

# CUSTOMER EXPERIENCE METRICS



## IMMATURE, BUT IMPROVING

### Most Companies Have Low CX Maturity

193 companies with \$500M or more in revenues

Respondents who think they are good at...



Collecting and calculating CX metrics

64%



Making trade-offs between financial metrics and CX metrics

22%

### Top 5 Issues Facing CX Metrics Programs

Companies that say these are significant problems with their CX metrics efforts

Limited visibility of CX metrics across the organization



58%

Lack of taking action based on CX metrics



57%

Poor communication of CX metrics



41%

Lack of resources for tracking CX metrics



39%

Too little compensation tied to CX metrics



36%

### Non-Customers Are A Measurement Blind Spot

Companies that believe they are good at measuring these customer experiences

41%



Customers who have recently renewed or purchased more

39%



New customers

35%



Long-term customers who have not recently renewed or purchased more

16%



Customers who have defected/left

9%



Prospects who are not yet customers

### Satisfaction Is the Most Popular Metric

Companies that report using these CX metrics



#### Transactional Level Metrics

Measurement of customers after a specific interaction (e.g. support call, store visit, etc.).



#### Relationship Level Metrics

Periodic measurement of customers that are not triggered by a specific interaction that examines overall view of company

89% SATISFACTION 84%

77% LIKELY TO RECOMMEND 81%

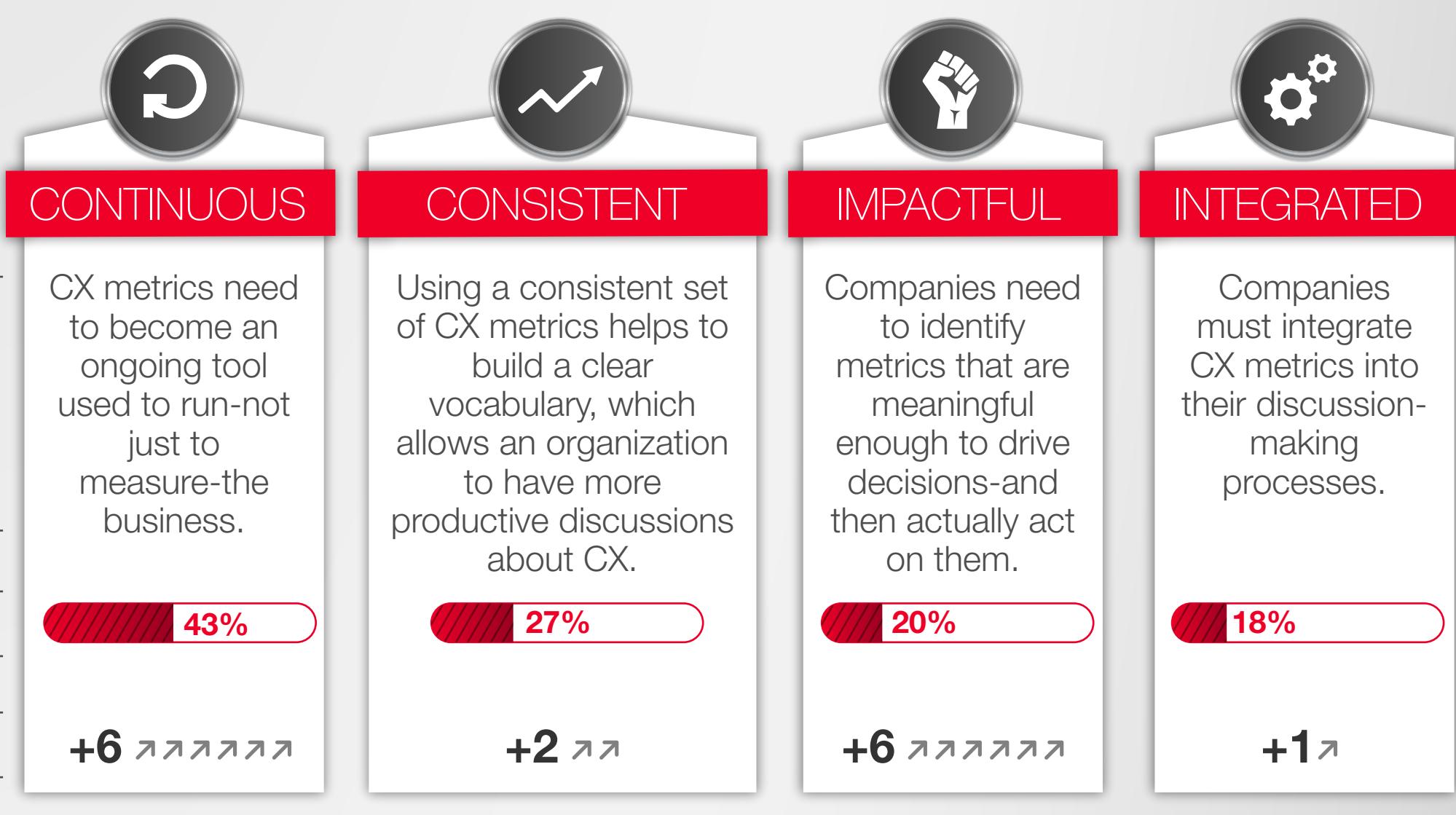
52% CUSTOMER EFFORT 53%

54% OTHER METRICS 55%

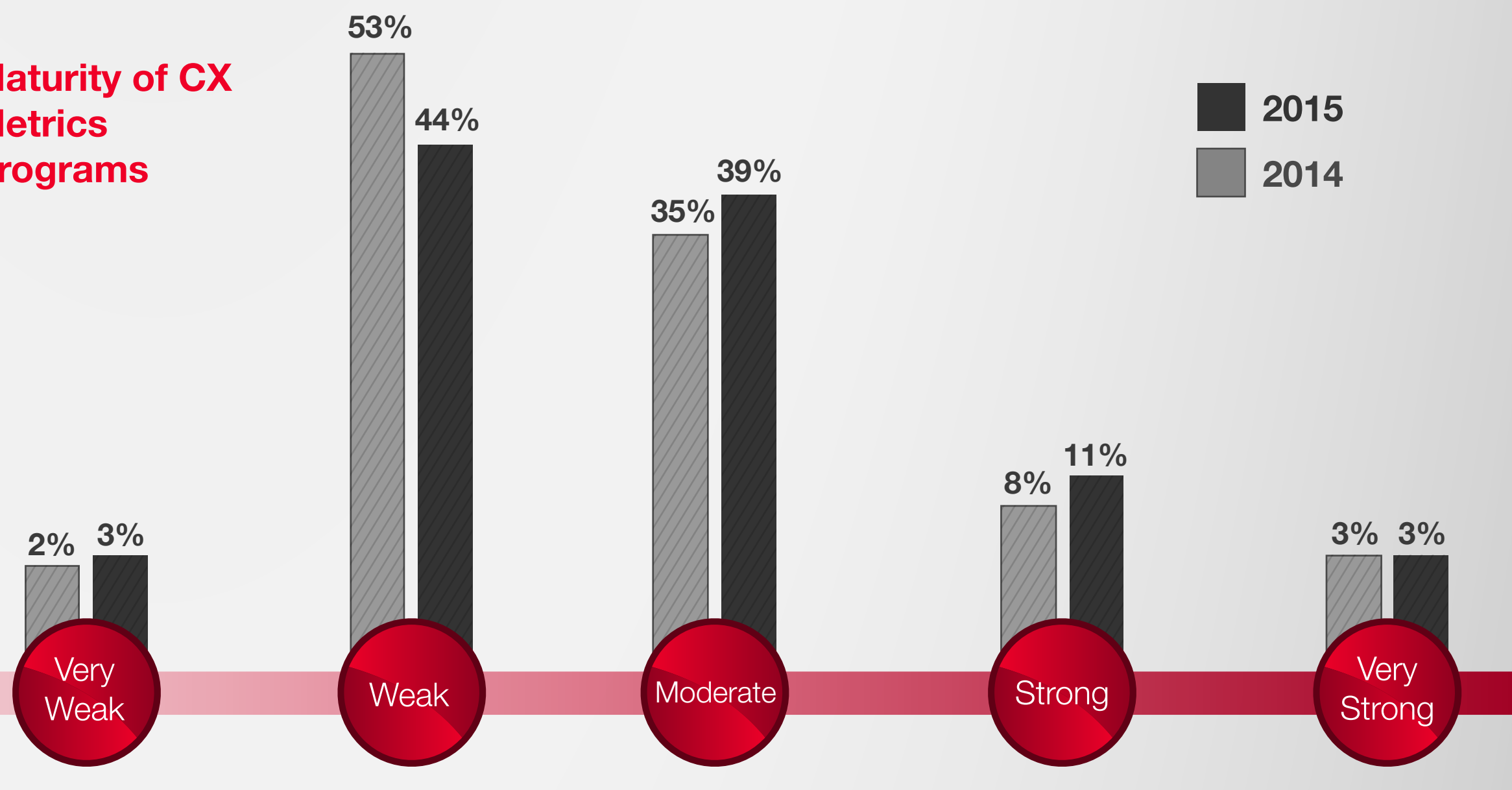
### CX Metrics Competency & Maturity Levels Are Rising

173 companies with \$500M or more in revenues completed

#### Temkin Group's CX Metrics Competency & Maturity Assessment



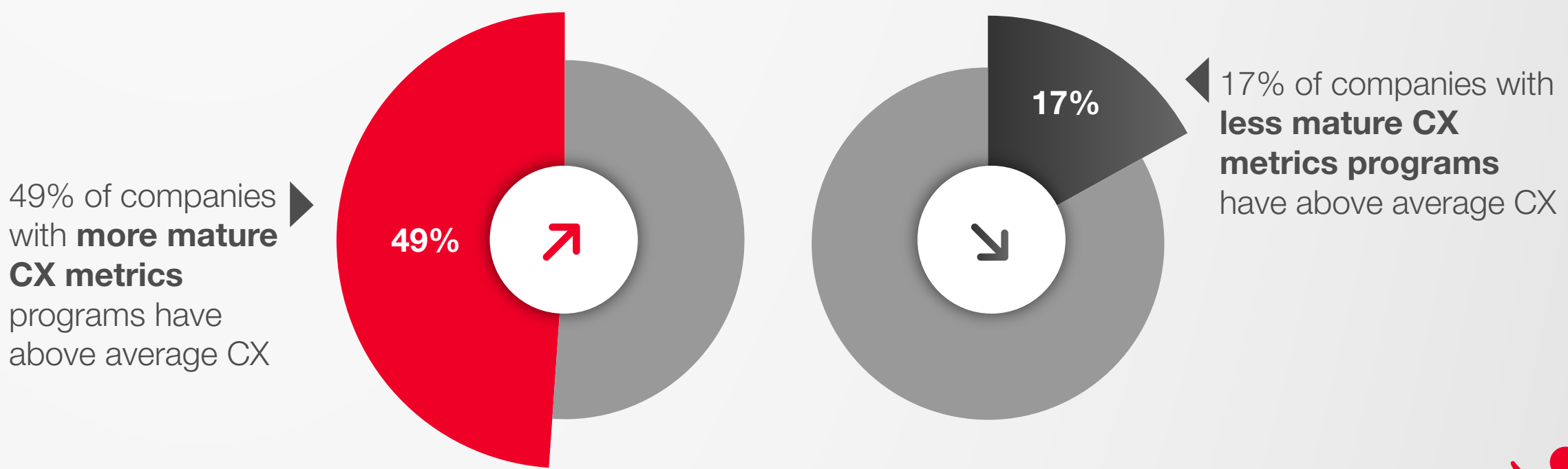
#### Maturity of CX Metrics Programs



### Metrics Are Important For CX Success

Companies segmented into two groups based on CX metrics program maturity

#### COMPANIES WITH ABOVE AVERAGE CX FOR THEIR INDUSTRY...



For more information, visit the *Customer Experience Matters*® blog at [ExperienceMatters.wordpress.com](http://ExperienceMatters.wordpress.com)

[www.temkingroup.com](http://www.temkingroup.com)

