**CUSTOMER EXPERIENCE MEASURES** 

THE GOOD, THE BAD & THE UGLY



#### MATURITY PHASES - WHARTON BUSINESS SCHOOL

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) - WIKIPEDIA



- customer experience (CX) is the product of an interaction(s) between an organization and a <u>customer</u> over the duration of their <u>relationship</u>.
  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.....

## FORRESTER – 6 ELEMENTS FOR GREAT CX

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

## STRATEGY



### CUSTOMER UNDERSTANDING



## DESIGN



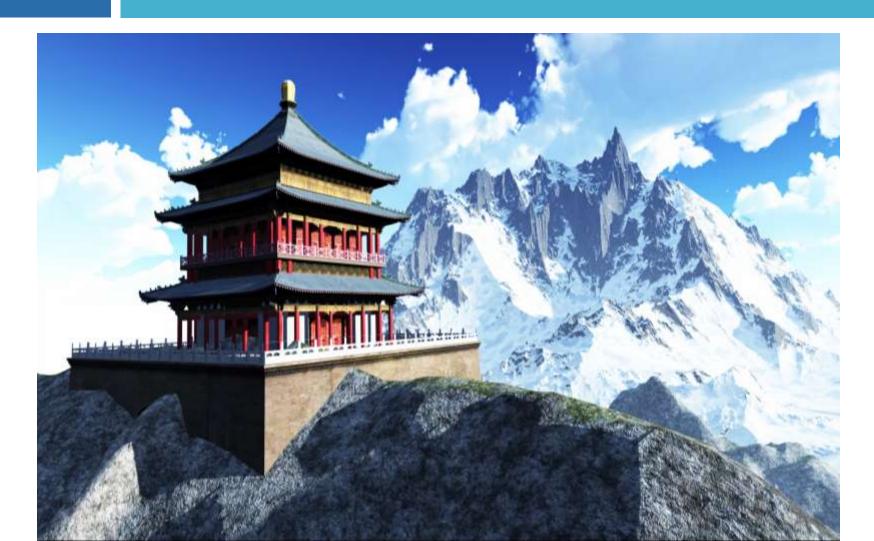
# MEASUREMENT



## 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...

