

# Leverage Science For Customer Success

Grow your company based on objective data and actionable insights. Our scientific (yet affordable) approach dramatically boosts the value of workshops, customer service evaluations, and a wide range of surveys. Free trials offered.





In 1620, Francis Bacon broke with the conventions of his time with a new approach to investigating nature.

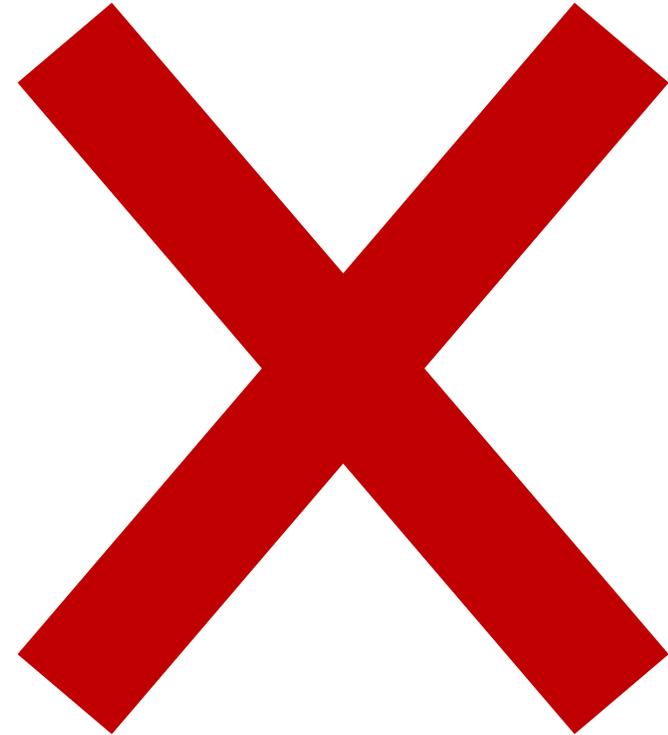
It's what we now call **The Scientific Method**, and it remains **the gold standard** for comprehending the world today.

Instead of looking to 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.**

# But here's a glaring fact: Most CX Programs are **NOT science-based.**

Companies ask **leading questions**, and they send surveys that suffer from biases like **double-barreled phrases** and **faulty scales**. Even worse, most companies **don't hear from enough customers** to provide statistically valid facts.



**More evidence  
that companies  
don't approach  
the customer  
experience  
scientifically.**



The average Net Promoter Score is 32. And the average American Customer Satisfaction Index score (ACSI) is 75. **That means that most customers are having at best 'randomly successful' experiences.**

Think of it this way: If a seizure medication didn't clearly reduce seizures, it would be taken off the market. So, **if CX is not managed scientifically, shouldn't it be taken off the market?** Grow your company based on verifiable facts and clear next steps. Isn't that the point?

# Enter Interaction Metrics. We give you a **scientific** approach based on 5 core principles:



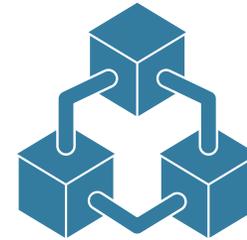
**Remove  
Bias.**



**Sample  
Correctly.**



**Test for  
Replicability.**



**Use Multiple  
Methods.**



**Apply  
Analysis.**



## **Remove Bias.**

If you're failing to capture facts about how your customers honestly think, it's pointless to invest in surveys or any other research method.



# How to Remove Bias:

We all tend to look for the answers we want to hear. But this gets in the way of asking good questions.

The remedy is to let us examine your survey for leading constructs – and then let us eliminate them.

Don't you WANT your customers to tell it like it is?

Example:



This question is vague and assumes the customer is at least *somewhat* satisfied.

Tech Support Follow-Up

How satisfied were you with our engineer?

	1	2	3	4	5	
Dissatisfied	<input type="radio"/>	Satisfied				



This question is better because it's specific and asks about the engineer in a neutral way.

Tech Support Follow-Up

How would you rate our engineer's expertise?

	1	2	3	4	5	
Poor	<input type="radio"/>	Excellent				



# Sample Correctly.

Your staff is more likely to get on board with your recommendations when your data represents your customer base proportionately.

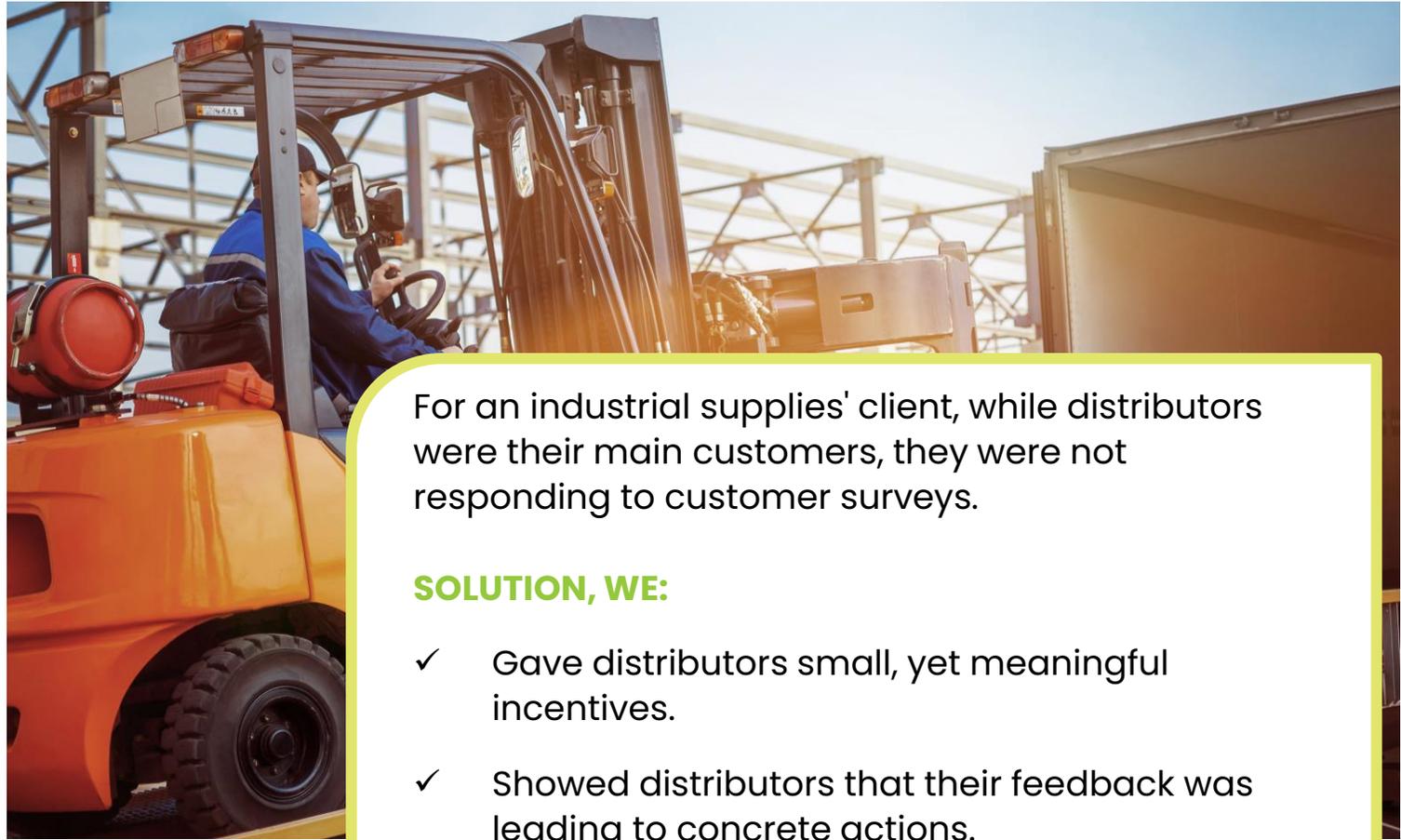


# How to Sample Correctly:

If you were running a large health study, you'd make sure your sample included multiple ethnicities and health profiles.

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, while distributors were their main customers, they were not responding to customer surveys.

### SOLUTION, WE:

- ✓ Gave distributors small, yet meaningful incentives.
- ✓ Showed distributors that their feedback was leading to concrete actions.
- ✓ Scheduled phone interviews to supplement the survey data.



# Test for Replicability.

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

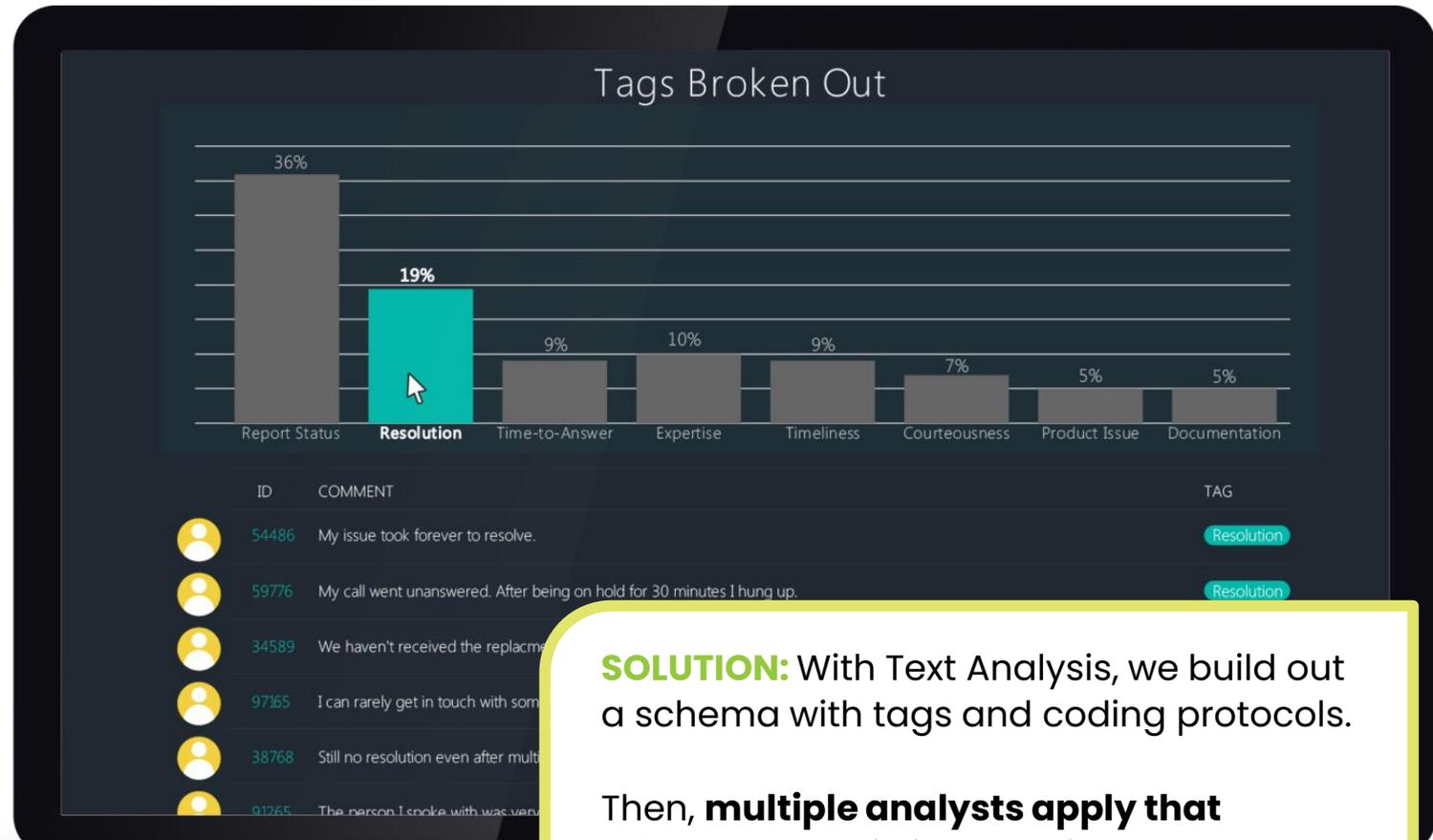


# How to Test for Replicability:

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

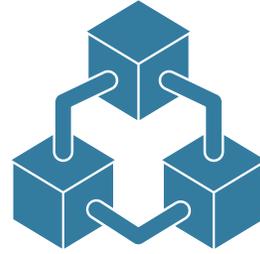
Similarly, with Customer Experience methods, whether you rely on researchers, AI, or a combination of the two, your findings should be replicable.

Example:



**SOLUTION:** With Text Analysis, we build out a schema with tags and coding protocols.

Then, **multiple analysts apply that schema** to statistically valid samples—and depending on the Use Case, we incorporate AI. Cross-coding enables us to prove replicability.



# Use Multiple Methods.

When it comes to measuring experiences, you need a range of methods to gauge different touchpoints, personas, and situations accurately.

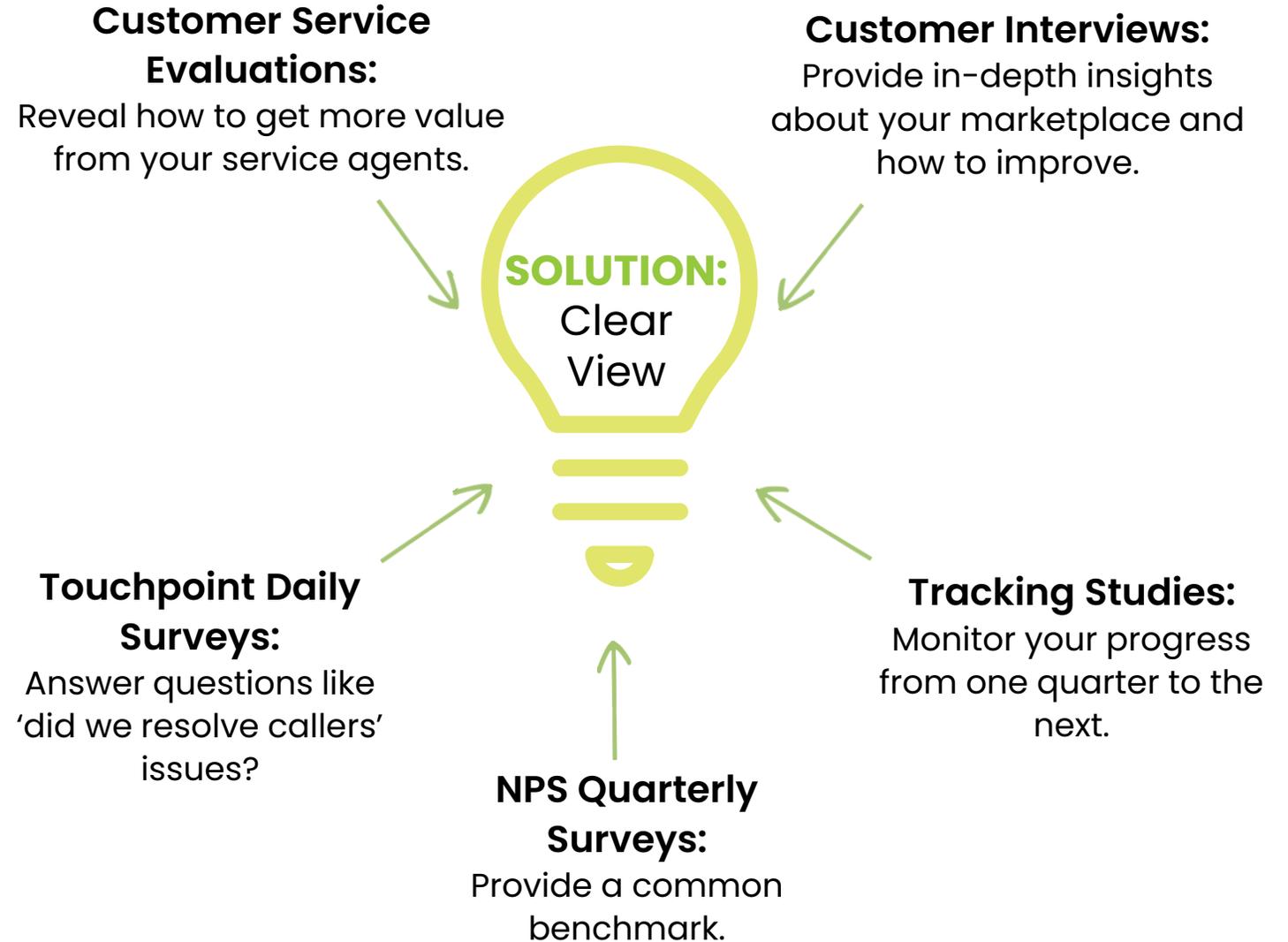


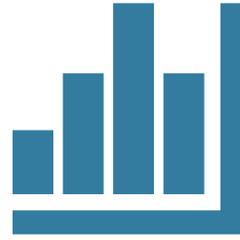
# How to Use Multiple Methods:

Too often, CX teams *only* have a Net Promoter survey. And while NPS can be useful, there are vast swaths of experience that it fails to illuminate.

For example, NPS can't show you friction points within departments or how to gain market share. This results in a clouded view.

Example:





# Apply Analysis.

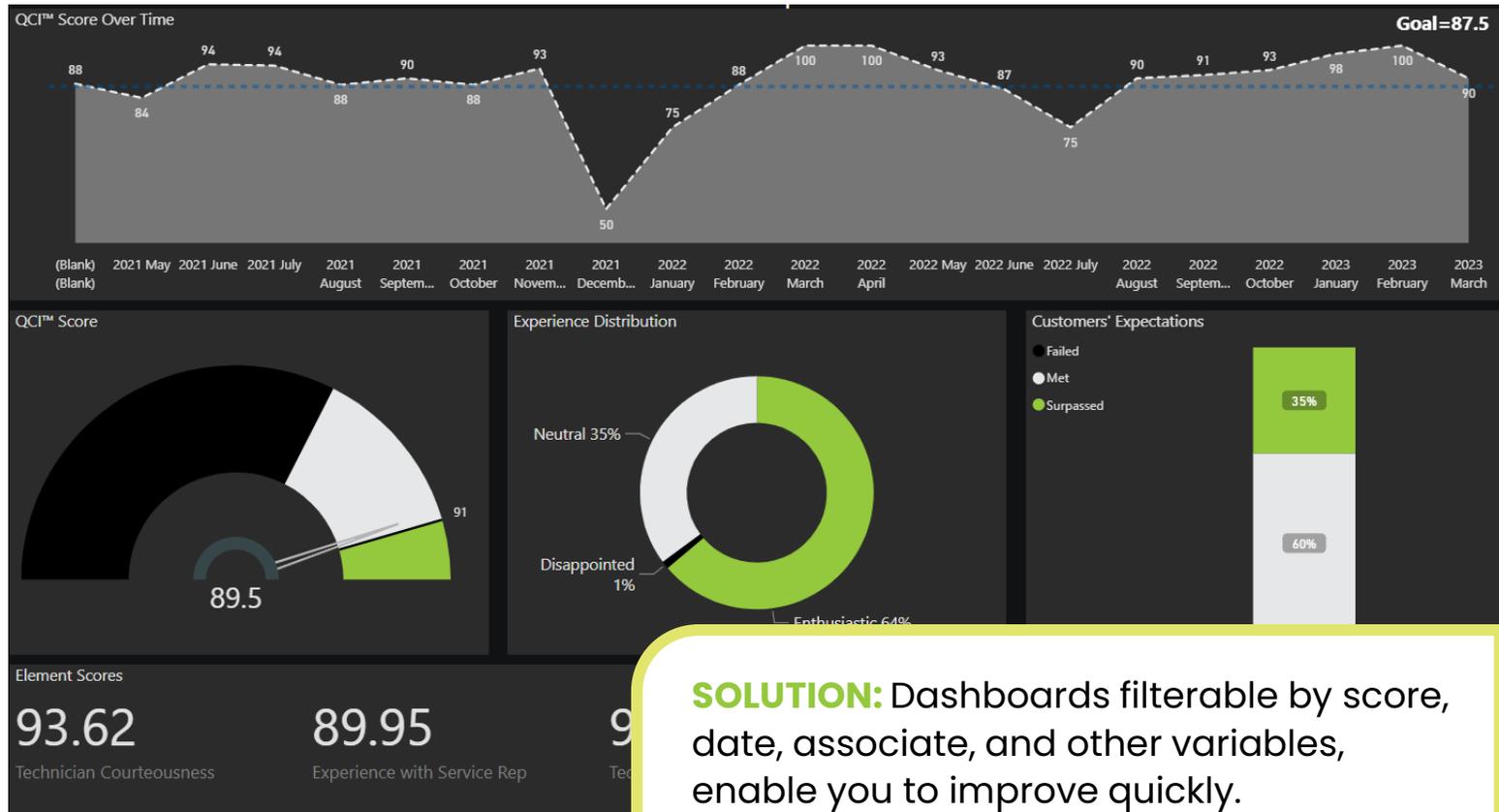
Rigorous analysis is the antidote to meaningless data, anecdotes, and casual observations.

# How to Use 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 showing you your Net Promoter and Satisfaction Scores, we parse data to discover what's *driving* your scores.

Example:



**SOLUTION:** Dashboards filterable by score, date, associate, and other variables, enable you to improve quickly.

**Correlation Analysis goes even deeper by showing how specific nuances impact experiences—and to what extent.**

# While the Scientific Method dates back to the Renaissance...

... it's still the **best way** to make sense of the world -- and it's the **ONLY way** to transcend conjecture and mere belief.

With our scientific approach, you'll have proven facts—facts you can leverage for greater customer success.

And not just improved customer KPIs, a science-based customer experience program gives you a powerful paradigm enabling you to grow your company.

# InteractionMetrics

Interaction Metrics is a customer experience agency. We deliver the most actionable insights with our scientific (yet affordable) approach.

Methods: workshops, customer service evaluations, and a wide range of surveys. Free trials offered. Fuel your thinking! Contact us [here](#).

