

CX **BEST METRICS** Element Metrics





Measure
the customer
experience to
IMPROVE IT.

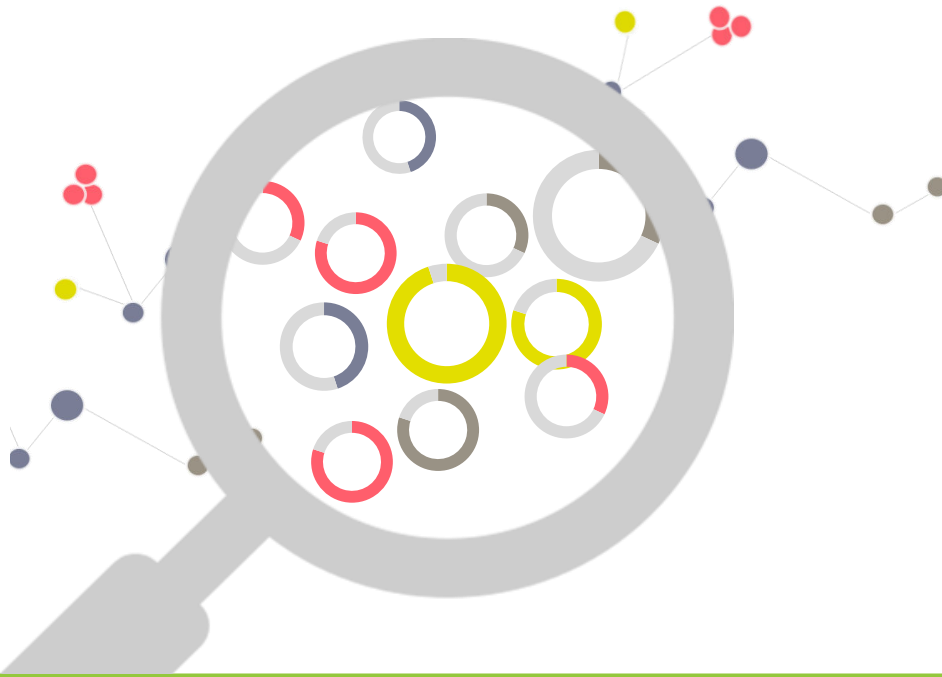
Lots of companies seek to
measure the customer
experience.

But they miss

WHAT MATTERS.

And so they fail to
MEET THEIR GOALS.

To meet your customer experience (CX) goals,
**examine
the details.**



What's your goal?

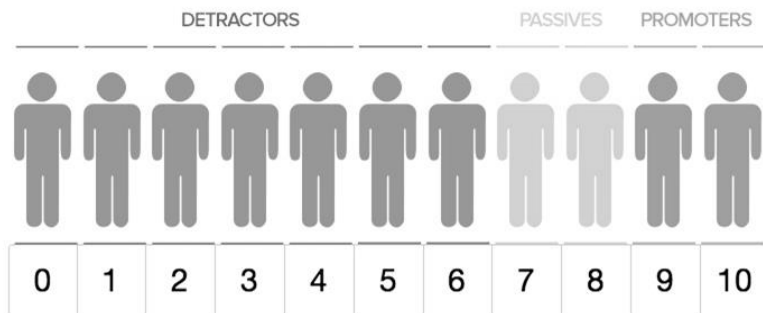
- ✓ Increase customer loyalty?
- ✓ Improve customer service?
- ✓ Reduce churn?

Most companies get it backwards. They spend copious resources tracking their high-level outcomes.

But to *transform* the customer experience, you need to measure and manage the details.

NPS & Other Outcome Metrics:

they don't show
how to improve.



For example, after a hotel stay, you might get a survey with a generic question like:

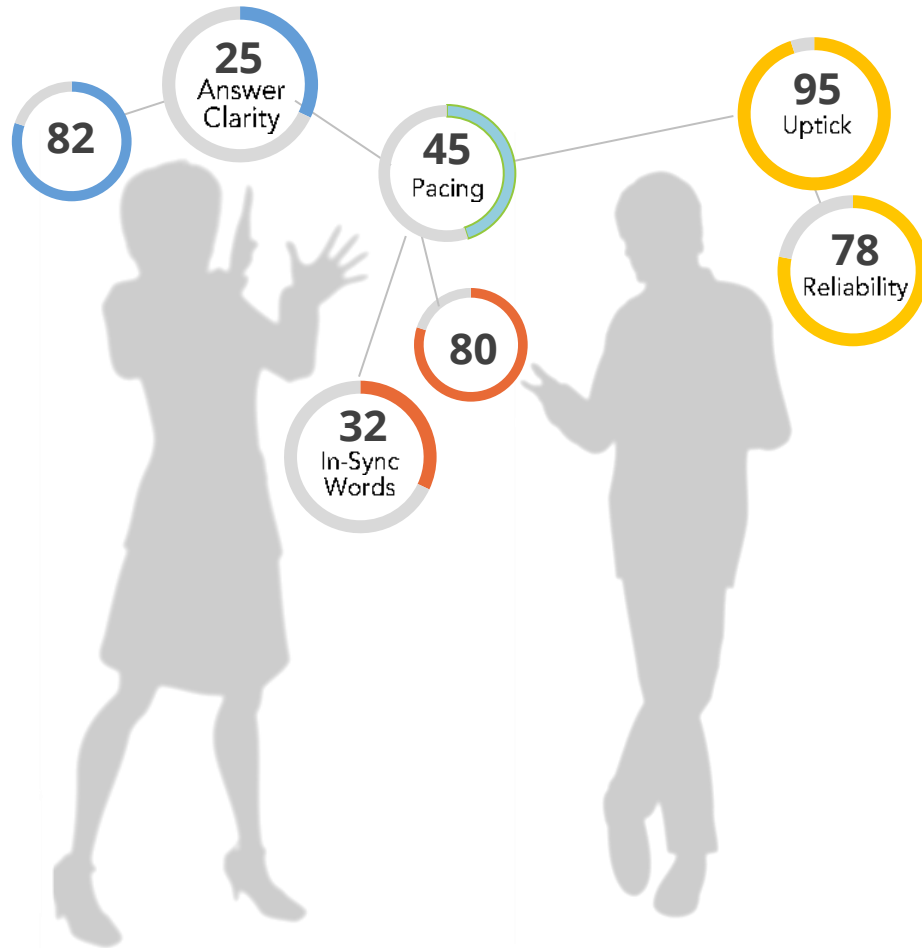
“How likely are you to recommend us to a friend?” Or, “How satisfied were you with your stay?”

Your answer—if you answer at all—will be a result of your overall experience.

But it won't show the underlying intricacies of why you feel the way you do or what changes the hotel could make.

Outcome metrics are simplistic. They fail to provide the CX details you need.

Element Metrics: the actionable alternative.



The customer experience consists of information, connection, differentiation, and efficiency factors.

These factors break down into elements—and the elements are tied to scoring systems.

To be accurate, never copy and paste elements and scoring systems from another company, you need your own.

Element Metrics Example:

Suppose you owned a coffee shop and wanted to sell more coffee. You'll increase coffee sales if you improve elements such as wait time and cashier attentiveness. But if you only look at your sales numbers (your outcomes) nothing will change.



45%

wait

Efficiency: How long is the wait? Does the customer's time seem valued?

71%

focus

Connection: Do the cashiers focus on each customer? Do they sound in-sync and like they care?

77%

uptick

Differentiation: To what extent does your coffee shop show commitment to quality or stand apart from the competition in some way?

It's like training to run faster.



Instead of selling coffee, **suppose you want to run faster.** To reach your desired outcome, you'll need to improve factors like endurance, nutrition, and flexibility.

Each of these factors is comprised of a myriad of elements. For example, flexibility depends on:

- Muscle strength
- Activity level
- Body temperature

Improve each element, and you'll run faster. But simply measuring your speed (the outcome) won't tell you what—or how—to improve.

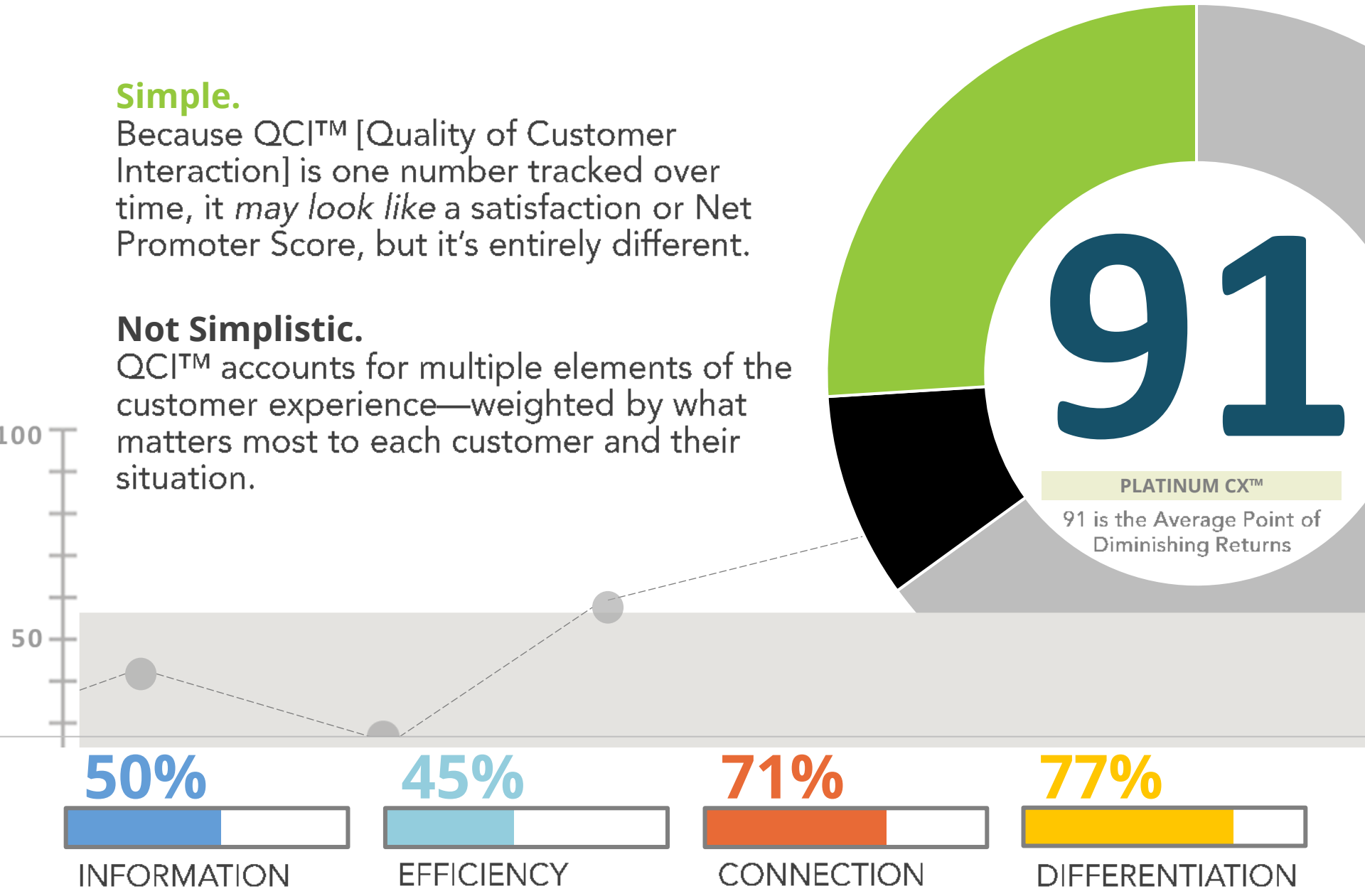
Know Your QCI™ Score.

Simple.

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.

Not Simplistic.

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





Use Element Metrics and raise the bar on your customer experience approach! Interaction Metrics clients include Synchrony Financial, CareCredit, Safeco Insurance, and Yaskawa America.