



# Customer Experience Get It Right!

Customer Experience comprises sensations, emotions, expectations, perceptions, and other cues. To get it right, you need to capture this complexity while funneling it into actionable metrics you can use.

## Sensations & Cues



## Emotional States



Expectations Shaped by  
Evolving Market  
Copyright, 2023



Most CX measurement is  
**broken.**

# Customer Service Evaluations **don't reflect customer priorities.**

## Typical Service Checklist:

Gave their name.	✓
Provided a case number.	✓
Said thank you in closing.	✓

# And surveys are based on **generic questions.**

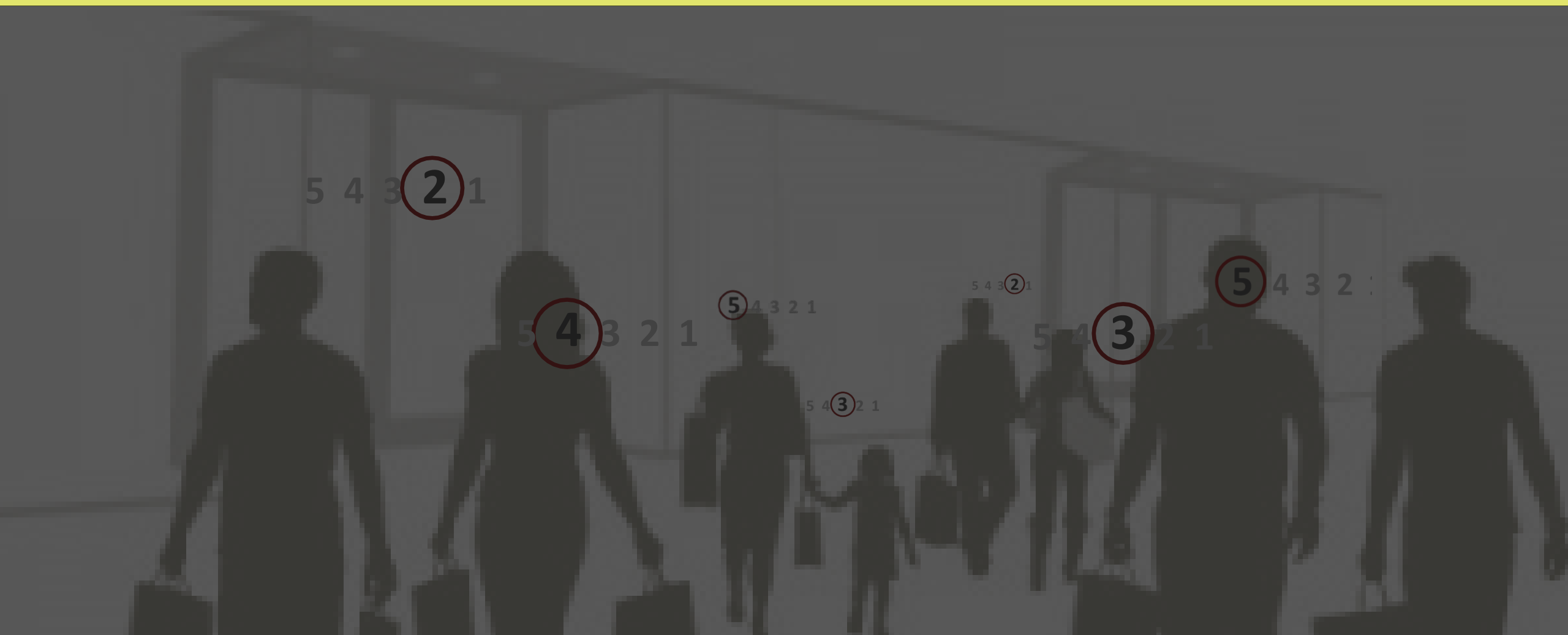
Customer Survey

How likely are you to recommend us to a friend or colleague?

Not at all likely	Not at all likely									Extremely likely
1	1	2	3	4	5	6	7	8	9	10
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



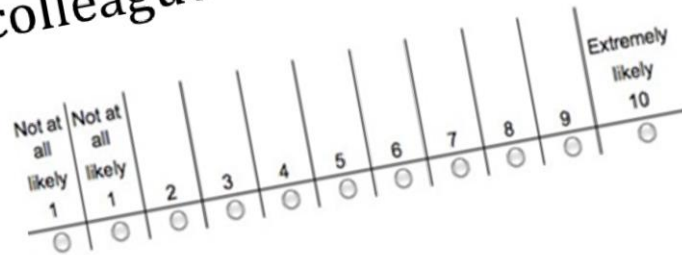
NPS  
**49%**



For example, Net Promoter Score

## Customer Survey

How likely are you to recommend us to a friend or colleague?

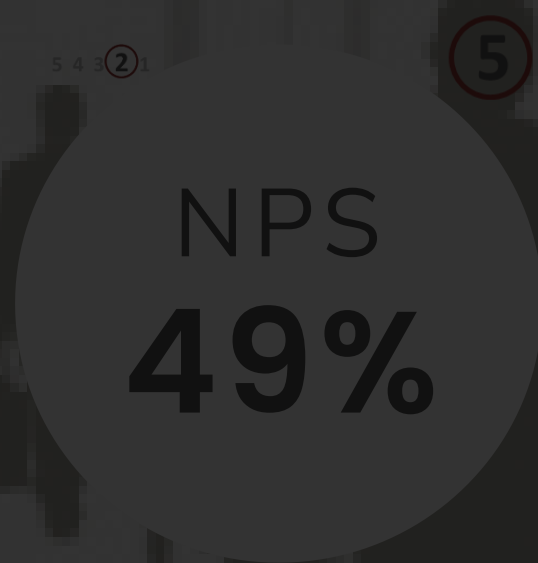


NPS  
**49%**

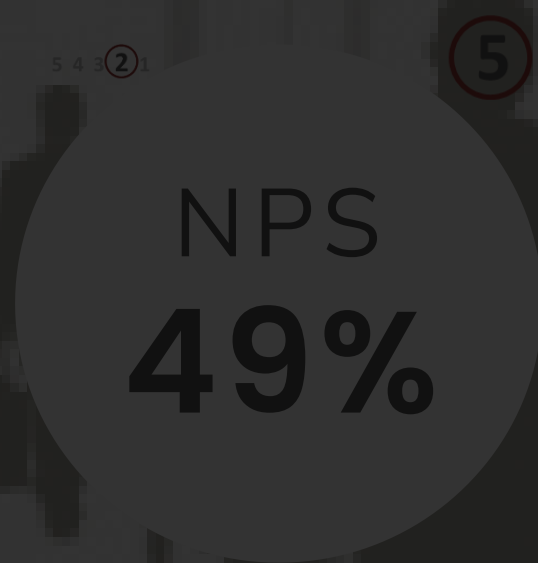
only provides 1 summary number.

# You don't know:

- ✗ How to increase sales
- ✗ How to boost advocacy
- ✗ How to support your brand



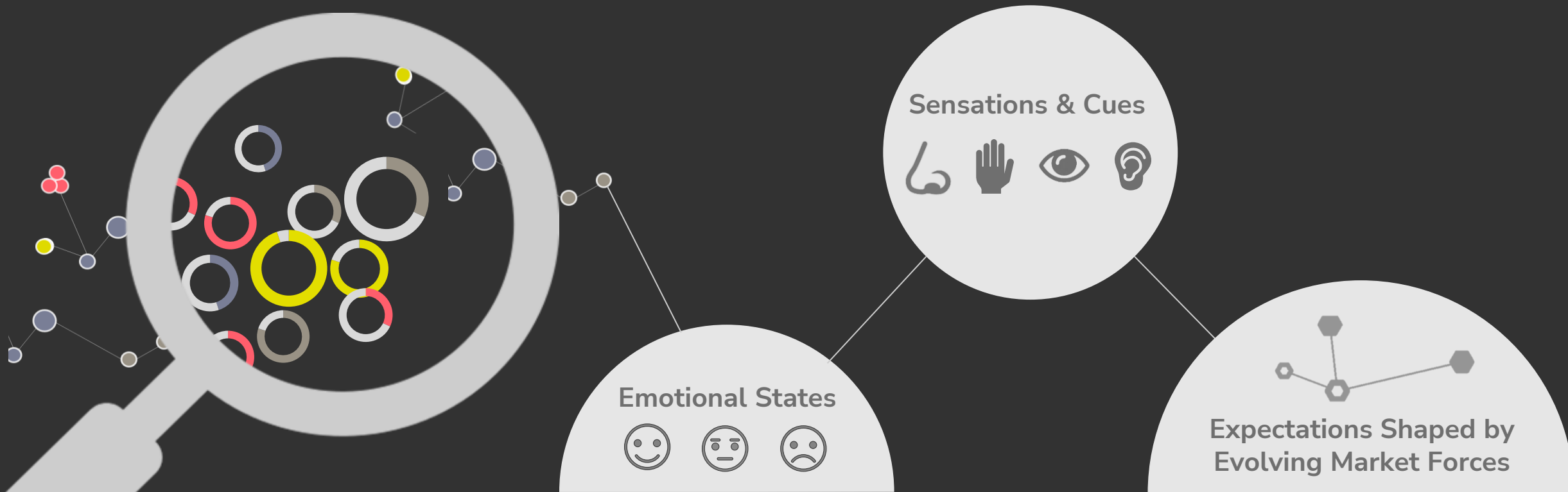
It's too  
simplistic.





# And fails to reflect a fundamental truth:

Like all experiences, Customer Experience comprises **sensations, emotions, expectations, perceptions, and other cues.**



And each individual's experience is affected by their **mood, past interactions, and preferences.**

I wish I knew who to call.



The competition has better pricing.



Why is it so difficult?!

To get Customer Experience right, capture this complexity and funnel it into **actionable metrics you can use.**

60%

- Know your score
- Know your trendline
- See what areas need the most work



Never lose a customer  
to a bad experience!

Start improving your  
CX Program based on  
**3 core principles.**



Interaction Metrics Founder,  
Martha Brooke

# Principle 1: You are always being compared.

It's human nature to compare. We compare yesterday to today, one associate to the next, and companies to each other. Since your customers are already comparing you, leverage this to your advantage.

With this example from a customer survey, we discover who the competitors are *from the customer's perspective*. Then we find out how particular competitors outperform Company ABC.

**First, ask:**

Who do you see as ABC's main competitor?

**Then, ask:**

What does <main competitor> do particularly well, perhaps better than ABC?

Depending on your customer relationships, you may need to use customer interviews for these kinds of probing, comparative questions.

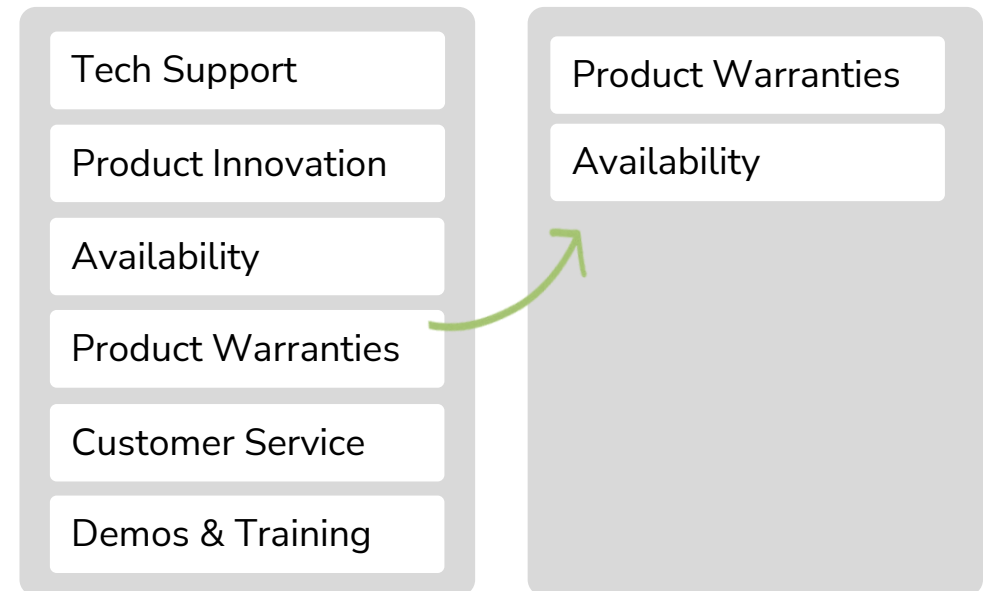
# Principle 2: Customers have priorities.

With Customer Experience, it's not all the same. **Some departments, teams, and services matter more than others.**

For accurate CX metrics and to reflect customer priorities, use a weighting factor.

Both **ranking questions** and **correlation analysis** determine customers' priorities.

Which 2 areas impact your business the most? Drag them to the right, in order of their importance.



# Principle 3: Surveys can't capture everything.

Surveys are limited by what you know to ask about. Plus, not everything breaks into neat multiple-choice answers.

Use **observational studies** to capture the insights that surveys miss.



## For Example:

If your customers give you feedback about long wait times, pull call recordings and chat logs. Or observe reception areas in real-time.

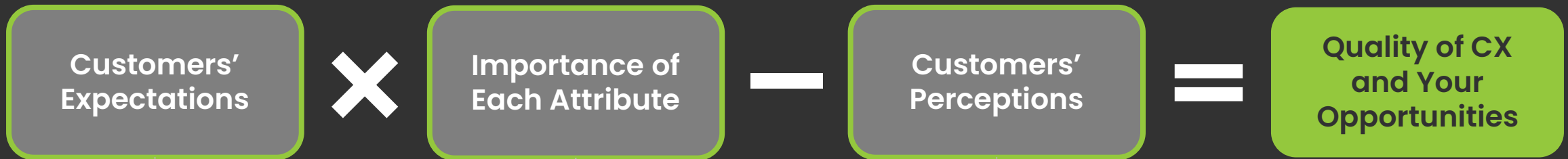
Discover:

Which wait times are long? Time to answer? Time to resolve issues?

What's causing the long wait times? Lack of availability? A complicated phone tree? Reps who need more training?

What other challenges and friction points do customers face?

# If you only had 1 formula to capture the Quality of your Customer Experience, it would be this:



Find out what customers consider to be your Product and Service attributes—basically **what they expect**.

Examples of attributes are product innovation, ease of scheduling, associate expertise, etc.

Learn which attributes matter most to customers.

For each attribute, use surveys and observational studies to identify customers' perceptions.



# Don't Settle, Use the Best Metrics

Biased questions are out.  
Representative samples are in.  
Objectivity is the standard.  
Use NPS but recognize its limitations.  
Customer verbatims are valued.  
Nuanced analysis wins.

# InteractionMetrics

Never lose a customer to a bad experience. At Interaction Metrics, we write objective surveys and use observational methods that get to the heart of how customers feel and think. We're researchers using the latest technologies. We're scientific, yet affordable.

Set a time to see examples [here](#).

