

Customer Experience:
**DISRUPTING
NORMS**

What big companies won't tell you.

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

-Peter Thiel, PayPal Co-founder

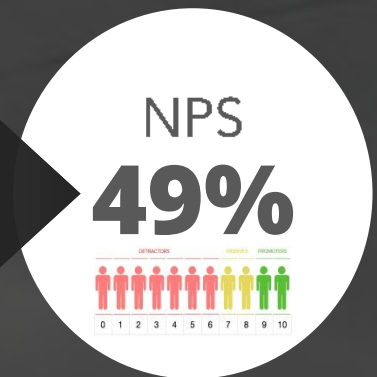
Our peers believe that customer experience can be improved with **simplistic approaches:**

Their surveys are based on generic questions...

Customer Survey

How likely are you to recommend us to a friend or colleague?

Not at all likely	1	2	3	4	5	6	7	8	9	Extremely likely 10
0	0	0	0	0	0	0	0	0	0	0



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

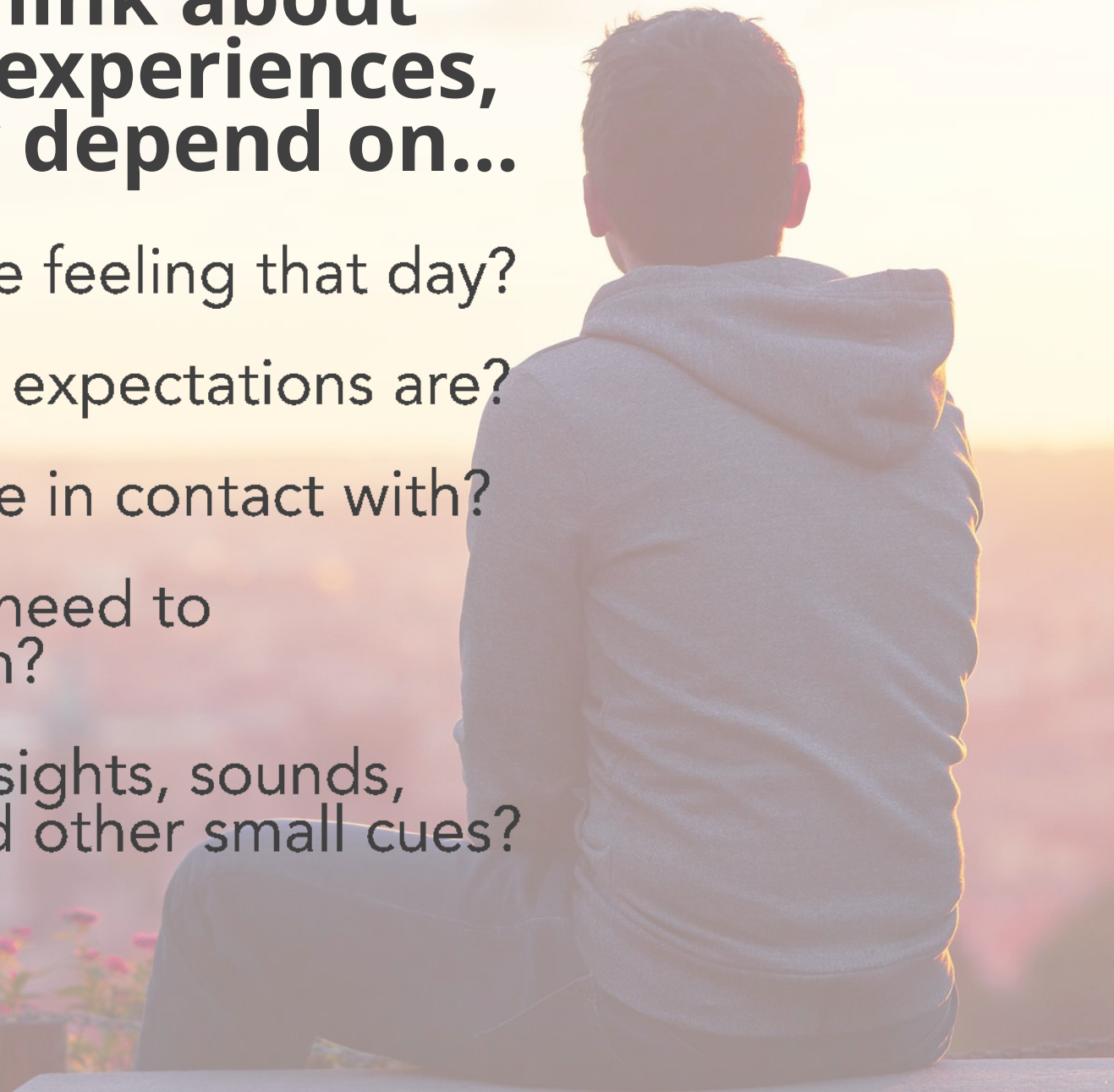


Ever shifting

Customers' expectations are shaped by evolving marketplaces

Afterall, 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're unaware of problems, until it's too late.



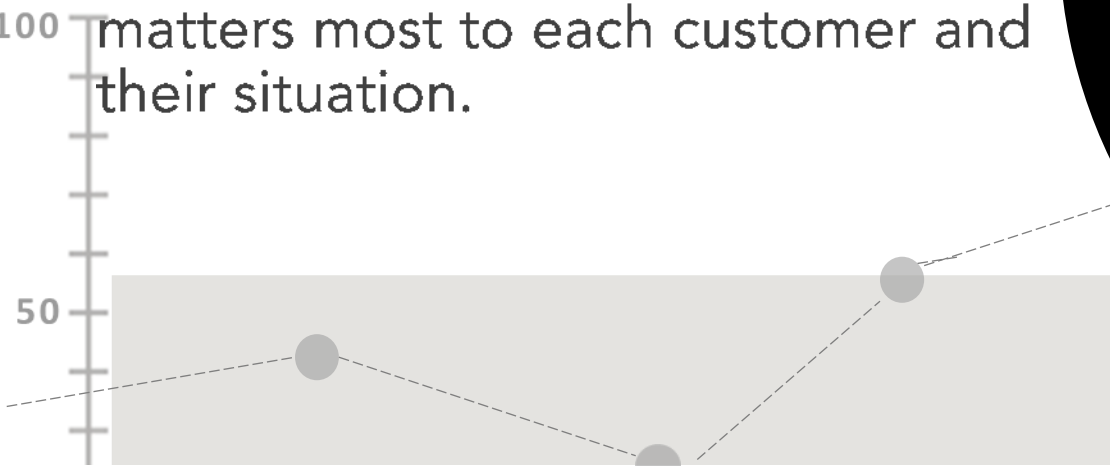
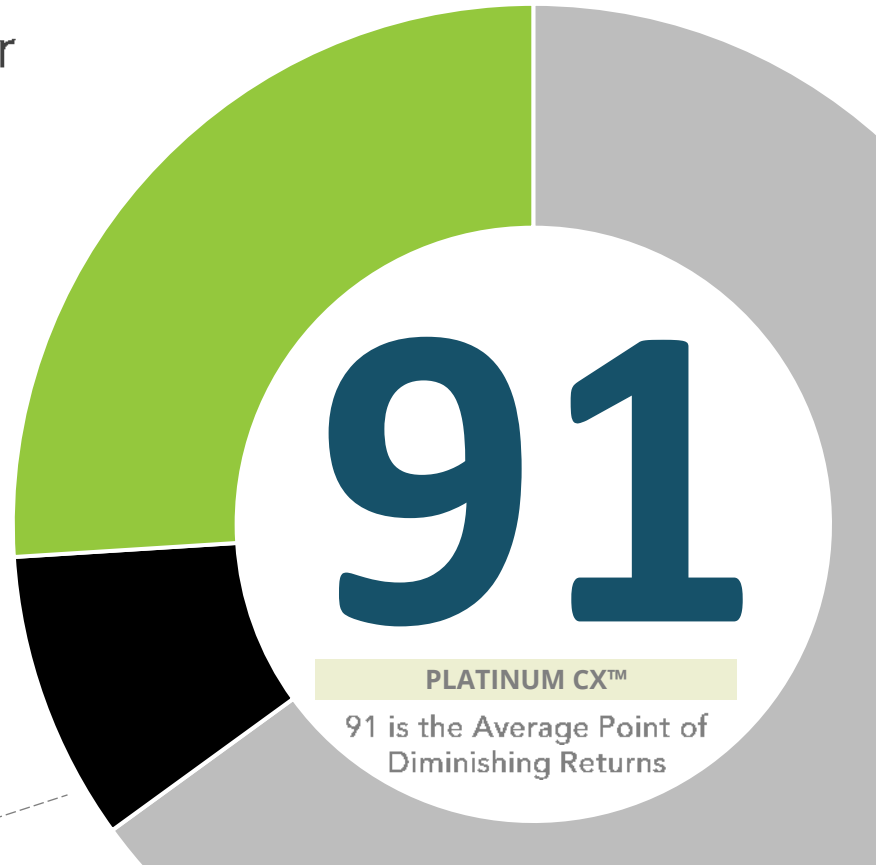
For example, United Airlines knew it had a bad NPS score, but this wasn't enough to save them from delivering a famously disastrous customer experience when they dragged a man off an overbooked flight.

What they needed BEFORE this PR disaster were *actionable, nuanced customer experience insights*.

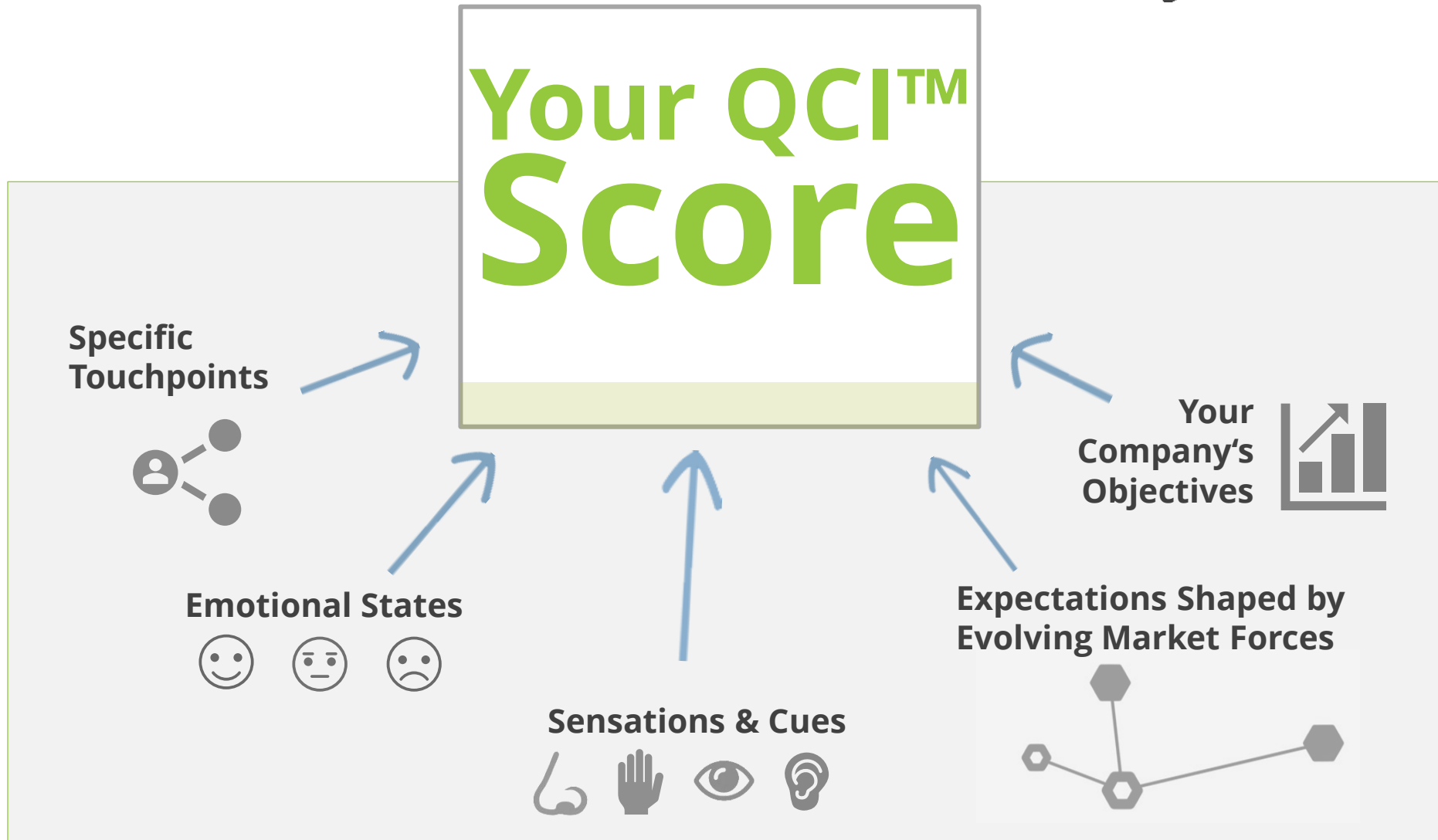
QCI™ Score: it's the only score that **gets inside the customer experience to show you what's truly going on.**

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 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