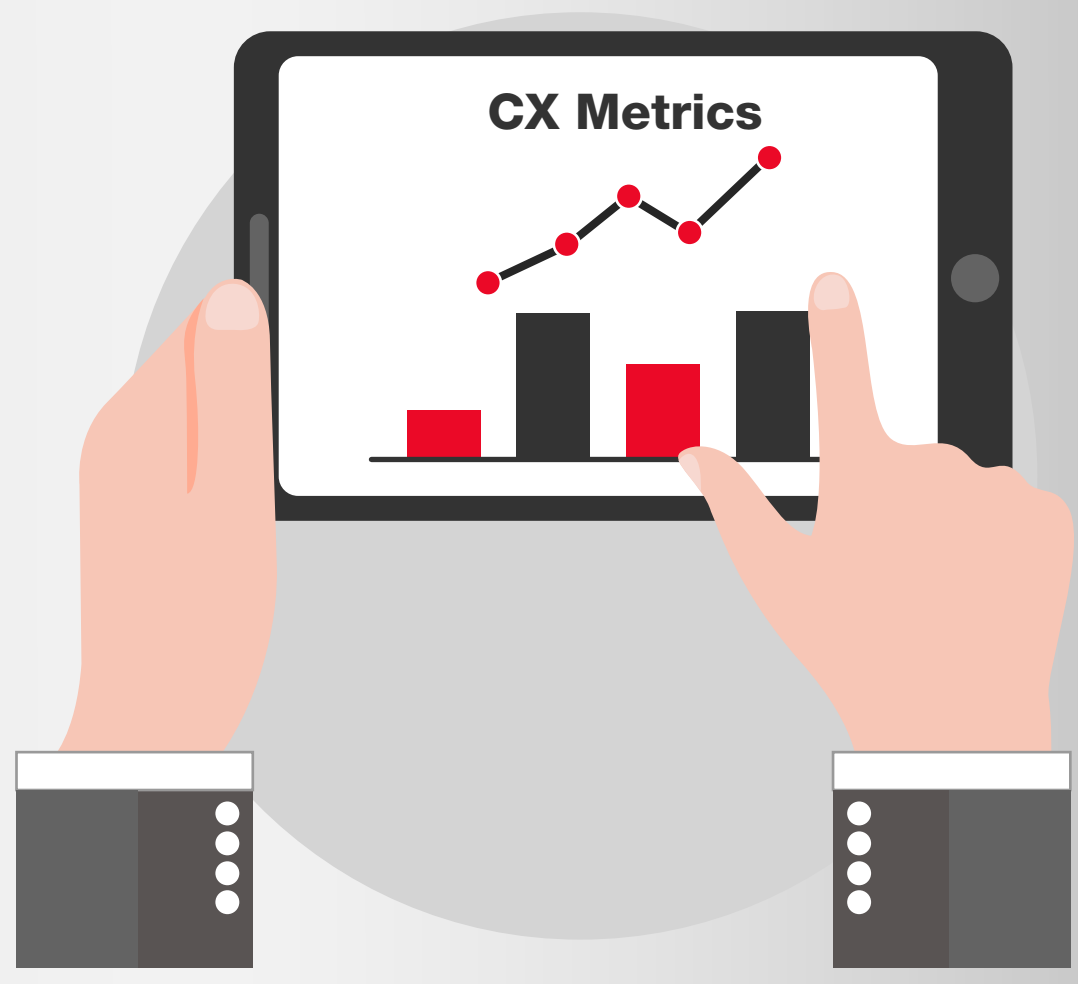


# Mastering Customer Experience Metrics



Metrics are an essential component of any customer experience (CX) effort as they provide a mechanism for prioritizing investments and assessing the impact of improvement efforts.

## Four Characteristics of Strong CX Metrics Programs

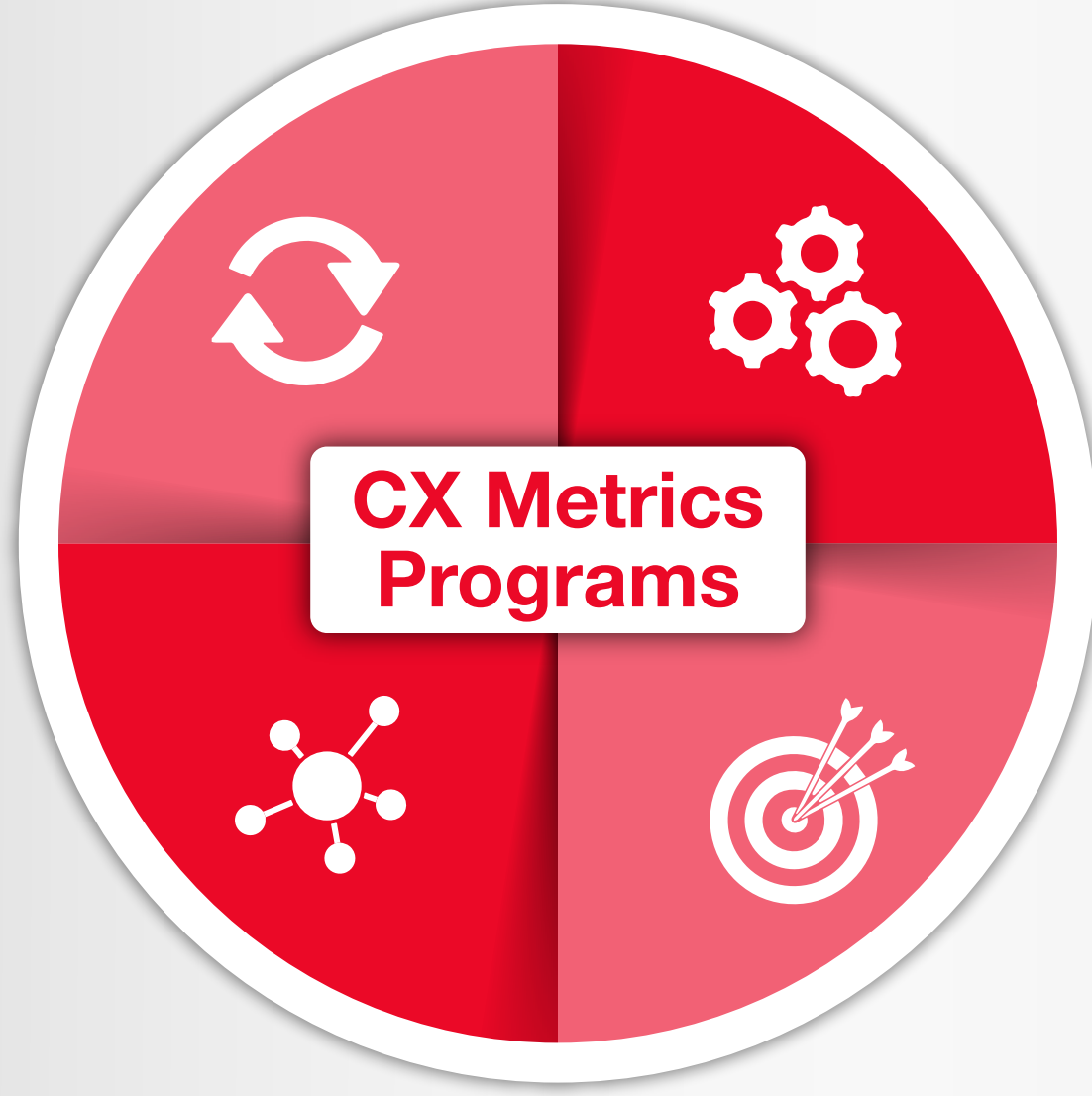
Successful CX metrics programs demonstrate these four characteristics:

### Continuous

Regularly review CX metrics and define plans for improvement.

### Integrated

Discuss CX metrics in the same context as other business metrics like sales and profits.



### Consistent

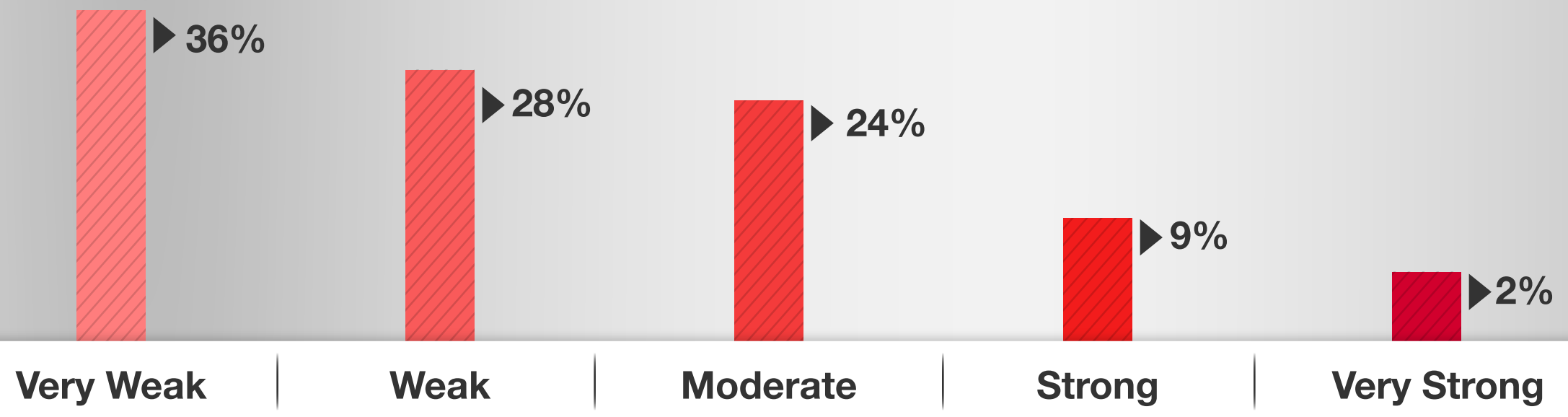
Use the same core set of CX metrics across the organization in order to create a common dialogue.

### Impactful

Make decisions based on the expected impact on CX metrics.

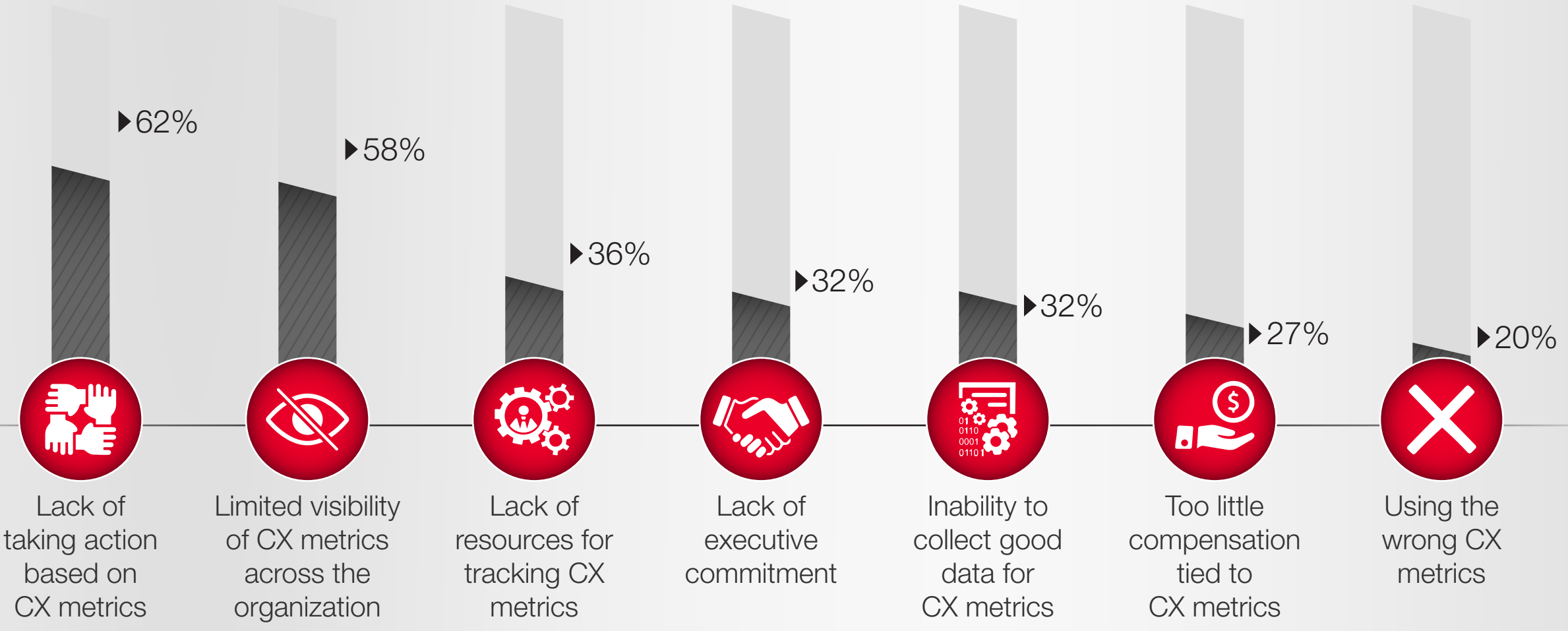
## Most Companies Have Weak CX Metrics Programs

Results from large companies that completed Temkin Group's *CX Metrics Program Assessment*



## Key Problem: CX Metrics Don't Drive Actions

Percent of large companies that identify these items as SIGNIFICANT PROBLEMS in how their company uses CX metrics:



## Satisfaction Is the Most Successful Metric

Large companies that report **positive results** from using different metrics:

### Relationship-Level Metrics

### Transactional-Level Metrics



## Five Steps to a Strong CX Metrics Program

Temkin Group identified the following five steps that companies should follow to create a CX metrics program that will drive action across the organization:

- Step 1: Determine A Core CX Metric**  
 Select a primary metric that measures the overall quality of customers' experiences with the organization.
- Step 2: Set Achievable Goals**  
 Define realistic targets for the Core CX Metric based on an understanding of how the metric relates to business and financial objectives.
- Step 3: Identify Key Drivers**  
 Find the moments, journeys, interactions, and customers that have the biggest impact on the Core CX Metric.
- Step 4: Establish Key Driver Metrics**  
 Develop metrics that evaluate how well the company performs on its key drivers.
- Step 5: Make The Suite of Metrics Actionable**  
 Leverage CX metrics to drive organization-wide support for customer experience improvements.

Sources: Temkin Group Insight Reports: *The State of CX Metrics, 2017* and *Five Steps For Building A Strong CX Metrics Program*