



ClarionResearch

Custom Marketing Research Specialists

Clarion *ExperienceSuite*®

Customer Experience Research Solutions

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Customer Experience Research...



**...NOT
Customer Satisfaction Research**

A Customer Experience Research Program is MORE THAN a Customer Satisfaction Program

While customer satisfaction and customer experience are linked, the two are quite different, with differences in two primary areas -- scope and ownership.

SCOPE:

- The customer experience is made up of multiple interactions, and customers are either satisfied or dissatisfied with each interaction.
- The experience, then, is how customers perceive the end-to-end process, with satisfaction benchmarking how well each step along the way is executed – WITH CUSTOMER LOYALTY AS THE END GOAL.

OWNERSHIP:

- One of the big differentiators between Customer Sat initiative and Customer Experience is – ownership of program.
- Today, more and more companies have experience executives/champions, (*such as Chief Experience Officer (CExO) or VP of Customer Experience*), and these roles typically own or are linked organizationally to strategy or marketing.
 - Marketing is responsible for defining the brand, and making sure that the brand is reinforced with every customer interaction.
- However, all operational areas need to be at the customer experience table.

A person in a red shirt and dark shorts is captured mid-air, jumping from a large, light-colored rock formation on the left to a darker, more jagged rock formation on the right. The background shows a calm body of water and a hazy horizon. The overall scene conveys a sense of challenge and overcoming obstacles.

The boundaries between your company, (products, services and processes) and your customers can be the difference between success and failure:

- **Repeat Customer Sales**
- **Upselling Opportunities**
- **Lower Servicing Costs**
- **Increased Revenues**
- **Strong Industry Recognition**

"To **understand** the man, you must first walk a mile in his moccasins."

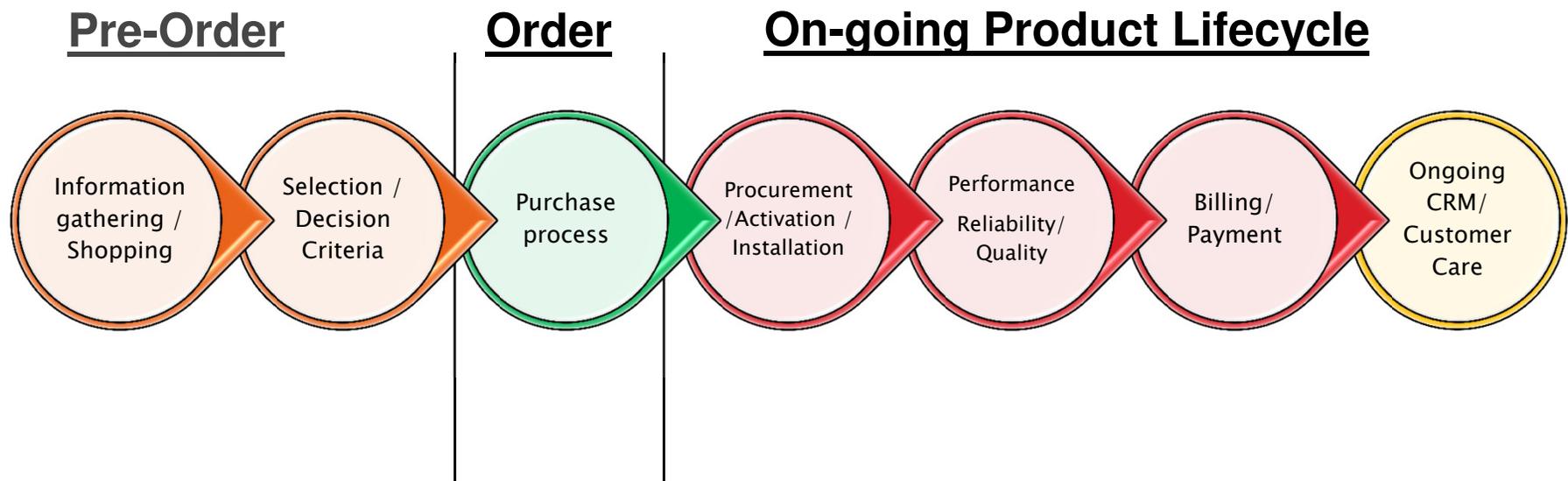
North American Indian Proverb



Examining your company's Touch Points

To understand the customer experience, we want to drill down into customer touch points – and we can plot each step involved in the “customer journey.”

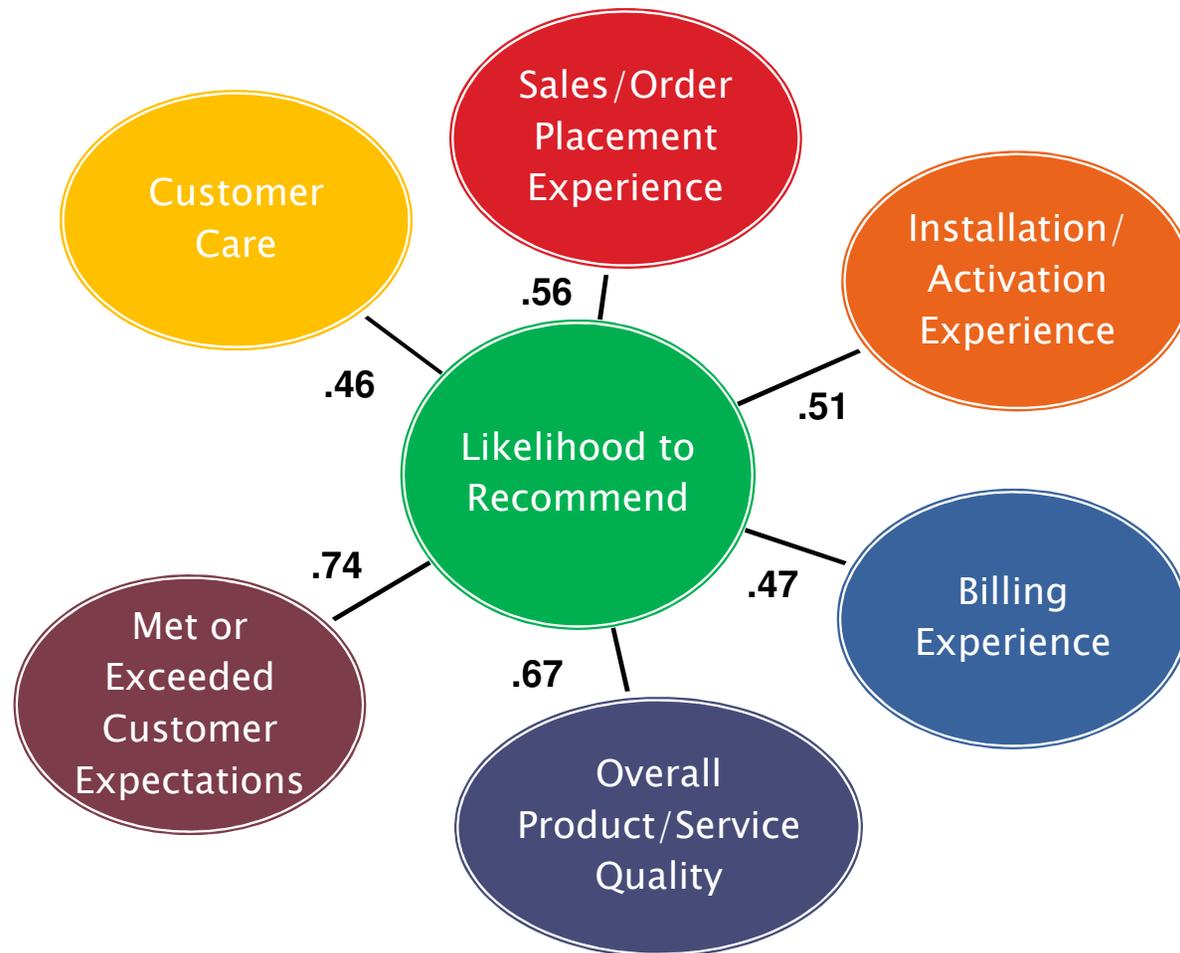
**Using the LBGUPS model as our vantage point
(learn, buy, get, use, pay, service)**



The customer experience you provide is not an isolated transaction but a series of multiple touch points and “moments-of-truth” across the organization. Every interaction with our customers is an opportunity to delight or disappoint.



Prior Customer Experience work illustrates that for many customers, it truly is a “holistic” experience – all functional/operational touch points are highly correlated (related) to customer loyalty to the company



Interpreting Correlations

Weak:	.1 to .3
Moderate:	.3 to .5
Strong:	> .5

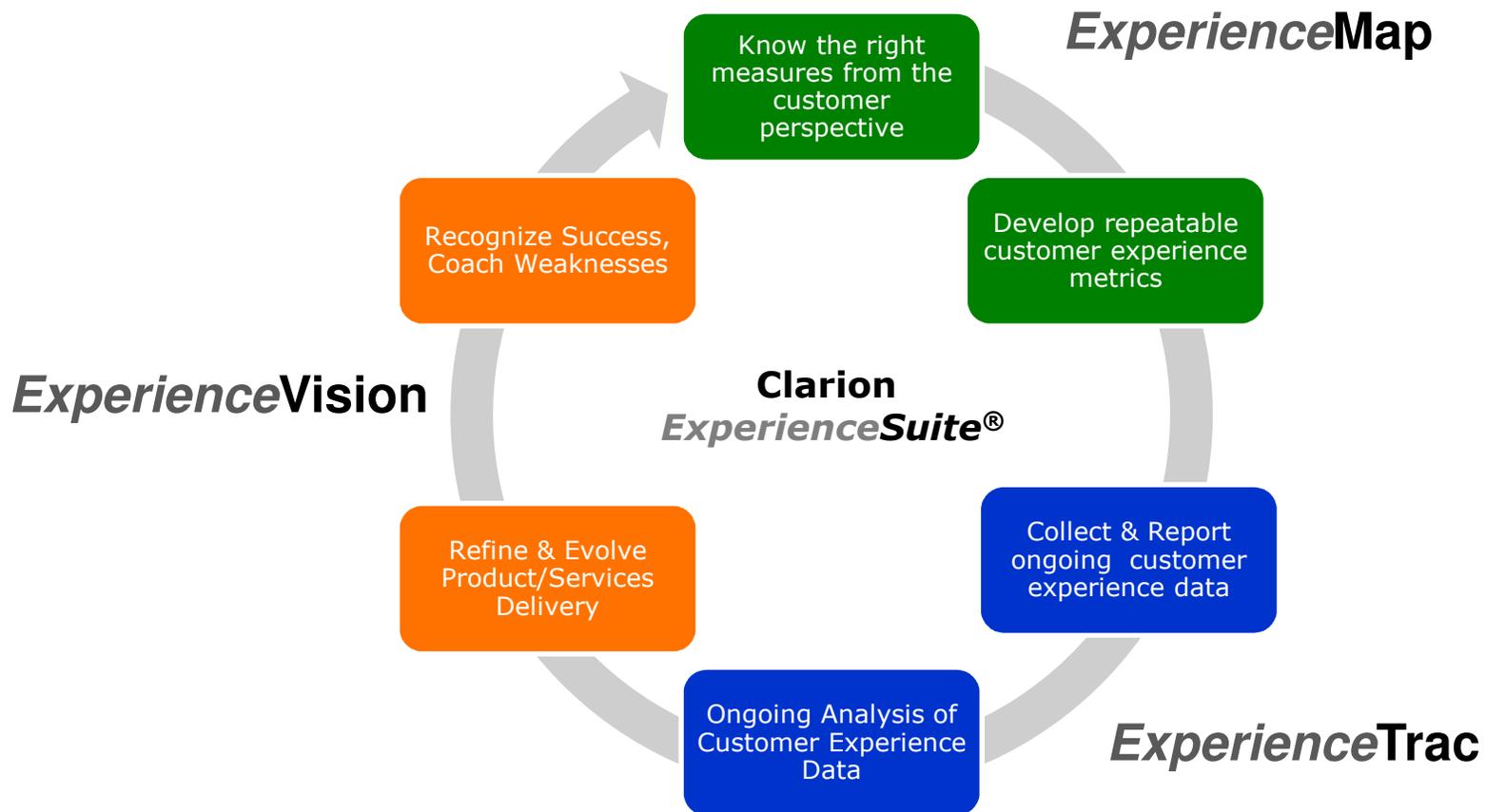
Moments-of-Truth:



Every touch point is shaping the customer experience. By assessing the touch points between your company and its customers – *from the customers perspective* – we get great vision into what aspects of the customer experience are working, working well, or not meeting customer expectations.

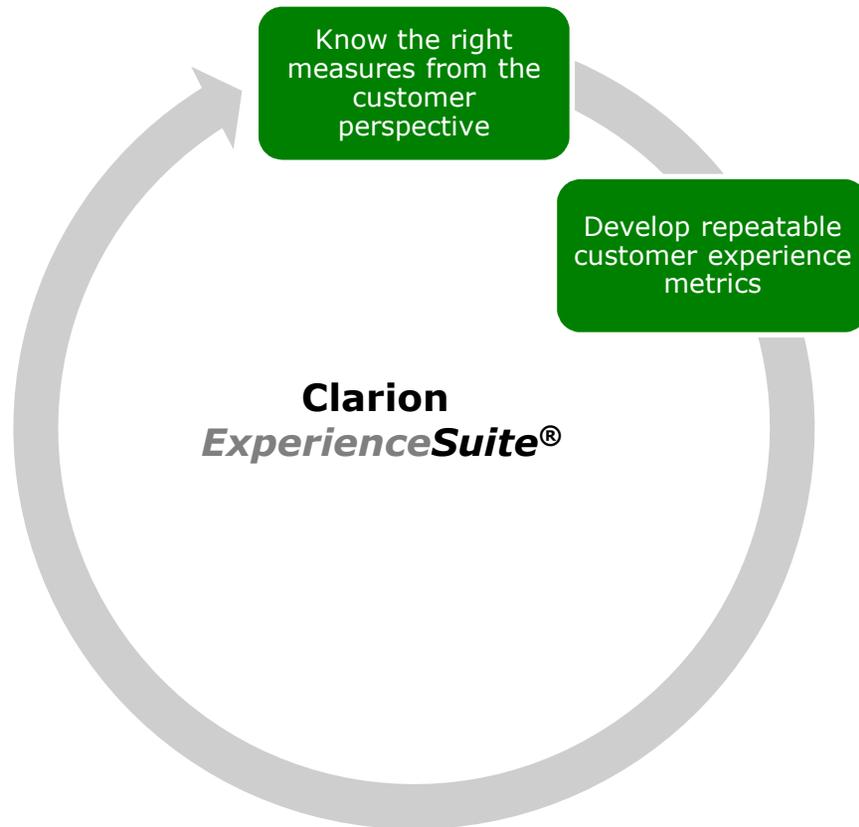
The Clarion Research Customer Experience Research Model

Clarion ExperienceSuite[®]



The Clarion Research Customer Experience Research Model

ExperienceMap



1. Customer Experience Mapping

- Exploratory, one-on-one, in-depth conversations with customers who have recently engaged your company's products/services. Determines the most critical company/customer touch points & pain points – and creates a model of how your customers experience your products/services.

Objectives:

- Before collecting “hard numbers,” it's important to understanding the experience through the eyes of customers – to ensure ongoing survey data will capture all appropriate touch point metrics, identify potential customer pain points (potential sources of dissatisfaction), and help craft data collection vehicles in understandable customer language.

The Clarion Research Customer Experience Research Model

2. Customer Experience Assessment & Tracking

- The cornerstone of any CE program is a standardized, and repeatable customer survey platform which provides a comprehensive look at the process from the customers perspective before, during, and after company touch points. Broad in nature, the resulting data offers a rich look from the customer perspective.

Objectives:

- Provide the company with an understandable and action-oriented customer experience monitoring platform – to provide the cleanest understanding of how company actions culminate into the customer experience.

**Clarion
ExperienceSuite®**

Collect & Report
ongoing customer
experience data

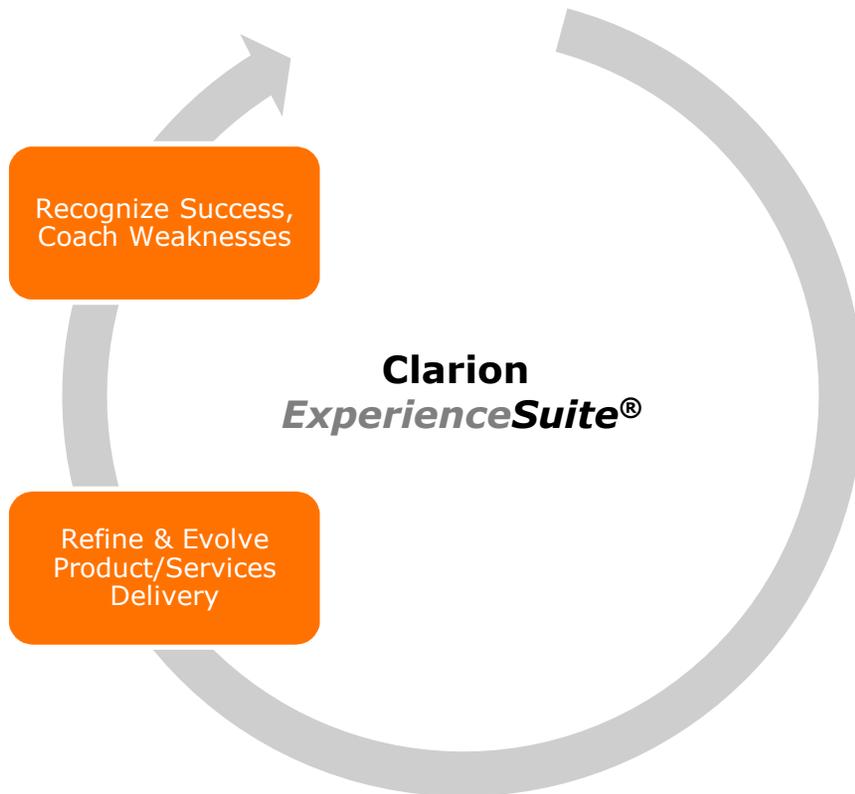
Ongoing Analysis of
Customer Experience
Data

ExperienceTrac

- Advanced analytics of customer experience data:
 1. Key Drivers of customer satisfaction
 2. Customer Loyalty analysis (Net Promoter Score®)
 3. Integrated Customer Experience Score
 4. Performance Value Mapping
 5. Customer Apostle Models

The Clarion Research Customer Experience Research Model

ExperienceVision



3. Customer Experience Process Improvement

- On-going monthly presentations of results/insights for all operational organizations,
- “Push Reports” – highlighting specific customer touch areas with a closer-look examination (i.e., Provisioning, First Bill Review).

Objectives:

- Recurrent organizational feedback of customer experience results and insights help focus the organization in several directions:
 - Demonstrates executive commitment and importance of customer satisfaction,
 - Aligns all operational organizations with the impact of their actions,
 - Helps to calibrate internal data with customer perspective results,
 - Breaks down silo thinking.