

CUSTOMER EXPERIENCE MEASURES

THE GOOD, THE BAD & THE UGLY

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Product orientation – Make and sell

Market orientation – Start to consider needs on segment basis

Customer experience – Provide an emotionally +ve experience

Authenticity – Services emerge naturally and sustainably



- **customer experience (CX)** is the product of an interaction(s) between an organization and a [customer](#) over the duration of their [relationship](#).^[1] This interaction is made up of three parts:
 - the customer journey, each time and over time
 - the brand touchpoints the customer interacts with – channels, interactions
 - and the environments the customer experiences – offline and online
- **It's a relationship.....**

- Strategy
- Customer Understanding
- Design
- Measurement
- Governance
- Culture

STRATEGY



CUSTOMER UNDERSTANDING

The screenshot displays the Tivo Lounge interface. At the top left, there is a Tivo box icon and the text 'Tivo Lounge Tivo box'. Below this is the 'My Shows' section, featuring a red infinity symbol and a progress bar at 61%. A sidebar on the left lists navigation options: All, Partially Watched, TV & Radio, Movies, Sport, Kids, and Suggestions. The main content area shows a list of shows, with 'Death in Paradise' highlighted in a red bar. The list includes show titles, episode counts, and air dates. A 'TIVO' section on the right shows a soccer field graphic and a 'DEATH IN PARADISE' poster with recording information and logos for providers like 'one' and 'Play'.

Tivo Lounge Tivo box

My Shows 61%

All
Partially Watched
TV & Radio
Movies
Sport
Kids
Suggestions

NEW Gift [4]	MON	12/12
Strictly Come Da... [2] NEW	Sun	11/12
Great Continental Railw...	Sat	10/12
< Death in Paradise [6] NEW >	Sat	10/12
Kingdom	Fri	09/12
Coast: The Great... [5] NEW	Tue	15/11
Indian Summers	Tue	15/11
Grantchester [2] NEW	Sat	12/11
Red Dwarf [6] NEW	Thu	27/10
Doctors NEW	Wed	26/10
Premier League Rev... NEW	Tue	18/10

TIVO 12:02

DEATH IN PARADISE

6 recordings available (6 NEW)
On Demand available

From:
one, Play, etc.

DESIGN



MEASUREMENT



GOVERNANCE



CULTURE



WHAT CX MONITORING IS **NOT!**

- A once a year survey
- A survey process where you don't share results with customers
- Bombarding customers with follow ups days and weeks after their interaction
- It's not just one solution...

NIC STREATFEILD & STEVE MEADES

Over and out...

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