Best Practices in CX Measurement

THE CHALLENGE

Improve customer experience in your digital spaces.

THREE REASONS WHY

1. Customers want it.

78% of consumers want more human interaction – not less – as our lives increasingly go digital.¹

59% of people say they will walk away from a company or brand they love after several bad experiences.

2. Companies are competing on it.

88% of customers say the experience a company 81% provides is as important as its products or services.2

80% of consumers want to do business with 80% companies that offer more personalized experiences.1

3. It's good for business.





42% ... and 42% more for a friendly, welcoming experience.1



65% 65% of consumers say that a positive experience with a brand is more influential than marketing.1

THE METHODS

¹ PWC

² Salesforce

How are Companies Measuring CX?

ACCORDING TO FORRESTER³,

Most companies' CX measurement 74% programs (74%) are under 5 years old ...

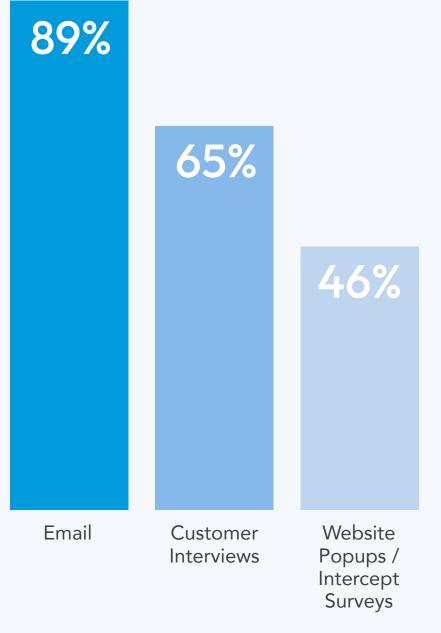
with most of those (44% of all 44% programs) under 2 years old.

76% scope out their digital properties to measure CX improvements

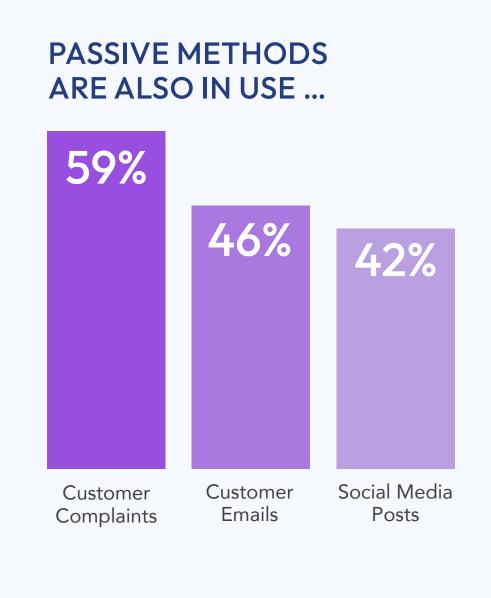
70% 70% measure CX across their products and services

68% 68% look at contact center performance

ACTIVE METHODS TO MEASURE CX LEAD THE WAY...







THE TOP 3 KPIS THAT MATTER MOST TO EXECUTIVES ARE ... 44%

17% CSAT -NPS (Net Customer Promoter Satisfaction Score)

Customer Retention & Churn

Data

THE ROLE OF VISUAL ENGAGEMENT

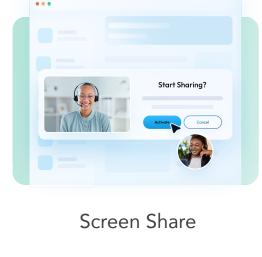
Improving Customer Experience with Guided CX

WHAT IS VISUAL ENGAGEMENT?









WHY DO COMPANIES CHOOSE VISUAL ENGAGEMENT? The results are in. According to Metrigy⁴, companies surveyed say their reasons are ...



To improve CSAT



To increase revenue



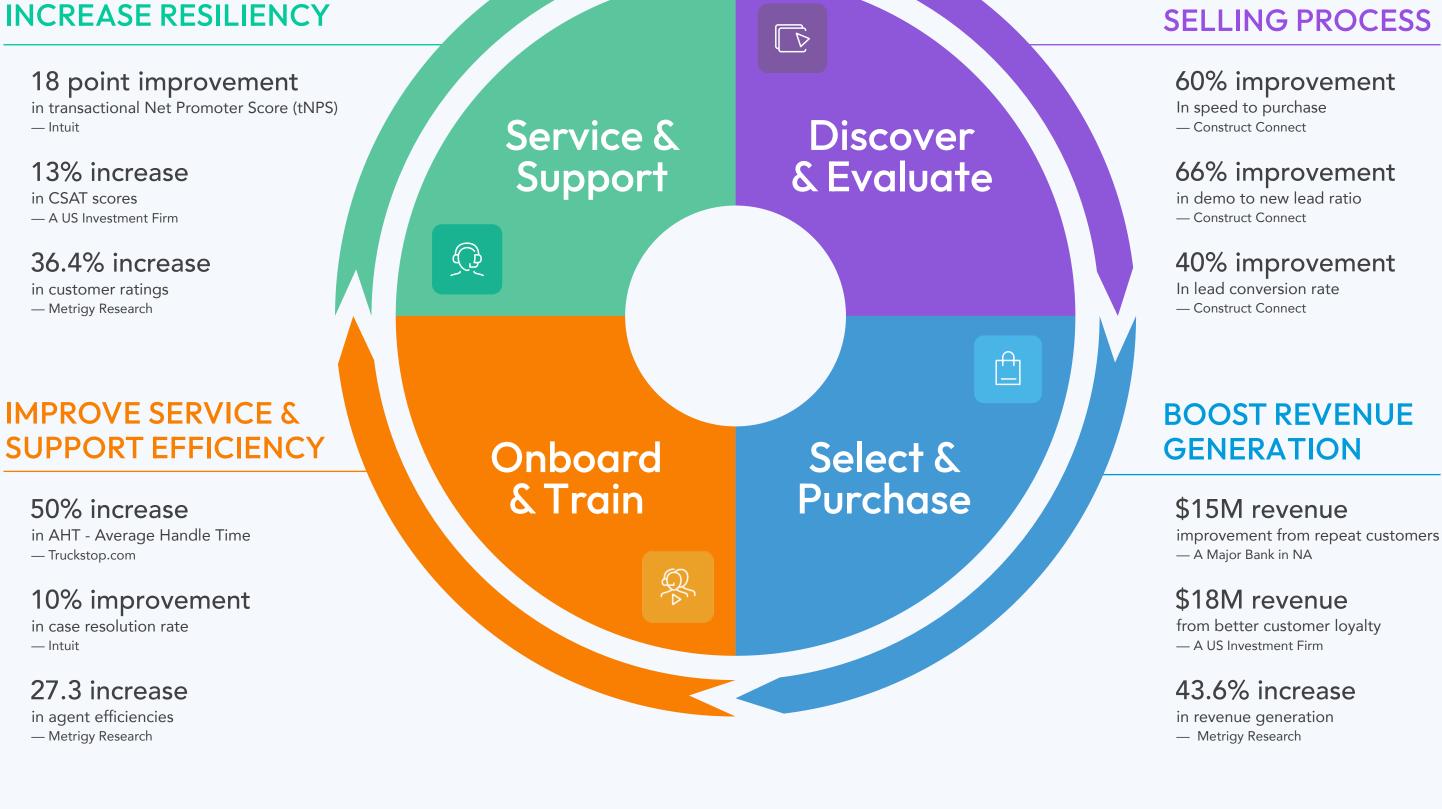


To decrease overall costs

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

Results across the customer lifecycle with Glance Guided CX

REAL-WORLD KPI IMPROVEMENTS



- COMPANIES USING GLANCE ALSO CITE IMPROVEMENTS TO THESE METRICS:
- Increased Customer Ease Reduced Customer Churn
- Improved Employee Satisfaction
- Increased Repeat Sales Higher Average Deal Size

ENHANCE THE

• Improved Customer Effort

• Upsell / Cross-Sell Revenue

• FCR (First-Call Resolution)

- 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 <u>glance.net</u>

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