Where CX Measures go wrong...

Colin Shaw
Founder & CEO
Independent report by Forrester

Maersk Line increased their Net Promoter score by 40 points in 30 months, which increased Shipping volumes by 10%

“We have Increased our Net promoter score by 34 points in 30 months using Beyond Philosophy’s methodologies. We have grown revenues by 10% year on year, in a ‘shrinking printer usage market’”

Glenn Laverty
President & CEO Ricoh Canada
Any questions?

Type them in using the Questions Panel in the control panel.
Where CX measurement goes wrong...

1. People think that Net Promoter (NPS) is the answer to everything...
2. Organizations do not measure strategic and tactical
3. Not measuring the attributes that drive value $
Emotional Signature® : Modelling the Experience

- **Subconscious**: Not desired but drives value
- **Conscious**: Desired and drives value
- **Invisible**: Not desired and does not drive value
- **Deception**: Desired and does not drive value
Where CX measurement goes wrong...

1. People think that Net Promoter (NPS) is the answer to everything...
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3. Not measuring the attributes that drive value $
4. Customer emotions are not measured
5. No defined experience – ‘Customer Experience Statement’
Maersk Line Customer Experience Statement

**Trust**
Be honest, set realistic expectations, follow-up on your commitments

**Cared For**
Know your customer, be proactive, be adaptable

**Pleased**
Take ownership, show enthusiasm, do a little bit extra
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5. No defined experience – ‘Customer Experience Statement’
6. No alignment of measures
Taking the Pillar to Measures

Taking the Customer Experience Statement to Measures means thinking about how the emotion based pillar translates into characteristics of the experience that the customer would internalize.

Work to be completed at the departmental level
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4. Customer emotions are not measured
5. No defined experience – ‘Customer Experience Statement’
6. No alignment of measures
7. People not paid on achieving CX measures
8. People don’t take action
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Next Webinars

• The 7 critical question critical for a successful CX Program
  • September 21st 2017 11am Eastern

• The Intuitive Customer conversation
  • Every other Monday from August 28th – 11am Eastern