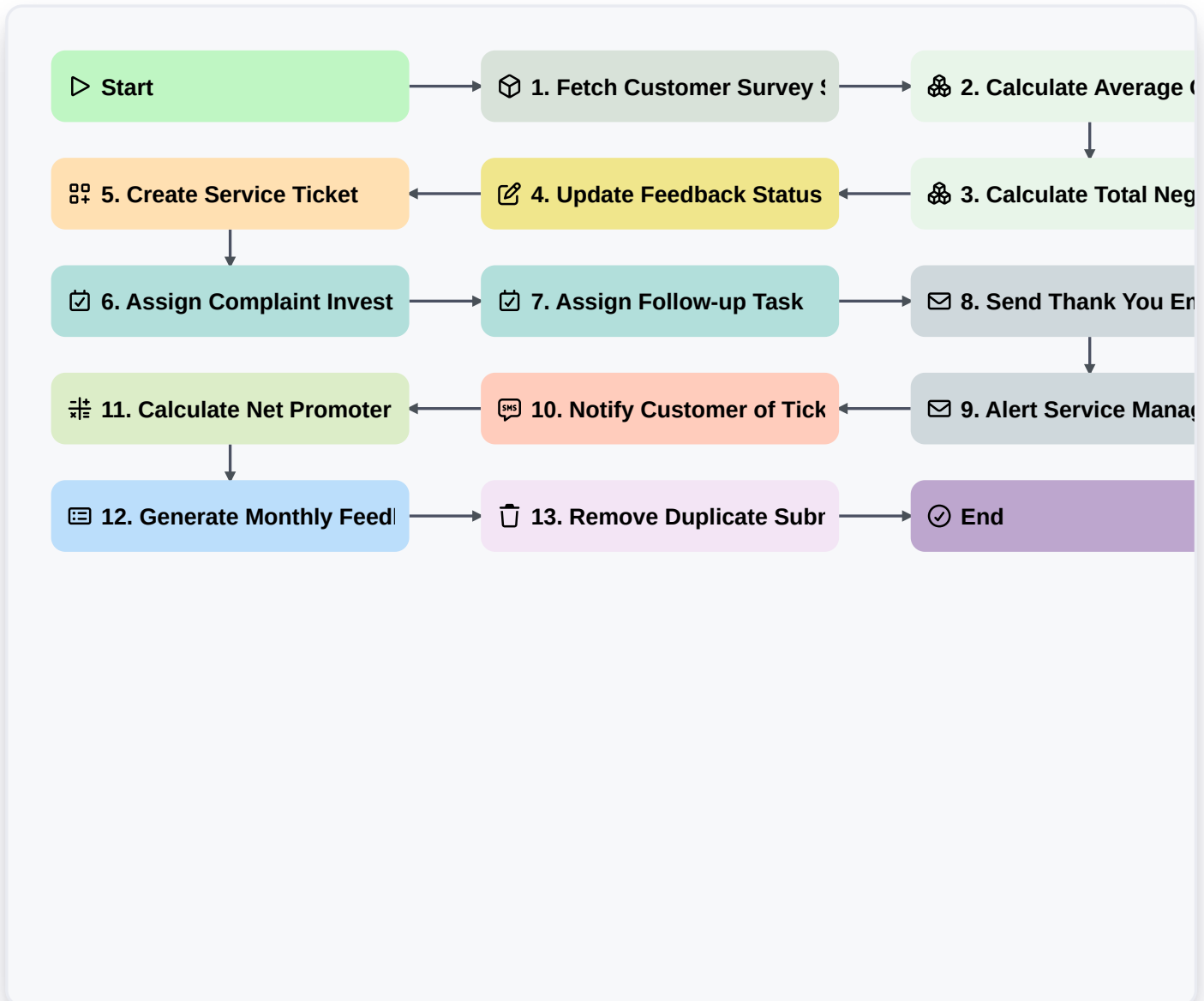


Automotive Customer Feedback And Survey Process



▶ Start

Start of the Workflow/Process.

📦 1. Fetch Customer Survey Submissions

Retrieve all recent survey responses from the Customer Feedback data model.

🔗 2. Calculate Average CSAT Score

Calculate the average Customer Satisfaction (CSAT) score from all recent survey entries.

🔗 3. Calculate Total Negative Feedback Count

Count the number of entries where the satisfaction rating is below a specific threshold (e.g., < 3 stars).

✍️ 4. Update Feedback Status

Update the status of a feedback entry from 'New' to 'Under Review' once the process begins.

📄 5. Create Service Ticket

Create a new entry in the 'Service Requests' data model if the feedback contains a complaint or repair request.



📌 **6. Assign Complaint Investigation Task**

Create a task for the Customer Success Manager to investigate high-priority negative feedback.

📌 **7. Assign Follow-up Task**

Create a task for the Sales Representative to call the customer for a follow-up interaction.

✉️ **8. Send Thank You Email**

Send an automated thank you email to the customer for completing the survey.

✉️ **9. Alert Service Manager of Urgent Issue**

Send an urgent email notification to the Service Manager when a critical vehicle safety issue is reported.

📱 **10. Notify Customer of Ticket Creation**

Send an SMS to the customer's registered phone number informing them that a service ticket has been opened.

📊 **11. Calculate Net Promoter Score (NPS) Delta**

Calculate the difference between the current NPS and the previous month's NPS.

📄 **12. Generate Monthly Feedback Summary Report**

Generate a PDF report summarizing all feedback trends, average scores, and pending tasks for the monthly management meeting.

🗑️ **13. Remove Duplicate Submissions**

Delete any survey entries that are identified as accidental double-submissions.

🏁 **End**

End of the Workflow/Process.