



Customer Experience

Listen - Analyze - Act

Customer centric data driven approach to CX



1 LISTEN & OBTAIN CX INSIGHTS

- Leverage VOC and competitive analysis
- Engage with key stakeholders to identify head and tail winds



2 ANALYZE AND PRIORITIZE

- Correlate CX results with operational performance
- Identify key segments and their main drivers



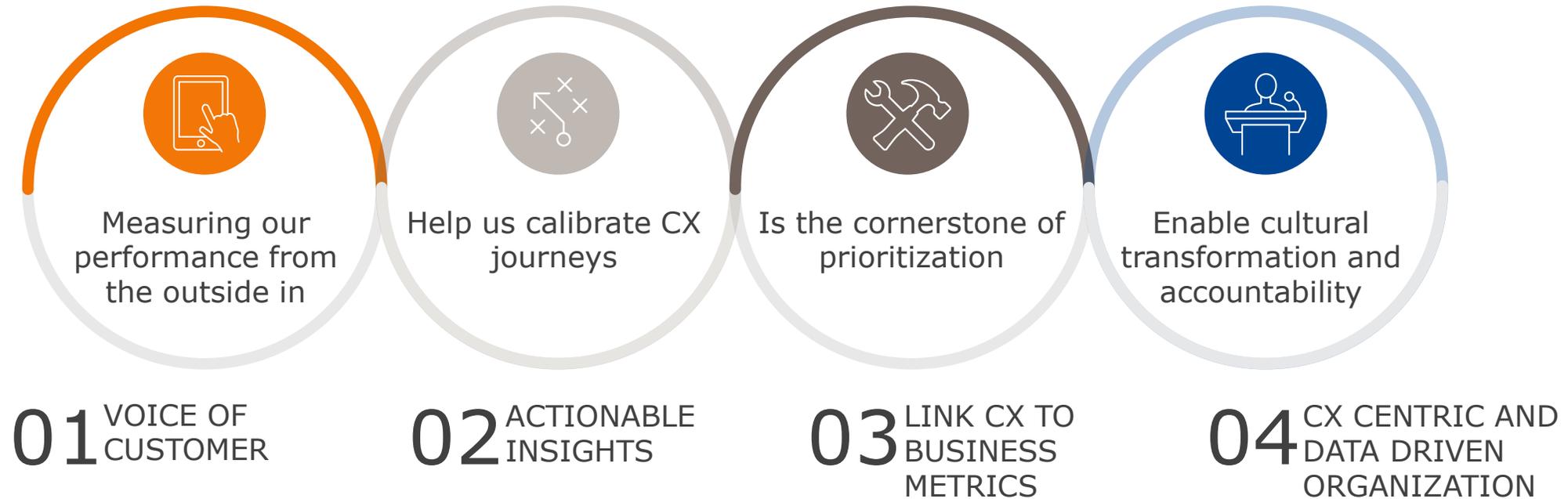
3 ACT, MEASURE & COMMUNICATE

- Simplify message through personas and journeys
- Define and monitor success metrics
- Match actions with outcomes

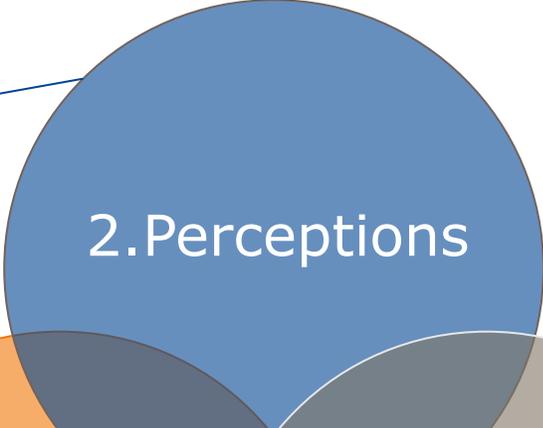
+Across customer lifecycle and effective channel mix

Measuring CX – The basics

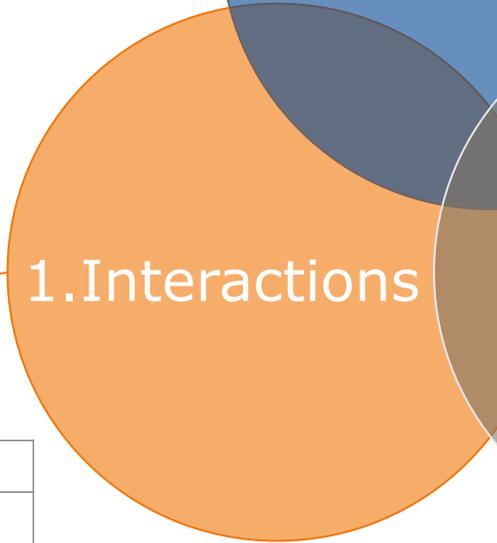
CX measurement defined: *Quantify the quality of experiences and their link to the organization's overall metrics*



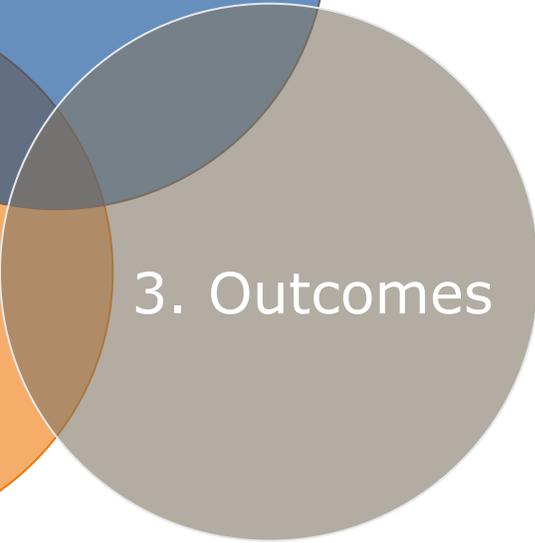
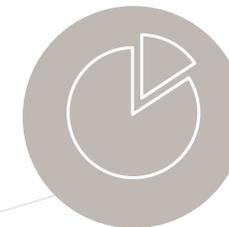
CX measurement framework



Measures	Helps to	Examples
How customers feel about what happens and how this affects their overall customer experience	Assess how well a company delivers against customers' CX quality expectations	<ul style="list-style-type: none"> • Satisfaction • Ease

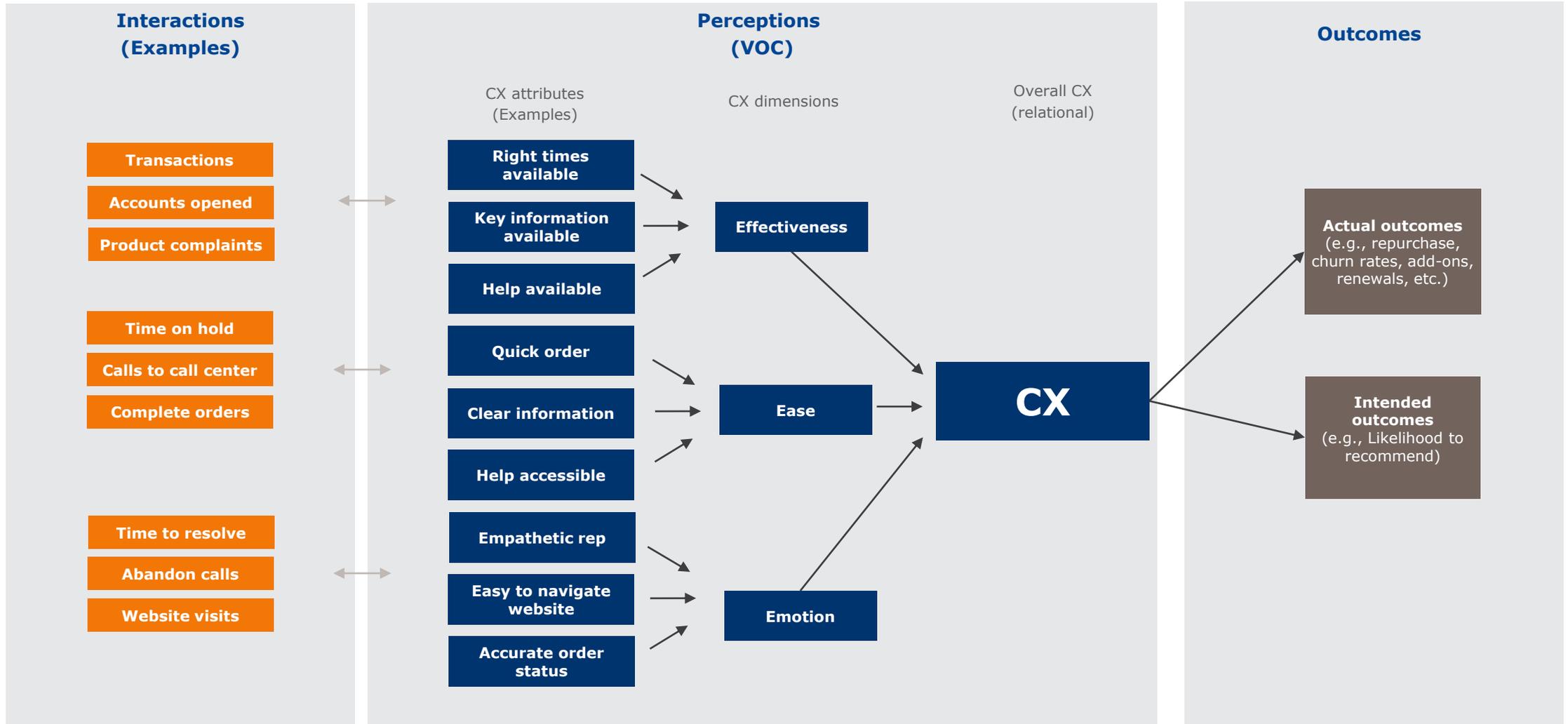


Measures	Helps to	Examples
What happens during the interaction	Contextualize and operationalize perceptions	<ul style="list-style-type: none"> • Wait time • Product delivery • Issue resolution • Time spent on website • Errors



Measures	Helps to	Examples
What customers do as a result of the experience	Tie CX quality perceptions to success (e.g., financials)	<ul style="list-style-type: none"> • Likelihood to recommend • Likelihood to purchase • Actual purchases made • Number of web visits resulting in calls

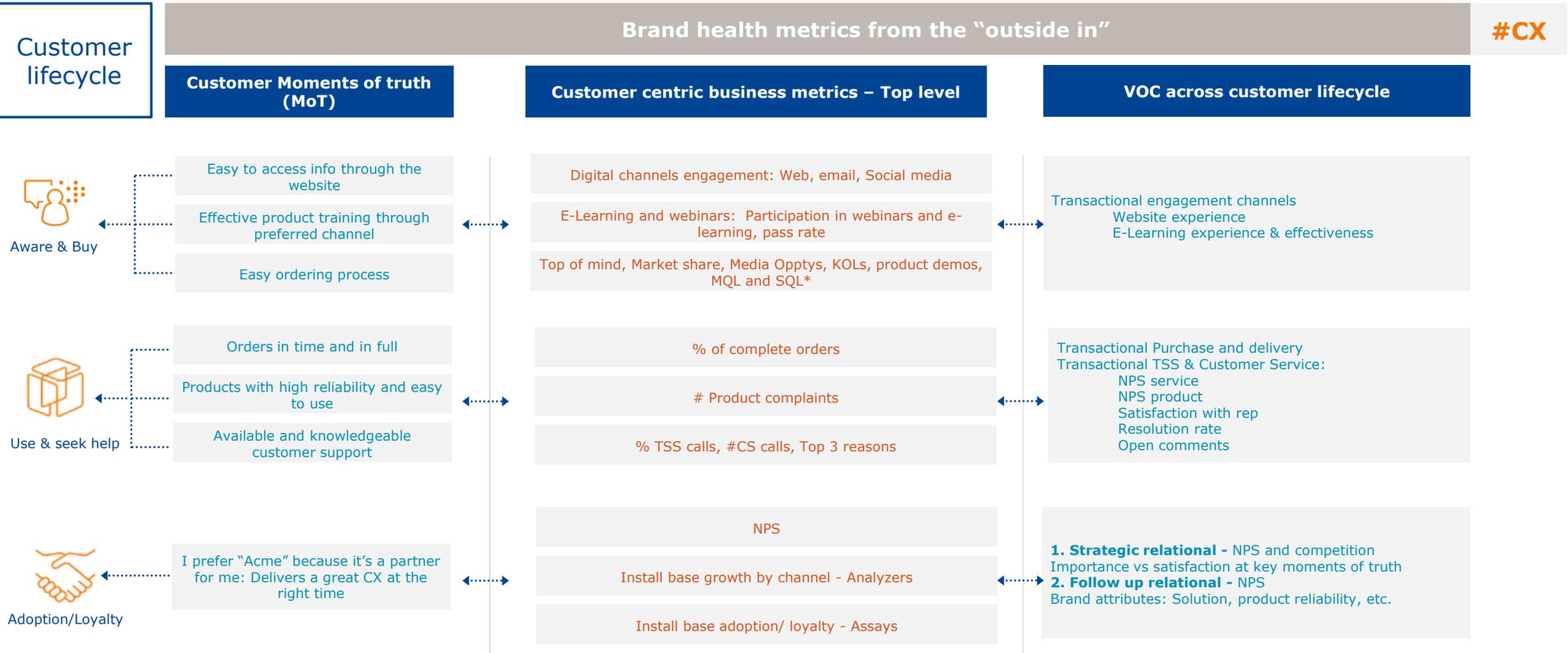
CX measurement framework



Examples/non-exhaustive

CX measurement framework in action

#CX



How can we rally the organization around CX metrics?



Customer analytics needs to be a C-level conversation and a tactical conversation

- The place of customer analytics in your company's strategy takes a key role and CX metrics enables us to make insight-driven decisions

The CX analytics function requires increased attention within the organization

- Enable collaboration with other analytics teams within the organization to ensure alignment and evolve insights

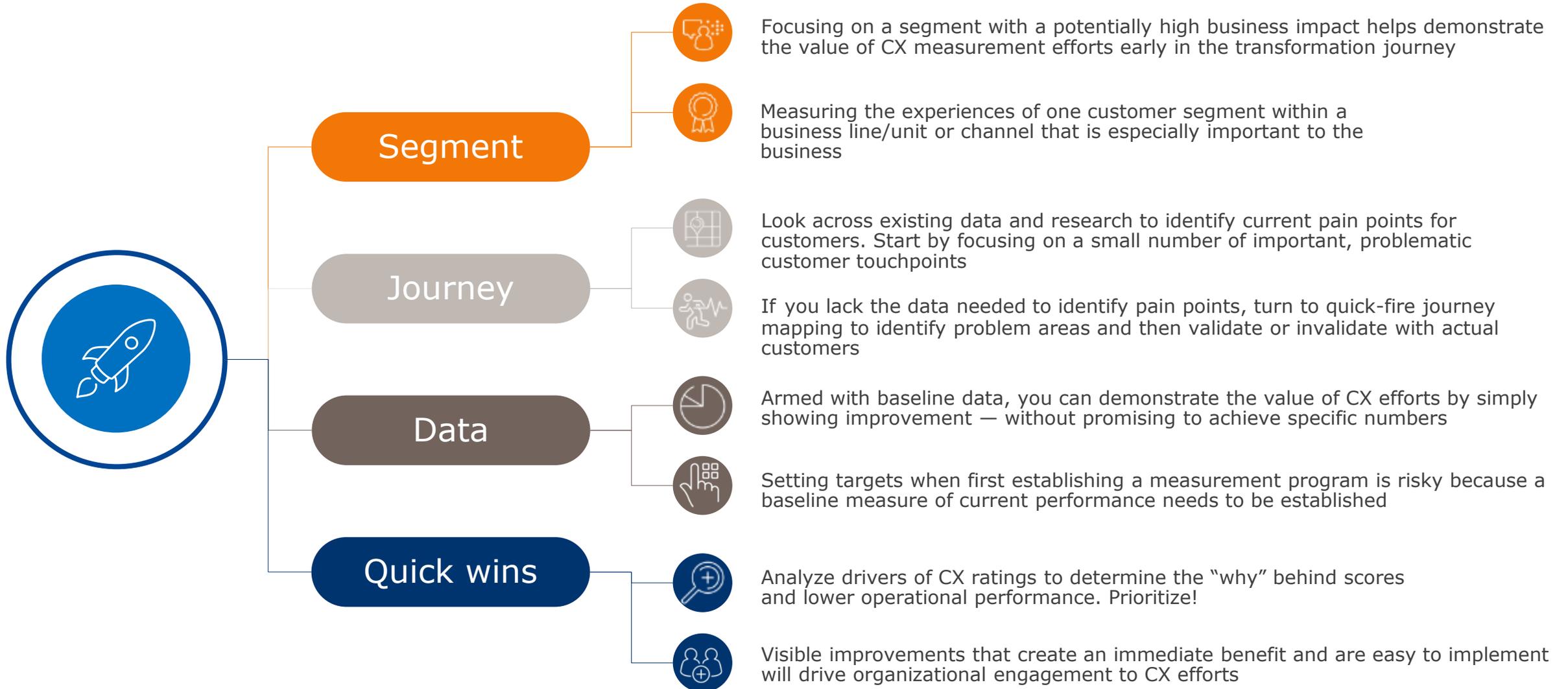
Customer analytic outputs will only be as valuable as the quality and quantity of customer data inputs

- A robust customer analytics processes need a well-defined data structure inputs latency to monitor evolution

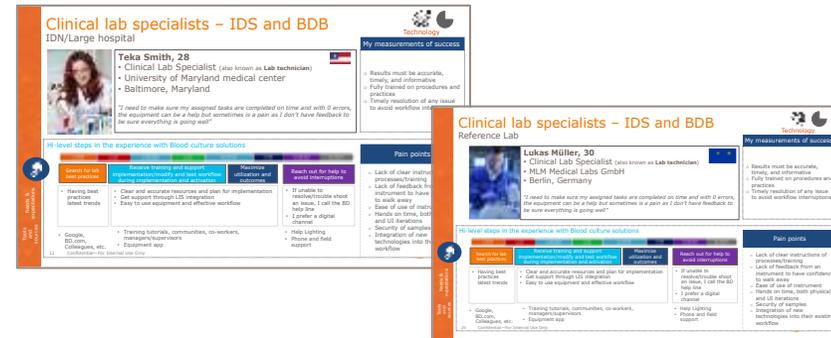
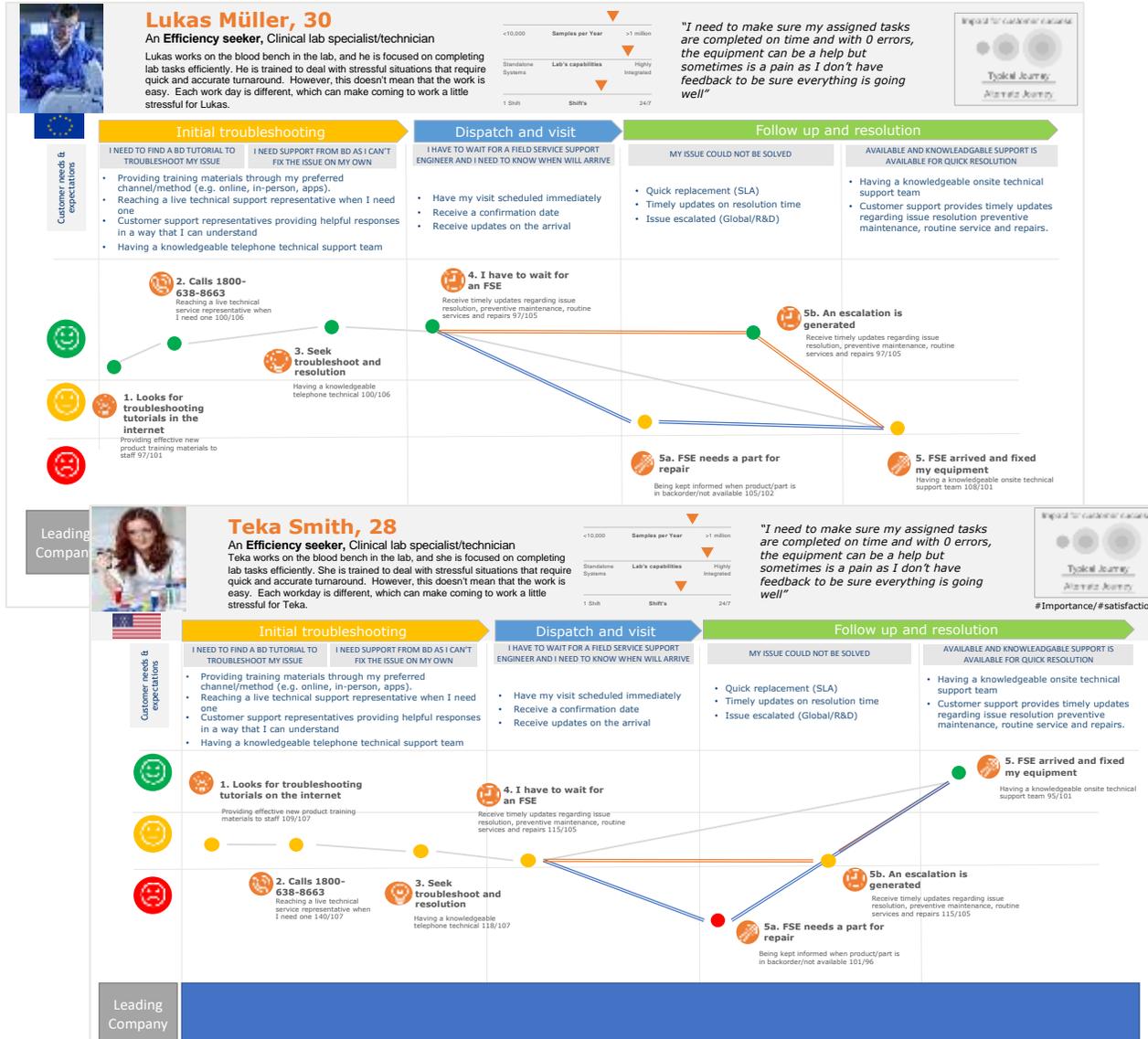
Strong customer analytic capabilities sit on a foundation built upon three pillars of technology:

- Technologies that help produce analytics; distribute/publish analytics; activate analytics

How to create and launch your CX measurement program?



Example of actions based on CX measurements



Non-exhaustive

Situation:

- Technical service is a very critical touchpoints for our customers
- The NPS ratings showed an increase in passives and a reduction in promoters
- Time to arrive at site increased
- Operational cost increased due to site travel

Action:

- Analyzed results by region including Customer verbatims to obtain insights
- Identified the US and Europe as the regions with the biggest opportunities
- Did a journey map workshop with main stakeholders and identified systemic and endemic issues

Results:

- Quick-win: Adjusted dispatch process to keep customer informed of arrival time
- Quick-win: Update criteria to assign parts to field service engineers
- Long term: Update spares and exchange system and integrate with CRM

**YOU CAN'T
IMPROVE
WHAT YOU
DON'T
MEASURE.**

Questions?