

Cracking the Code of Customer Experience Metrics:

Measuring What Truly Matters!

In today's fast-paced business landscape, understanding and measuring customer experience (CX) has become more crucial than ever. CX Metrics are the metrics or data that allow you to track and measure the customer experience of those using your product or service within a balanced measurement system. Such a system shall include the Voice of the Customer (VOC), Voice of the Process (VOP), Voice of the Business (VOB) and Voice of the Employee (VOE). At ECC, we help our clients navigate CX metrics to create successful customer-informed operating models.

As we explore the significance of CX metrics, it's worth pondering: How do you see CX metrics evolving in the future, and what role do you envision them playing in shaping customer-centric strategies across industries?

Unlocking NPS-CX Alignment:

Tips for Actionable Insights & Seamless Connections



One of the most used and most debated VOC metrics is the Net Promoter Score (NPS). We recently conducted a LinkedIn poll to explore challenges in aligning Net Promoter Score (NPS) with Customer Experience (CX). Two major issues emerged:

1. Limited actionable insights from NPS data.
2. Difficulty connecting NPS to customer touch points.

Here are ECC's tips to overcome these challenges:

Top 3 tips to improve the actionability of insights:

- ◆ **Follow best practice in asking the NPS question:** Gather qualitative insights through an open-ended question that follows a rating question.
- ◆ **Segment Your NPS Data:** Break it down by demographics, purchase history, or product usage.
- ◆ **Implement Real-time Feedback Loops:** Engage with detractors and promoters promptly for problem resolution and feedback.

Access the full list of 10 NPS survey best practices in our digital CX knowledgebase cx-panda.com

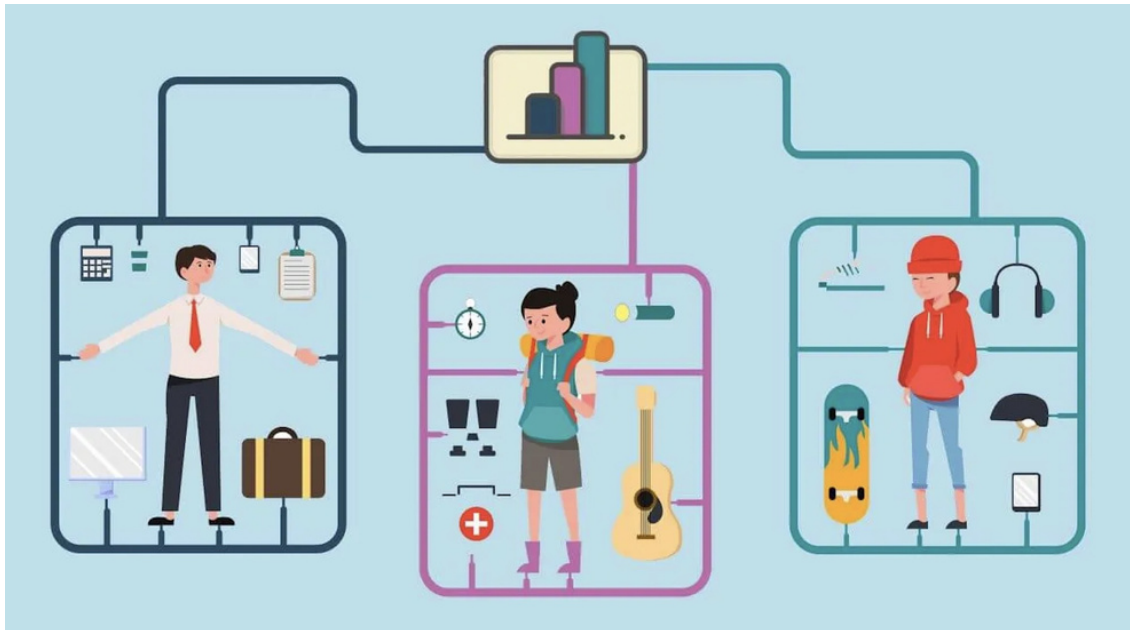
For Difficulty in Connecting NPS:

- ◆ **Integrate Customer Data Sources:** Use CRM systems to unify data from various touch points.
- ◆ **Deploy transactional NPS Surveys:** Trigger surveys following key customer interactions.
- ◆ **Utilise AI for Advanced Analytics:** Deploy AI to identify engageable opportunities from thousands of questionnaires and allocate them appropriately to the customer journey touchpoints

These steps help connect NPS data to customer touchpoints, improving the customer experience.

The power of personalisation:

Leveraging data analytics for customer-centric experiences



How can you harness the power of data analytics to create customer-centric experiences? Utilising data and analytics to provide highly personalised customer experiences is of utmost significance. Although we are still in the process of addressing the complete scope of regulatory risks and customer apprehensions, this approach is steadily demonstrating its value in surpassing customer expectations, providing customised encounters, fostering trust, enhancing engagement, and fuelling business expansion.

Make sure to read an article by Olga Potaptseva on CX Network for more insights!

[Check it out!](#)

Don't miss out! Learn more about CX Project prioritization, planning and execution!

CX Project Prioritization, Planning & Execution Bootcamp led by Olga Potaptseva

This practical and interactive Bootcamp takes a deep dive on the next steps after you have mapped your customer journey and service blueprint. With the help of exercises and the Cemantica platform, you will learn how to manage your journey outcomes and how to connect to ROI.

November 1st & 2nd | 8:00 – 12:00 EST | 14:00 – 18:00 CET | Online

Register Today

Eytan Hattem
CCXP Global CX specialist & Transformation Leader

Pavlina Bergam
CCXP Human Experience Consultant

Olga Potaptseva
CCXP Founding Director, ECC & CX Implementation Specialist

- How to turn insights from Journey maps to real life projects and tasks
- How to use a Transformation Map to support prioritization
- How to handle change during CX project lifecycles
- What criteria to use in prioritization including cost/benefit and ROI
- Key rules of agile execution of CX projects

Olga Potaptseva
CCXP Founding Director, ECC & CX Implementation Specialist

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Are you ready to elevate your CX game? Embark on an enlightening journey on November 1st & 2nd, from 8AM to 11AM (EST). Specifically crafted for USA-based organizations, this bootcamp promises a blend of practicality, interaction, and expertise. Go beyond just mapping your customer journey; with the seasoned insights of our esteemed speakers, including Olga Potaptseva, Eytan Hattem, and Ana Rodriguez, transform your newly gained knowledge into strategic actions that drive results.

Who Should Attend?

CX professionals responsible for managing their organization's CX program, those who have freshly mapped their customer journey, or anyone seeking refined practices in handling an overflow of insights from journey maps. This bootcamp is also perfect for those striving to master project management and collaboration for effective CX execution.

Key Takeaways:

Exclusive 3 months' free access to Cemantica's Journey Mapping Tool with CX Program Management.

A personalized follow-up consulting session to address your specific challenges.

Comprehensive training material.

An invaluable set of Agile CX Implementation toolkit cards.

Avail a special 20% discount for CXpanda, the ultimate digital hub for CX knowledge.

Learning Outcomes:

Transform journey map insights into tangible projects, prioritize effectively factoring in ROI, master the use of a Transformation Map, and grasp the essentials of agile execution and change management in CX projects.

Don't miss out, register now <https://www.cemantica.com/classes/>

Transforming CX with insightful conversations and metrics:
discover our client success story



At ECC, we are experts in facilitating CX transformation by fostering open and meaningful conversations that drive attitudinal shifts and instigate cultural change through the implementation of CX metrics. We understand the importance of selecting the right metrics and harnessing their insights to craft customer-informed operating models for our clients.

To see the practical application of our methods, check out a case study about one of our clients, where we've successfully driven measurable results and tangible improvements in their CX journey.

[Check it out!](#)
