CUSTOMER EXPERIENCE (CX)

The Top 4 Objectives

01 Increase Revenue

02 Improve Customer Satisfaction

03 Increase Customer Loyalty

04 Increase Customer Service

What is customer experience?

CX is the result of every interaction a customer has with your business, from navigating the website to talking to customer service and receiving the product/service they bought from you. Everything you do impacts your customers' perception and their decision to keep coming back or not — so a great customer experience is your key to success.

Why is CX important ?

- **Increased customer loyalty**

- **Improved customer satisfaction**

- **Better word-of-mouth marketing, positive reviews, recommendations**

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INCREASE REVENUE

02 Measure Campaign Results

Analyze the results to find areas with high bounce rates and improve the parts

KPI: Improved marketing campaign performance rates

04 Consistent & Seamless Value

Identify how customers move across channels to complete tasks, and eliminate potential roadblocks in the journey

KPI: Customer Retention / Churn Rate

01 Social Proof & Strong CTA

Use social proof as supporting copy near a call to action to humanize your marketing

KPI: Increased conversions / CTR

03 Sentiment Analysis Tool

Quickly detect negative comments & respond instantly. Monitor sentiment about your services

KPI: Customer Acquisition Rate

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IMPROVE CUSTOMER SATISFACTION

02 Identify Customer Pain Points

Ask customers how easy it was for them to solve their problem today and rank their answer from "Very Difficult" to "Very Easy"

KPI: Customer Effort Score

04 Listen & Monitor Feedback

How would a customer rate their overall satisfaction with the service they received? Use a 5-point scale with answers ranging from "very unsatisfied" to "very satisfied"

KPI: Average Customer Satisfaction Score

01 Get Initial feedback

Reach out to the customer, take their complaints seriously, and work to fix the situation

KPI: Improved Net Promoter Score

03 Average Time Spent On Each Task

Examine how easy it is for a customer to complete their goal on the first attempt

KPI: Improved task completion rate

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INCREASE CUSTOMER LOYALTY

02 Show, Don't Tell

Offer helpful content, free benefits; host a virtual customer engagement events; share your company's story, mission, and vision

KPI: Increased total customer engagement

04 Following A Customer Service Interaction

Assess the likelihood of a customer churning and reach out to the customer before it's too late

KPI: Improved Customer Health Score

01 Surveys With Open-Ended Questions

Avoid questions that will yield a 1-word answer and make the open-ended questions optional

KPI: Increased NPS / CSAT

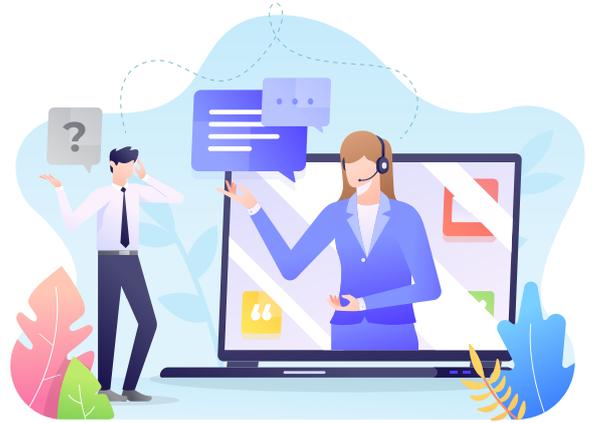## 03 Reduce Any Friction Across All Channels

It's vital to make sure that every one of these contact channel is supported with the right level of service

KPI: Analytics & data

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INCREASE CUSTOMER SERVICE

02 Fast & Accurate Support Management System

Create an informative knowledge base or FAQs; anticipate customer needs; provide your team with quality training

KPI: Average resolution time

04 Track Complaints' Nature & Severity

The staff lacking confidence, having a negative or disagreeable attitude, not giving an apology, not communicating clearly and not adapting to the pace of the customer

KPI: Improved complaint escalation rate

01 Avg. Response Times

Faster response times demonstrate to customers that you're here and ready to help them

KPI: First response time

03 Forms, Pop-Ups, Live Chats, Online Surveys

Enable a satisfaction form asking to rate the experience on a scale from "Great" to "Poor"

KPI: Customer Service Satisfaction

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