

Best Practices in CX Measurement



THE CHALLENGE

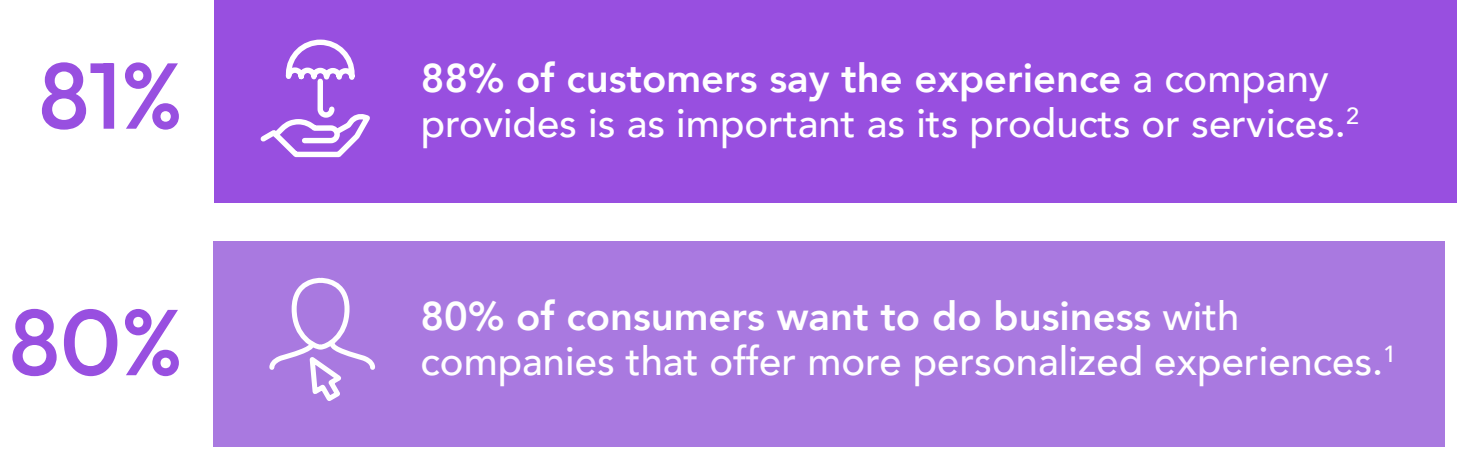
Improve customer experience in your digital spaces.

THREE REASONS WHY

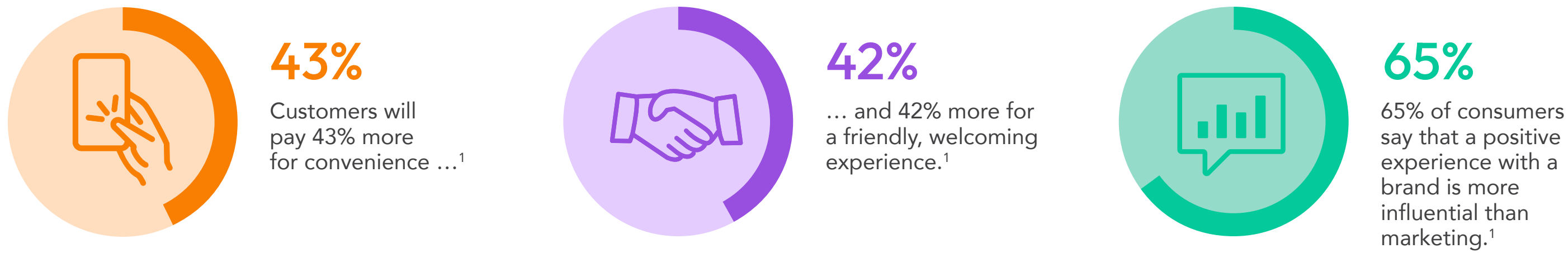
1. Customers want it.



2. Companies are competing on it.



3. It's good for business.



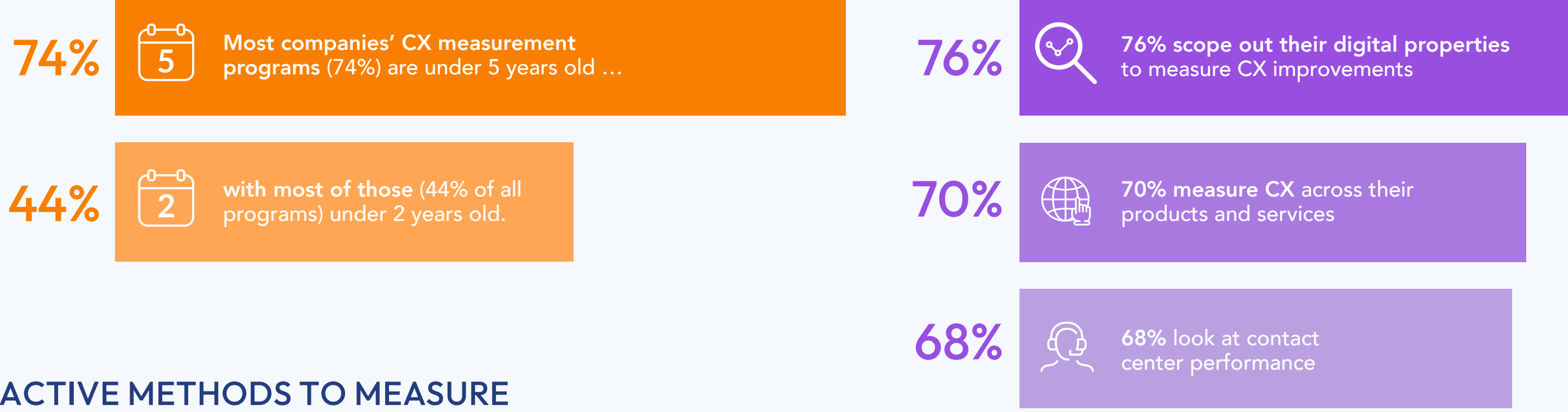
¹ PWC

² Salesforce

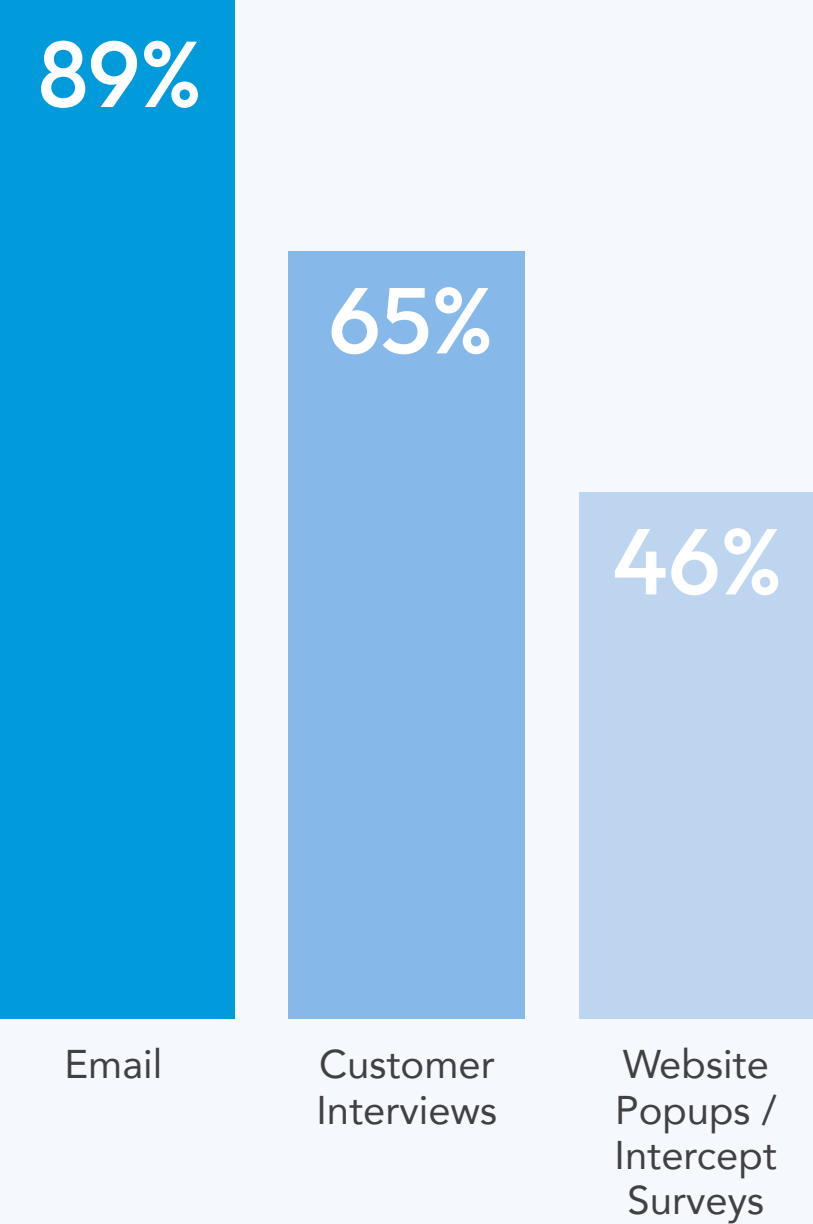
THE METHODS

How are Companies Measuring CX?

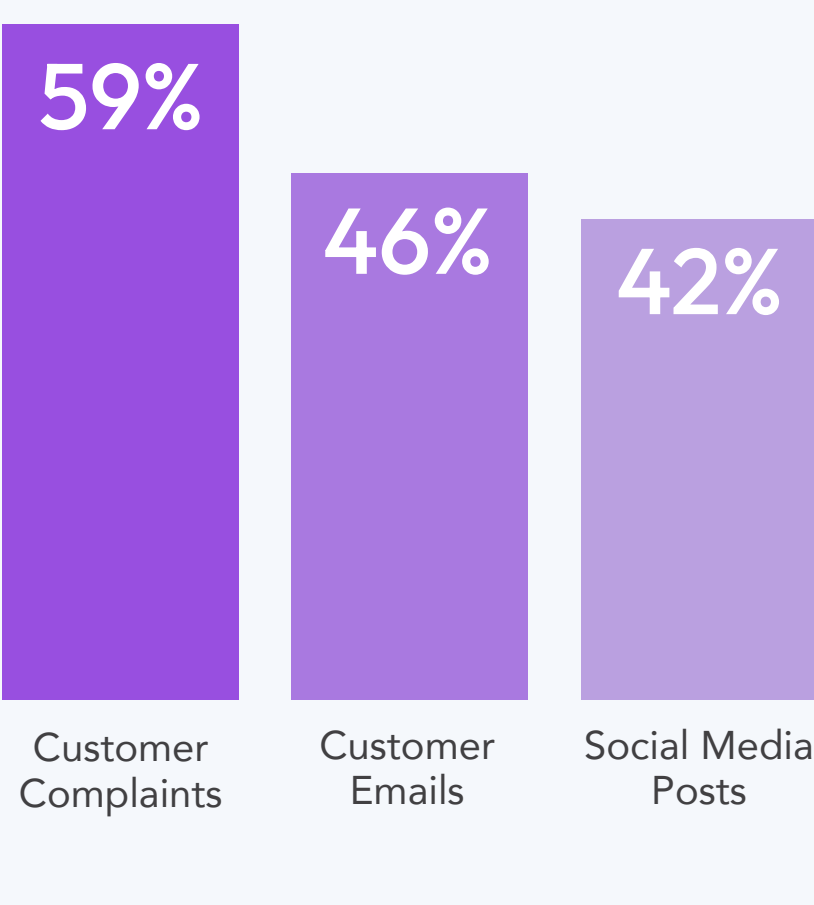
ACCORDING TO FORRESTER³,



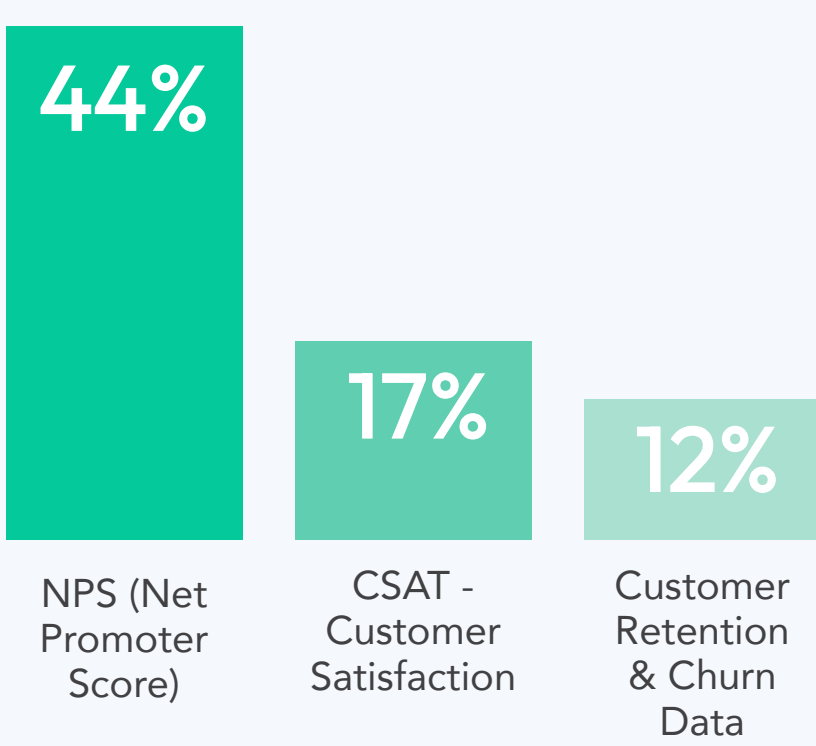
ACTIVE METHODS TO MEASURE CX LEAD THE WAY...



PASSIVE METHODS ARE ALSO IN USE ...



THE TOP 3 KPIS THAT MATTER MOST TO EXECUTIVES ARE ...

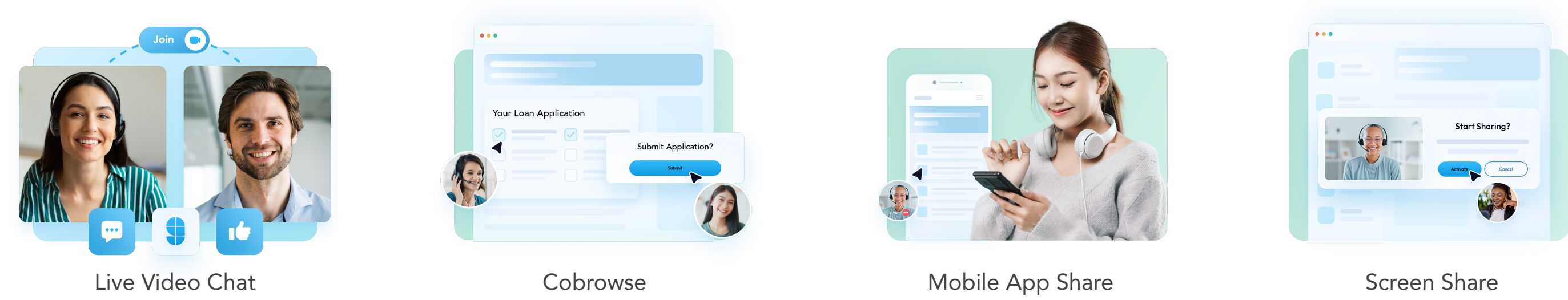


³ Source: Forrester's Q2 2020 State Of VoC And CX Measurement Programs Survey

THE ROLE OF VISUAL ENGAGEMENT

Improving Customer Experience with Guided CX

WHAT IS VISUAL ENGAGEMENT?



WHY DO COMPANIES CHOOSE VISUAL ENGAGEMENT?

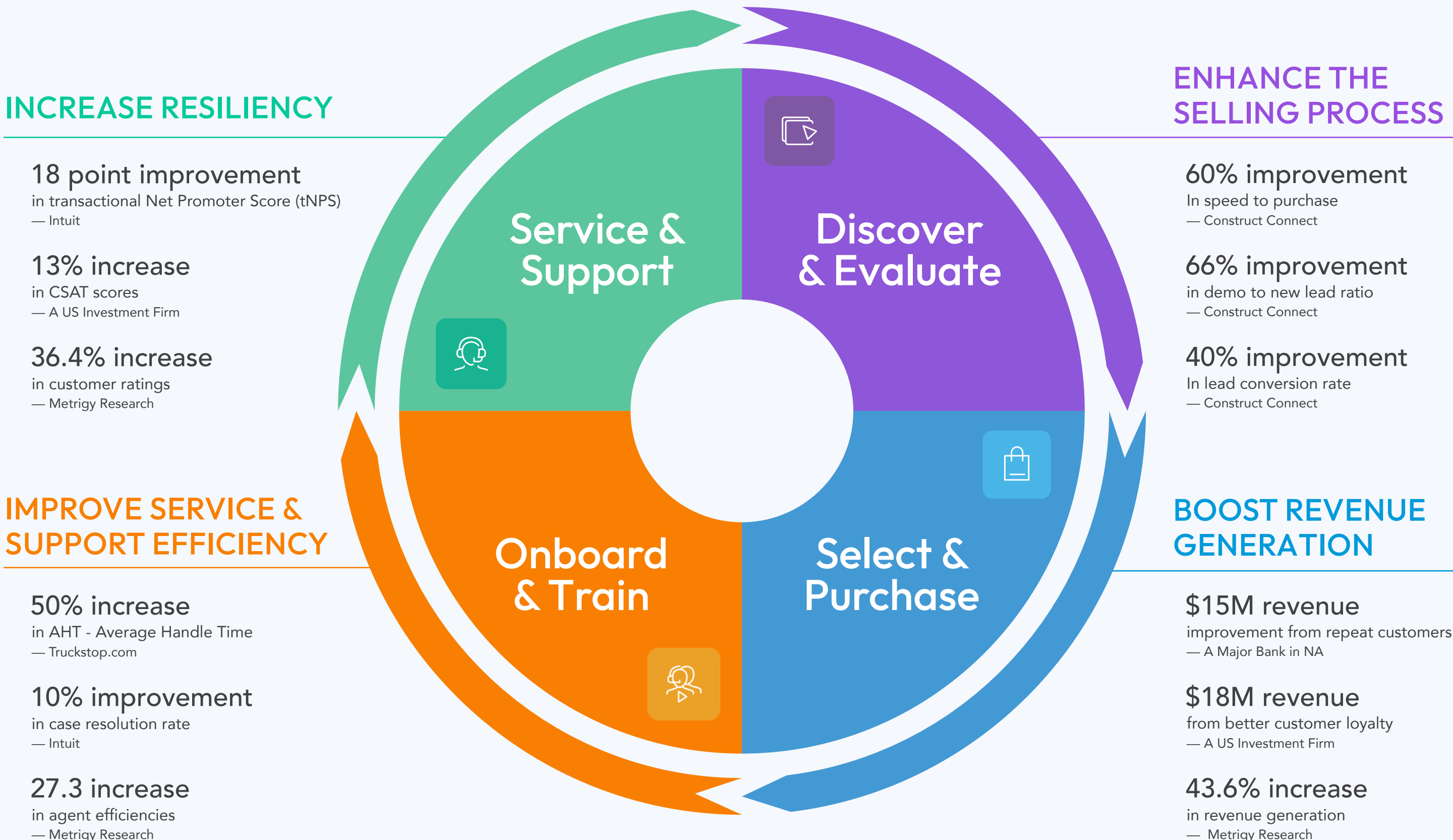
The results are in. According to Metrigy⁴, companies surveyed say their reasons are ...



⁴Metrigy Research: Why Glance is a MetriStar visual engagement top performer

REAL-WORLD KPI IMPROVEMENTS

Results across the customer lifecycle with Glance Guided CX



COMPANIES USING GLANCE ALSO CITE IMPROVEMENTS TO THESE METRICS:

- Upsell / Cross-Sell Revenue
- FCR (First-Call Resolution)
- Improved Customer Effort
- Increased Customer Ease
- Reduced Customer Churn
- Improved Employee Satisfaction
- Increased Repeat Sales
- Higher Average Deal Size

TO LEARN MORE, VISIT:

- Metrigy Report on Glance Visual Engagement
- Forrester TEI Report on The ROI of Glance
- Glance Case Studies: [Intuit](#), [ConstantContact](#), [Construct Connect](#), [MindBody](#), [Truckstop.com](#), and [Axos Bank](#)

For more information or to see a demonstration of Glance in action, visit glance.net