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# How You Benefit From
CX SCIENCE

In 1620, Francis Bacon

broke with the conventions of his time with a new approach to investigating nature. It's what we now call the Scientific Method, and it remains the gold standard for how we comprehend the world today.

Instead of looking to fate or mysticism to explain nature, scientists run experiments and measure phenomena.

Because science is the best way to understand the world around us, by extension, it's the best way to understand the Customer Experience (CX).

But here's a glaring fact: Most CX programs are not grounded in science.

The Average Net Promoter Score is 32.

	Detractors							Passives		Promoters	
0	1	2	3	4	5	6	7	8	9	10
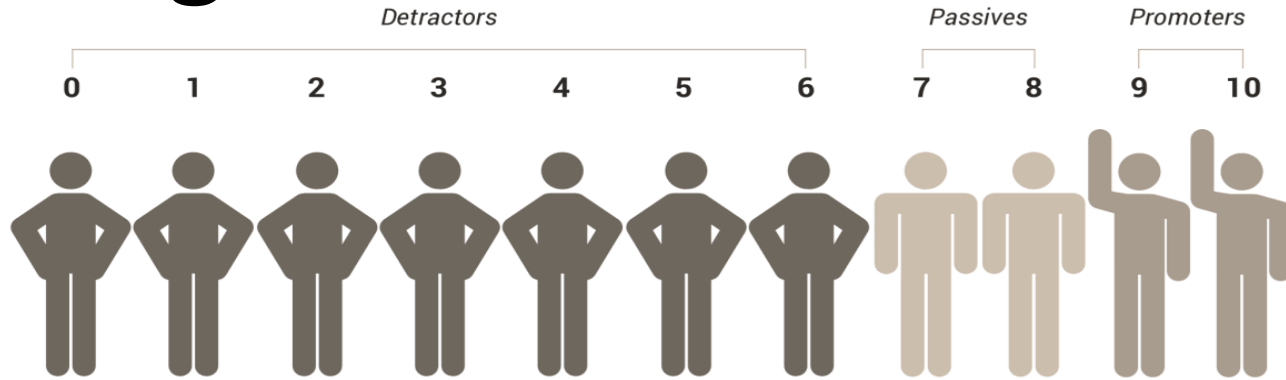
And the average American Customer Satisfaction Index score is 75. So, most of the time, **customers are having mediocre experiences.**

That's what happens when companies lack factual evidence about how their customers really feel and think.

A science-forward approach to CX solves this problem. With a science-forward approach, you'll know objectively how the Customer Experience rates and what will make it better.

Verifiable facts? Clear next steps? Isn't that the point?

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A scientific approach to CX is organized around these 5 principles:

Remove bias.

Ensure representation.

Test for replicability.

Have multiple tools.

Use rigorous analysis.

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1: Remove Bias.

Humans have an unconscious tendency to look for the answers they want to hear, whether it's the polls that support their preferred politician, or the findings they hoped for in an experiment.

Therefore, for meaningful Customer Experience data, you need to eliminate leading questions that steer toward positive answers.

You want your customers to tell it like it is.

EXAMPLE: See how a small change in question wording removes bias and deepens insights.

Before: This question was vague and leading; it assumed customers were at least *somewhat* satisfied.

Tech Support Follow-Up

How satisfied were you with our engineer?

	1	2	3	4	5	
Dissatisfied	○	○	○	○	○	Satisfied

After: Reworded, the question asks about engineers in a specific and neutral way.

Tech Support Follow-Up

How would you rate our engineer's expertise?

	1	2	3	4	5	
Poor	○	○	○	○	○	Excellent

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1—Removing bias gives you

FACTS.

There's no point in investing in CX if you're failing to find out how your customers *really* feel and think. Afterall, feelings and thoughts are what drive—and drive away—brand loyalty.

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2: Ensure Representation

If you were running a health study, you'd make sure your sample included a diverse range of subjects.

Similarly, your data should represent the entirety of your customer base, not just those with free time, a gripe, or who provided their email.

EXAMPLE: For an industrial supplies client, manufacturing reps are their primary customers. But historically, Reps were not responsive to surveys. The solution included:

- Boosting Reps' incentives and showing them how their insights benefitted everyone.

- Reaching out with scheduled phone interviews to supplement the survey data.

2—Representation builds
CONFIDENCE.

Stakeholders are more inclined to act on your findings when they know you've represented your customer base proportionally.
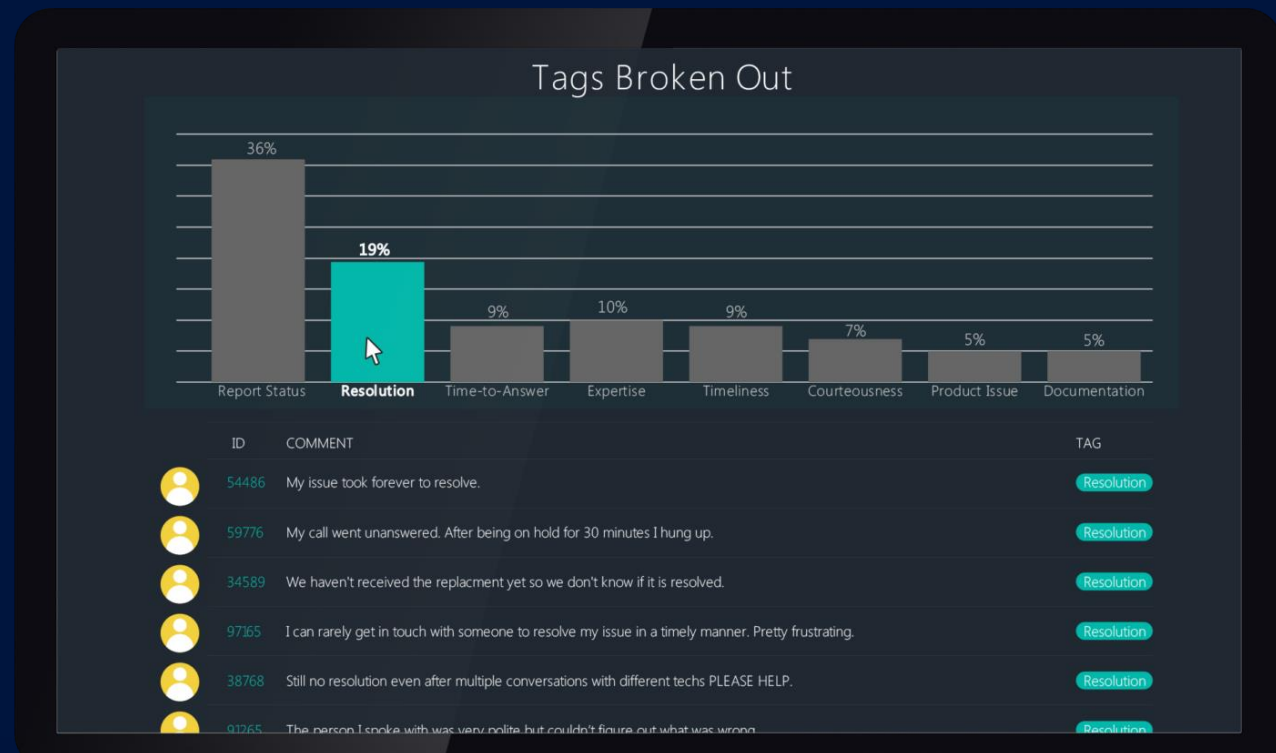
3: Test for Replicability

In a lab, your peers expect that if they follow your methods, they'll be able to reproduce your findings.

Similarly, with the Customer Experience, whether you rely on researchers or AI, emergent conclusions should be identical.

EXAMPLE: with Text Analysis and Service Evaluations, build out a schema with tags and protocols and apply that schema to statistically-valid samples.

Then have three or more analysts cross-code to prove replicability.

Tags Broken Out

36%	Report Status
19%	**Resolution**
9%	Time-to-Answer
10%	Expertise
9%	Timeliness
7%	Courteousness
5%	Product Issue
5%	Documentation

ID	COMMENT	TAG
54486	My issue took forever to resolve.	Resolution
59776	My call went unanswered. After being on hold for 30 minutes I hung up.	Resolution
34589	We haven't received the replacment yet so we don't know if it is resolved.	Resolution
97165	I can rarely get in touch with someone to resolve my issue in a timely manner. Pretty frustrating.	Resolution
38768	Still no resolution even after multiple conversations with different techs PLEASE HELP.	Resolution
91265	The person I spoke with was very polite but couldn't figure out what was wrong.	Resolution

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3—Replicability ensures

TRUST.

Replicable findings uphold a key pillar of science by demonstrating that your conclusions are verifiable and worthy of further pursuit.

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4: Have Multiple Tools

To observe distant stars, you use a telescope. To examine cells up close, a microscope is the ideal tool.

Similarly, with the Customer Experience, you need a range of tools to measure different touchpoints, personas, and situations.

Too often, teams only have a Net Promoter survey. And while NPS is useful, there are vast swaths of experience that it fails to illuminate, like how to improve specific departments or gain market share.

EXAMPLE: Some of the tools you may want to use include:

Tracking Studies:
Monitor your progress from one quarter to the next.

Customer Service Evaluations:
Reveal how to get more value from your service agents.

NPS Surveys:
Provide a common benchmark.

Touchpoint Surveys:
Answer questions like 'did we resolve callers' issues?

Customer Interviews:
Provide in-depth insights about your marketplace and how to improve.

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4—Multiple tools give you

PRECISION.

With multiple tools, you're able to map your methods to objectives and answer very specific questions.

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5: Use Rigorous Analysis

For all scientific disciplines, the goal is to understand root causes and what's behind observed phenomena. The Customer Experience is no exception.

More than knowing your outcome NPS or C-CSAT scores, you want to know *what's driving* those scores.

EXAMPLE: Dashboards that you can filter by score, date, associate, and other variables, enable you to improve on the fly.

Correlation studies go even deeper by showing you how specific nuances impact the customer experience—and in what priority order.

5—Rigorous analysis clarifies

NEXT STEPS.

Detailed insights reveal priorities and prove to executives that your initiatives are based on quantifiable data, not anecdotes and chit chat.

The Scientific Method

dates back hundreds of years, yet it's still the best way to make sense of the world. With it, you have substantiated, proven facts; without it, you're limited to conjecture and belief.

By applying these five principles, you'll elevate your conversation around the Customer Experience. Moreover, you'll know how your customers feel and think—and how to improve their experiences!

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Interaction Metrics is a Customer Experience agency. We uncover the insights you need to boost customer loyalty. Our research methods and workshops are the most scientific (yet cost-effective) in the industry. Contact us **here.**