



# How does your customer experience program stack up?

**CX pros share insights on their feedback program priorities + performance**

Spring 2018



service  
management  
group®

# What's inside

**We asked CX pros from more than 150 brands to share what's important when it comes to customer experience measurement.**

This report identifies trends in voice of customer (VoC) programs to help you develop innovative strategies for your customer feedback management (CFM) platform.

Use these insights to create a program that works best for you and your internal stakeholders—and ultimately drive closer, more valuable relationships with your customers.

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# Methodology

## How we got the data

This survey was fielded to CX professionals working across a range of consumer categories within the United States. We invited respondents into the online survey by email only. The collection period was October 2017 through January 2018. The survey took less than 10 minutes to complete on average. Respondents were incentivized with a \$25 online gift card or a donation to Girls Who Code.



### TIME PERIOD

10.19.2017 – 1.23.2018

### GEOGRAPHY

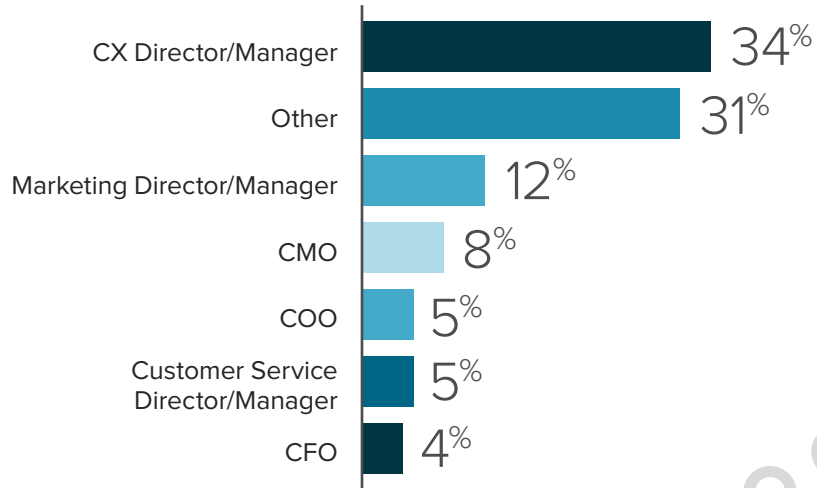
USA

### SAMPLE SIZE

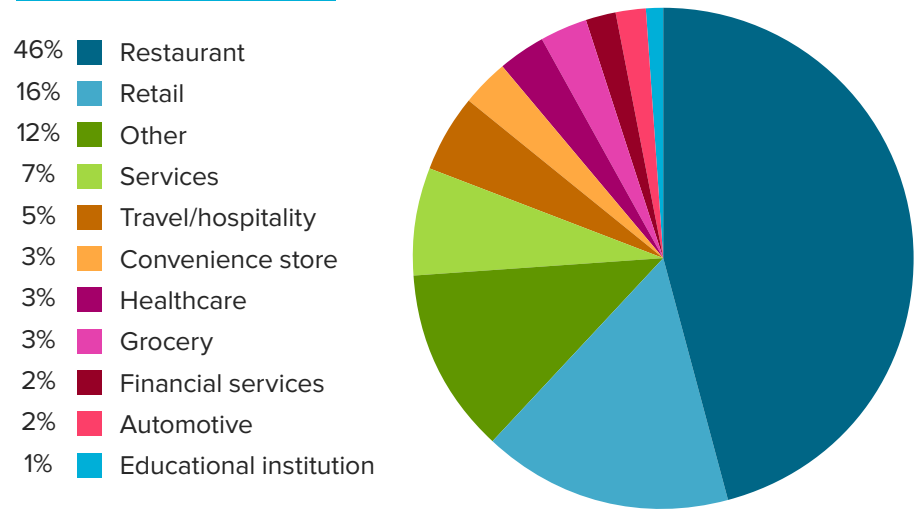
154

# Respondent demographics

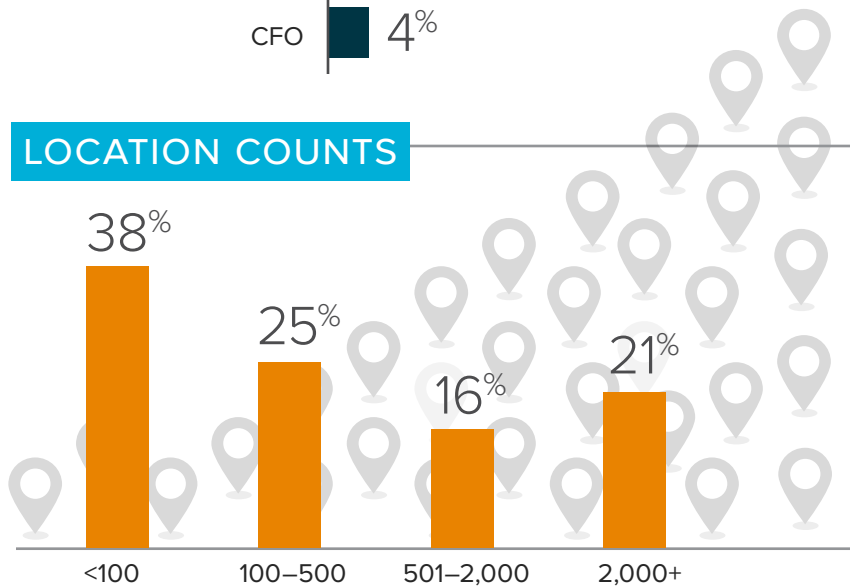
## TITLES



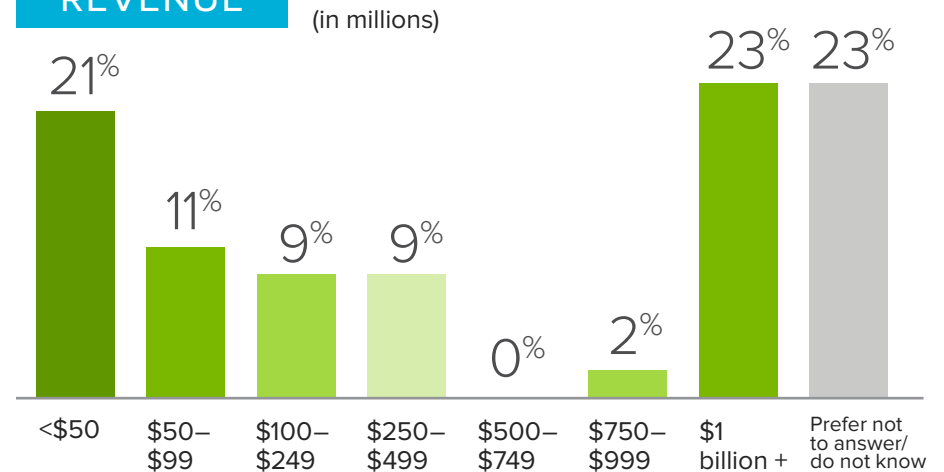
## INDUSTRIES



## LOCATION COUNTS



## REVENUE



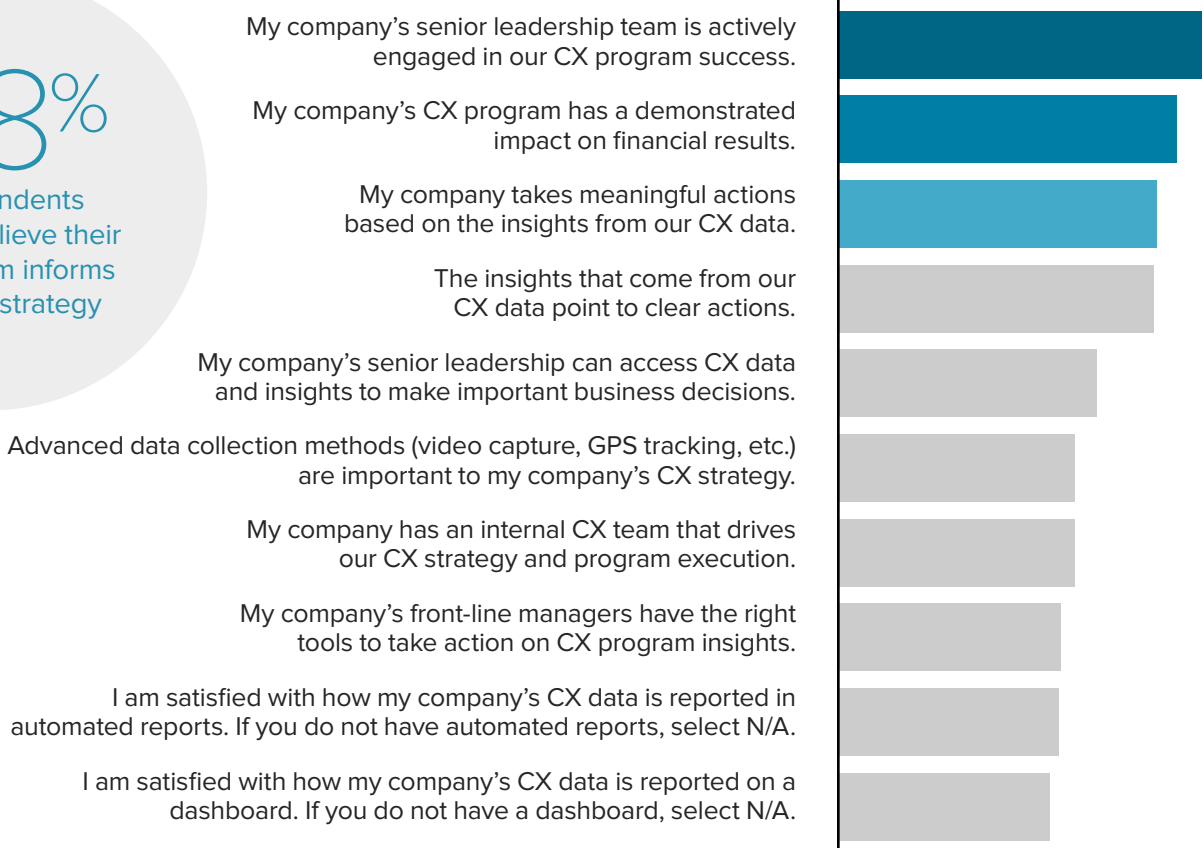


# Executive Summary

- 01 CX pros are very discerning—58% of respondents strongly agree that CX measurement is critical for setting company strategy (another 36% agree, for a total of 94%)
- 02 Senior leadership engagement is most strongly correlated with CX measurement being critical to company strategy
- 03 CX pros agree customer insights must be accessible and actionable to drive program success
- 04 Only 27% of respondents strongly agree that they are satisfied with their CX measurement program (another 47% agree, for a total of 74%)
- 05 For the most part, CX pros feel their programs deliver data analysis and insights, while reporting big gaps in program inspiration and action-planning
- 06 The top ways to drive program satisfaction include actionable survey questions, intuitive reporting dashboards, and high-impact tools for field teams

# In order to be successful, your CX program must directly inform your company strategy

58%  
of respondents strongly believe their CX program informs company strategy

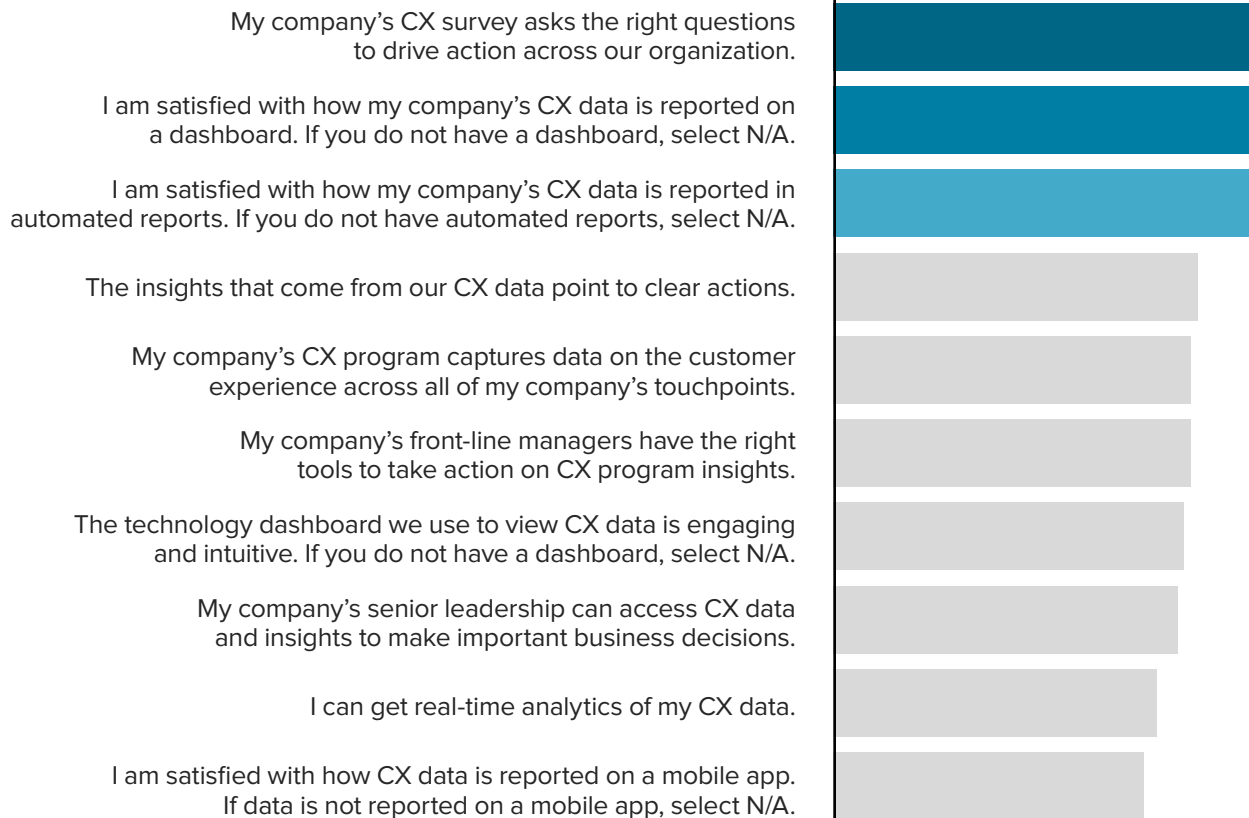


**The top 3 ways you can ensure your CX program informs company strategy:**

- Actively engage your senior leadership
- Demonstrate impact on financials
- Drive actionable insights

[Question] Customer experience (CX) measurement is critical to my company's strategy. n=118-154

# Insights must be accessible and actionable



[Question] I am satisfied with the customer experience (CX) program at my company. n=118-154

27%  
of respondents are highly satisfied with their current CX program

## 3 ways to increase satisfaction with your CX program:



Drive action across your organization

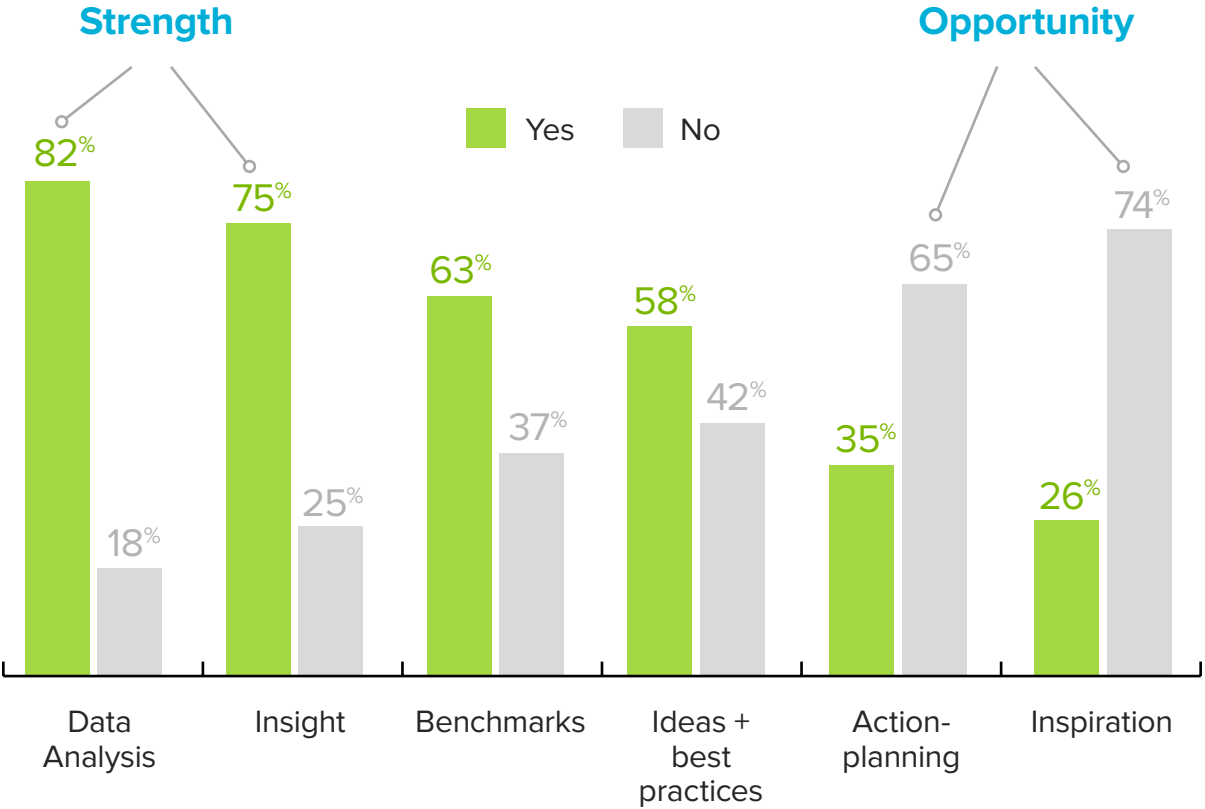


Provide access to intuitive dashboards



Create automated reporting

# The top two deliverables for most CX programs are data analysis and insight



[Question] Which of the following do you receive as part of your CX program? n=26-63

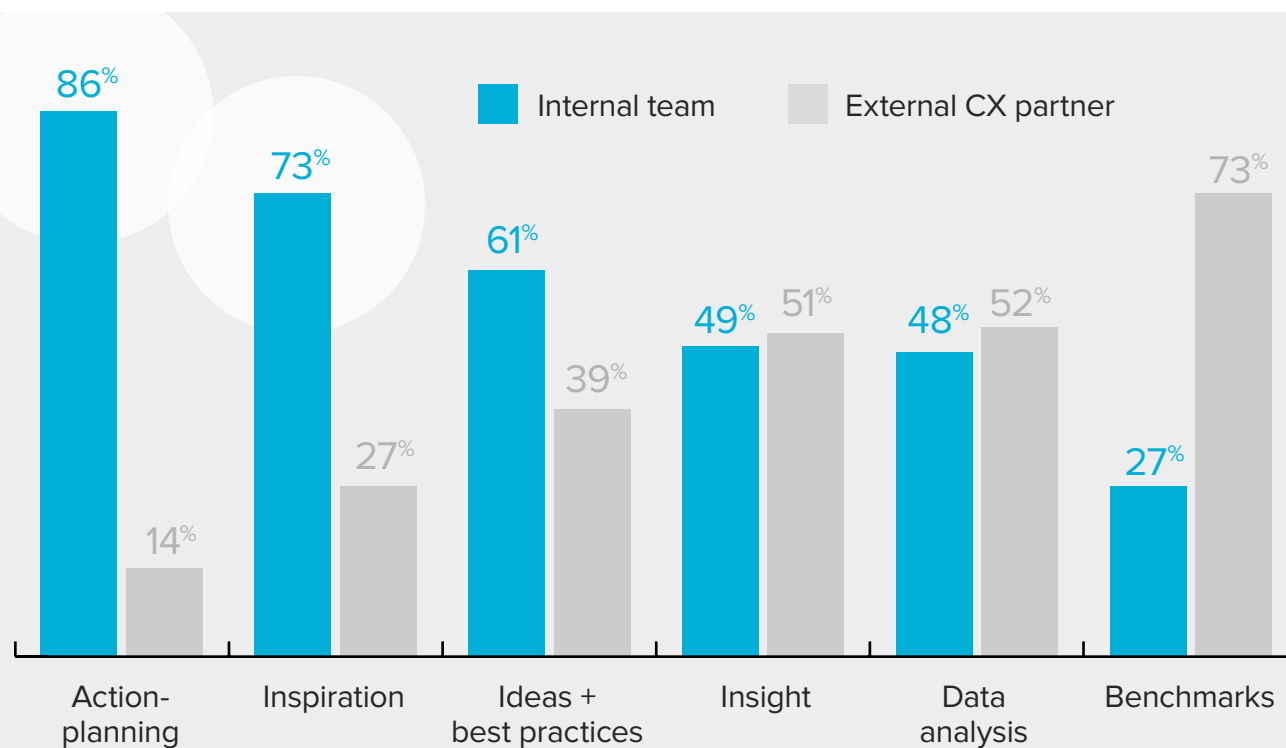
**Strength**

82% of CX programs deliver data analysis, while only 75% are delivering insight. Both are required to drive improvements and program ROI.

**Opportunity**

Few CX programs deliver on inspiration or action-planning. Both are critical components for long-term program success.

# CX pros hold themselves accountable for program action-planning and inspiration, while sharing responsibility for insight and data analysis



## Opportunity

External CX partners can deliver more value by offering program inspiration and action-planning—both critical elements that are not found within most CX programs today (see previous page).

[Question] Who is primarily responsible for each of the following parts of your CX program? n=26-79



# When asked about 20 different program elements, CX pros weren't overly inspired in any one area

## Top-performing metrics



## Bottom-performing metrics



## Opportunity

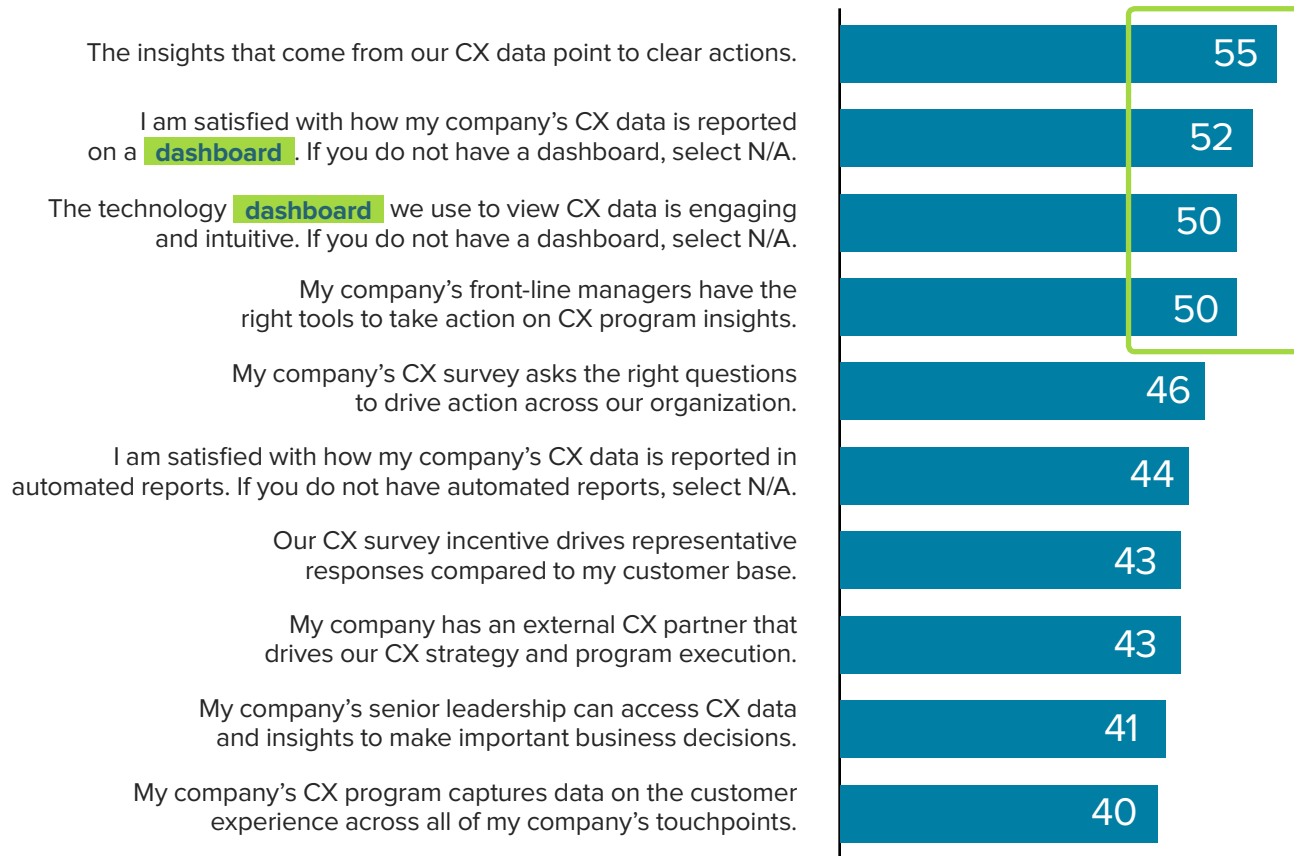
External CX partners can deliver more value by offering strategic direction and technology innovation.



n=126-154. Question set: agree/disagree  
I can get real-time analytics of my CX data.  
My company takes meaningful actions based on the insights from our CX data.  
My company's senior leadership team is actively engaged in our CX program success.  
I am satisfied with how my company's CX data is reported on a dashboard.  
My company has an internal CX team that drives our CX strategy and program execution.  
My company's senior leadership can access CX data and insights to make important business decisions.  
The invitation method my company uses to gather CX data drives an adequate number of responses.

Advanced data collection methods (video capture, GPS tracking, etc.) are important to my company's CX strategy.  
I am satisfied with our ability to analyze text comments on the dashboard.  
My company has an external CX partner that drives our CX strategy and program execution.  
Our CX survey incentive drives representative responses compared to my customer base.

# CX pros are most satisfied with their program when they strongly agree the data points to clear actions



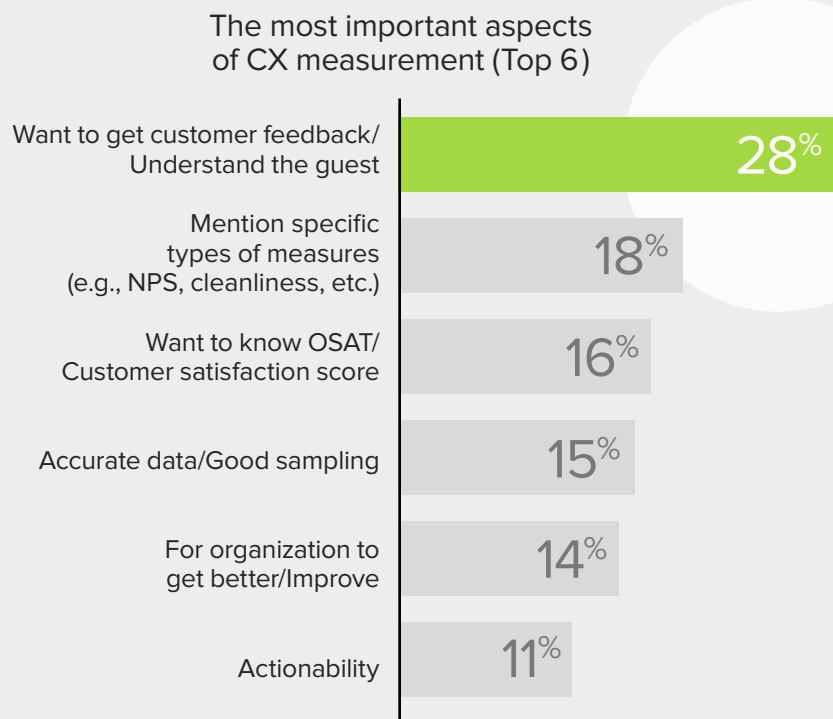
PT difference between Agree and Strongly Agree

### Top 3 ways to drive program satisfaction:

-  Take action on the data
-  Provide intuitive reporting **dashboards**
-  Give the field the tools they need to be successful

[Question] I am satisfied with the customer experience (CX) program at my company. n=118-154

# Considering all aspects of their program, CX pros feel it's most important to understand the guest, while finding it most difficult to drive response rates



\*Open-end comments analyzed with SMG text analytics

**[Question]** What do you feel is the most important aspect of measuring the customer experience and why? n=116

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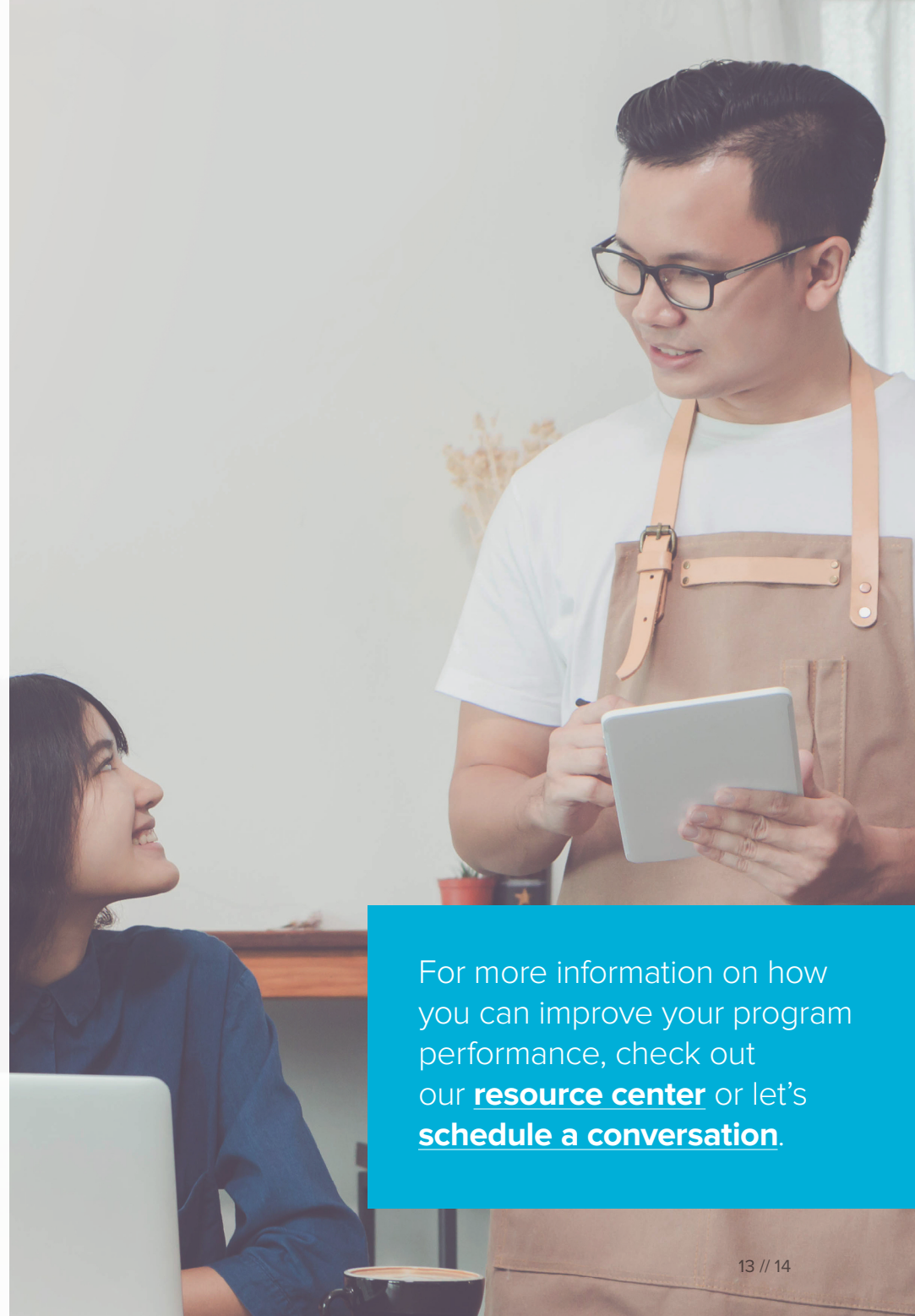
**[Question]** What is the biggest challenge in measuring the customer experience and why? n=123

# Conclusion

**In the age of the customer, it's more important than ever for brands to include VoC data in their strategic planning and daily decision-making processes.**

There is opportunity for internal CX teams and external CX partners to improve both strategic and technology elements of customer feedback programs, making it easier for consumers to take surveys.

Successful programs deliver both technology and insights that help the entire organization drive meaningful action, increase loyalty, and improve business performance.



For more information on how you can improve your program performance, check out our **resource center** or let's **schedule a conversation**.



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