

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.

Consistent

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

Integrated

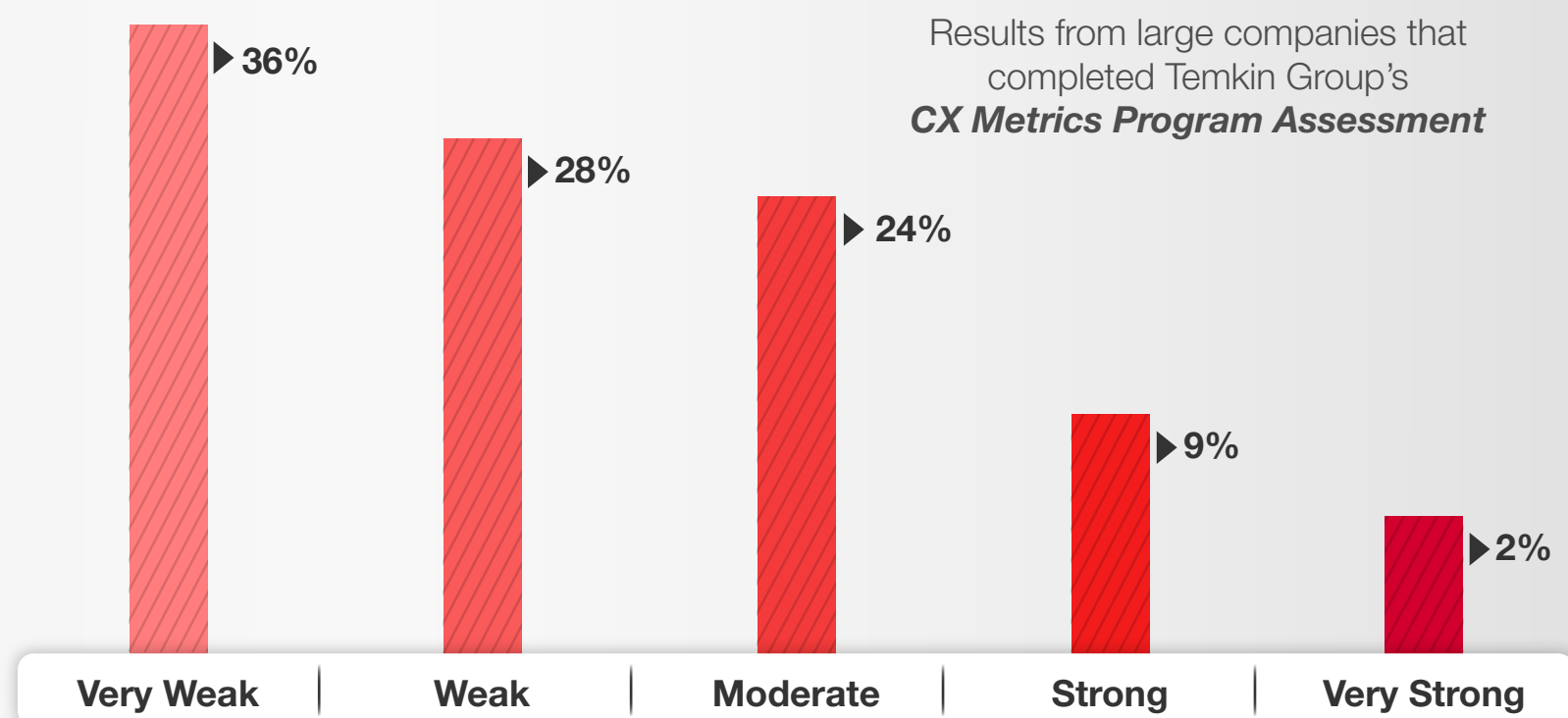
Discuss CX metrics in the same context as other business metrics like sales and profits.

Impactful

Make decisions based on the expected impact on CX metrics.

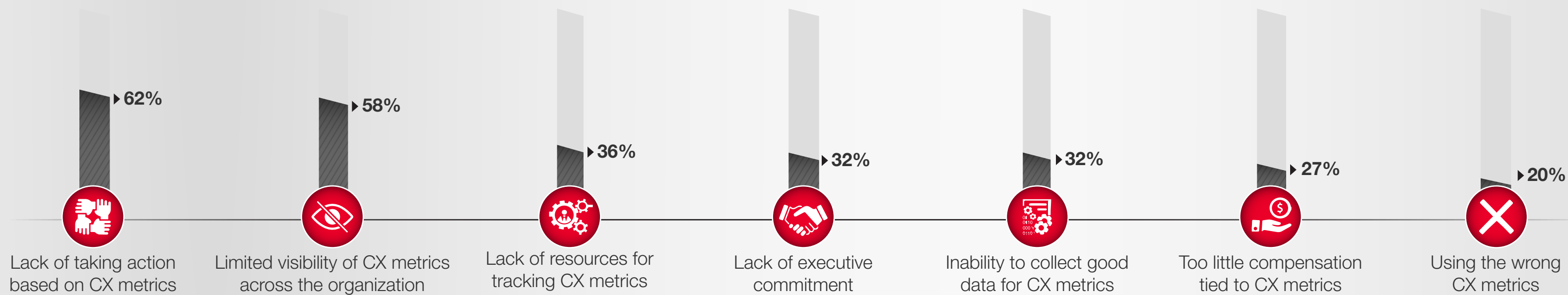
Most Companies Have Weak CX Metrics Programs

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



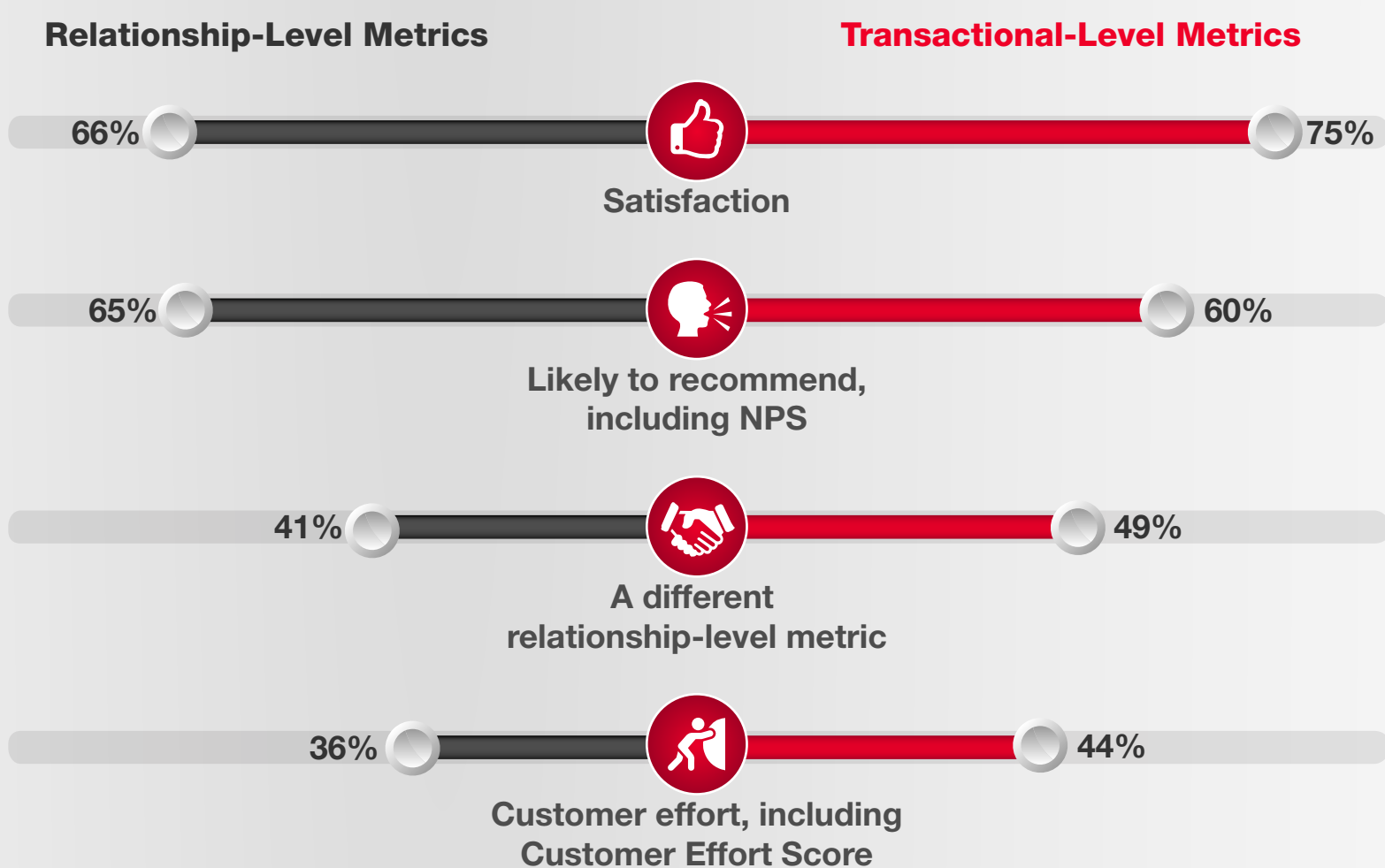
Key Problem: CX Metrics Don't Drive Actions

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:



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 VoC Programs, 2017* (includes a survey of 169 large companies) and *Renovating Your Voice of the Customer Program*