



Customer Experience

# DISRUPTION

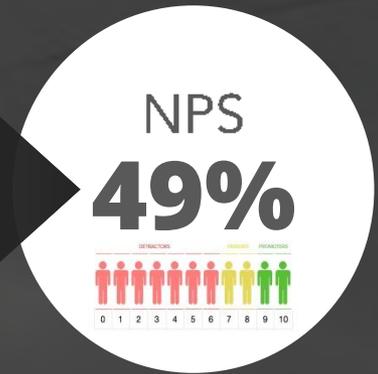
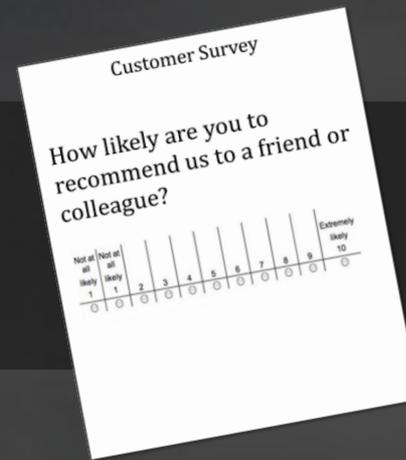
What you **NEED** to know that  
our peers won't tell you.

“Tell me something that’s true that your peers don’t see.”

-Peter Thiel, PayPal Co-founder

# Our peers believe that customer experience can be improved with **simplistic approaches:**

Their surveys are based on generic questions...



Announced hold-time. ✓

Answered question. ✓

Said "Thank You!" ✓

...and their service evaluations fail to reflect customers' true priorities.

# But that's not true.

Simplistic approaches NEVER improve the customer experience. They can't ...

... because the essence of experience is varied and complex.

## 4 Key Characteristics of Customer Experience:



### Varied by touchpoint

Customers have different needs for each CX step



### Largely subconscious

encompassing a range of sensations and cues



### Different for different customers

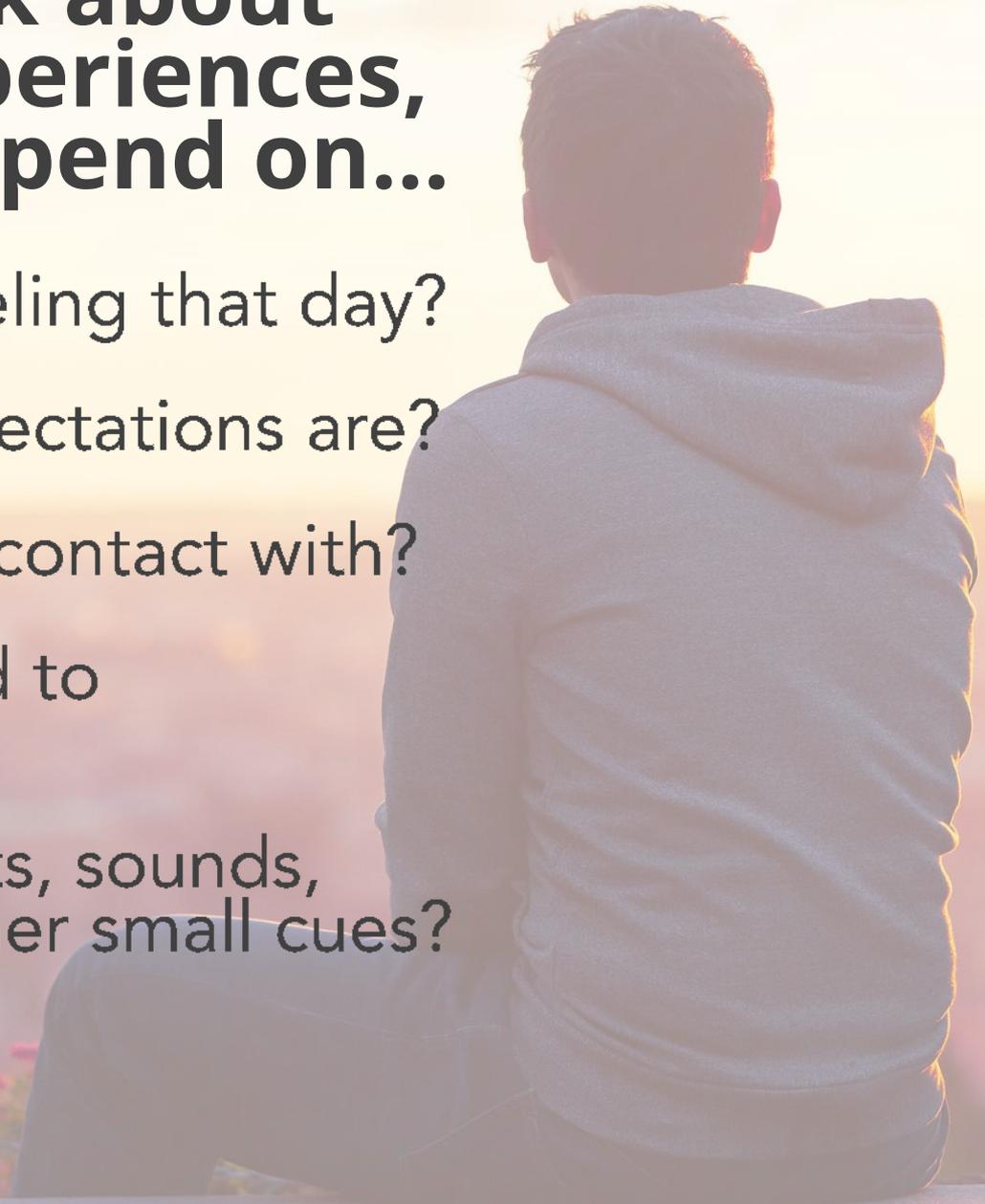


### Ever shifting

Customers' expectations are shaped by evolving marketplaces

# After all, think about your own experiences, don't they depend on...

- How you're feeling that day?
- What your expectations are?
- Who you're in contact with?
- What you need to accomplish?
- Myriad of sights, sounds, smells, and other small cues?



# The biggest problem with the simplistic approaches used by our peers is...

... you can't see what's going on with the customer experience—so you're unaware of problems, until it's too late.



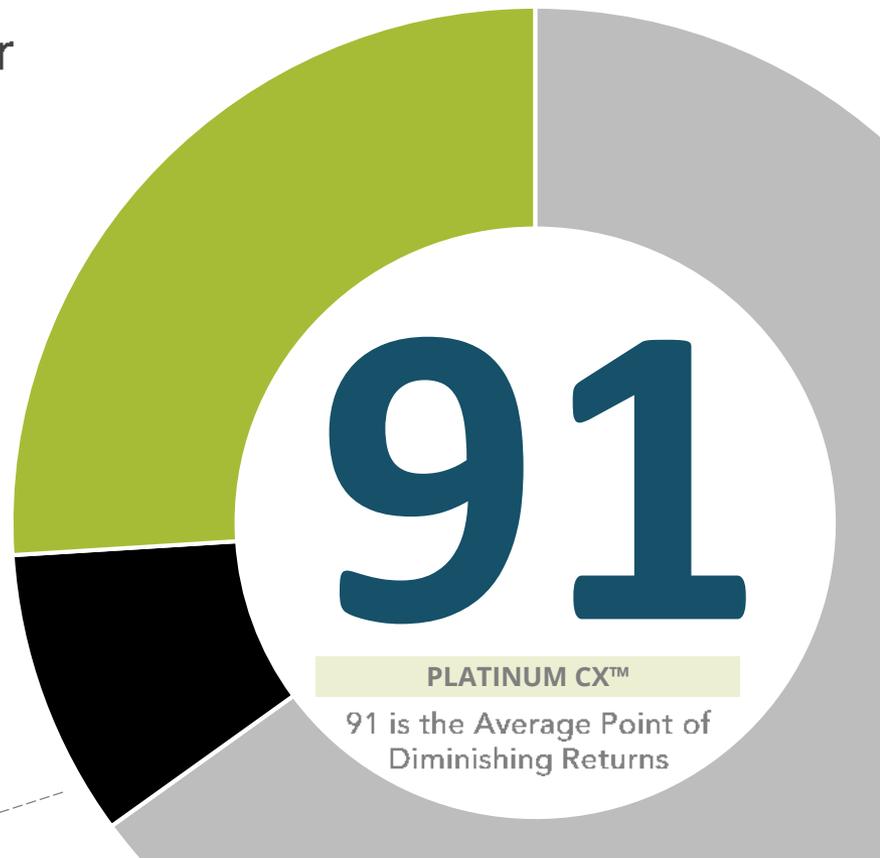
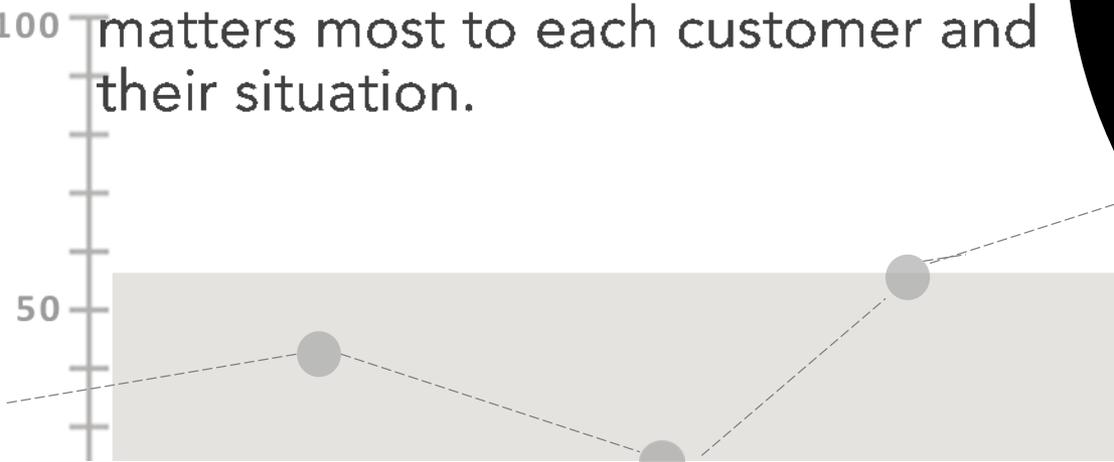
For example, United Airlines knew it had a bad NPS score, but this wasn't enough to save them from delivering a famously disastrous customer experience.

What they needed BEFORE April 9, 2017 was a dashboard that provided nuanced—*actionable*—*insights into their customer experience*.

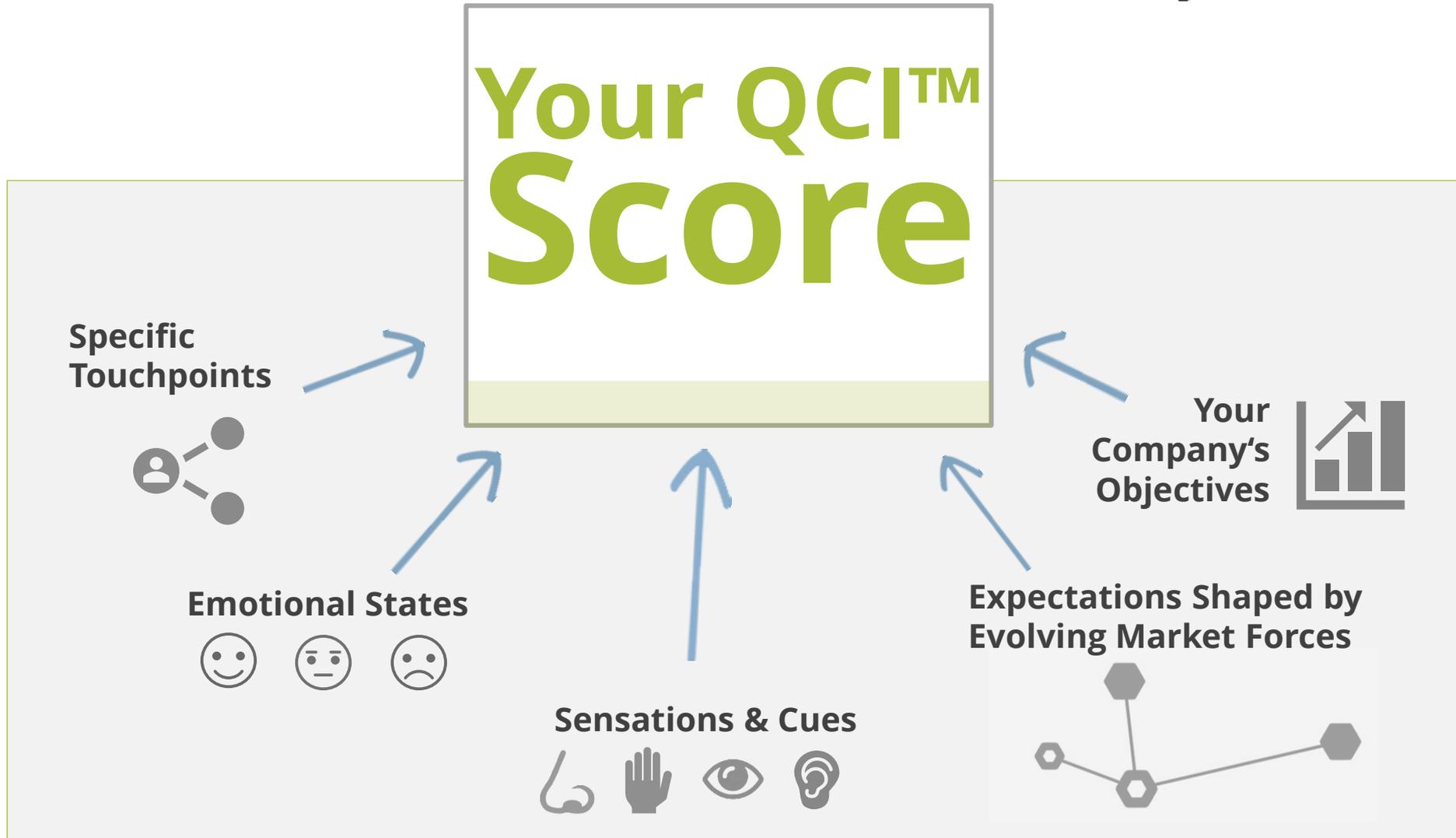
# QCI™ Score: it's the only score that **gets inside the customer experience to show you what's truly going on.**

Because QCI™ [Quality of Customer Interaction] is one number tracked over time, it *may look like* a satisfaction or net promoter score, but it's entirely different.

QCI™ accounts for multiple elements of the customer experience—weighted by what matters most to each customer and their situation.



**QCI™ recognizes multiple inputs**  
which enables root cause analysis.



# We collect data for your dashboard using a combination of **methods, each one customized to your goals.**

## Customer Feedback

### Intelligent Surveys



Get facts & relevant insights across the customer journey.

### Customer Interviews



Walk in your customers' shoes, learn how they think.

### Verbatim Analysis



Discover nuanced insights missed by software.

## Customer Service

### Mystery Shopping



Know how your performance rates against competitors.

### Customer Service Evaluations



Have a scientific approach to pinpointing service gaps.

### Skills Coaching



Yield the most value from each customer interaction.

# Reach greater insight and actionability.

If you're like most companies, you probably use Net Promoter or a similar score.

We aren't saying abandon your current metrics—rather, we want you to get more value out of what you have in place.

By adding QCI™ to your arsenal, you'll be equipped with insights and actionable next steps—taking your customer experience to new heights!



Disrupt the status quo to give & get

# MORE VALUE

through each customer interaction.



# Let's Talk!

We love discussing the best customer experience strategies. [Say hello](#) and find out what our methods can do for you!



“We continue to be impressed by the quality and clarity of Interaction Metrics’ Findings Presentations.”  
**Dennis Fitzgerald, Yaskawa America**