



CUSTOMER
INSIGHT
CONFERENCE

 @TLFResearch #tlfconference



MEASURE TRACK &

Chris Elliott

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Why do you do customer surveys?

Tick a box?

Benchmark against others?

***“It’s all about bucks, kid.
Nothing else matters”***

Gordon Gekko

Revenue - Cost

Objective – Profit (or Surplus)

Strategy – Value Creation

**Sub-strategy – Get
customers, keep
customers and get them
to spend more**

Retention Recommendation Related Sales

**Tactic – Customer
satisfaction research
(highly actionable!)**

Strategic

Tactical

Same but different

Perspective

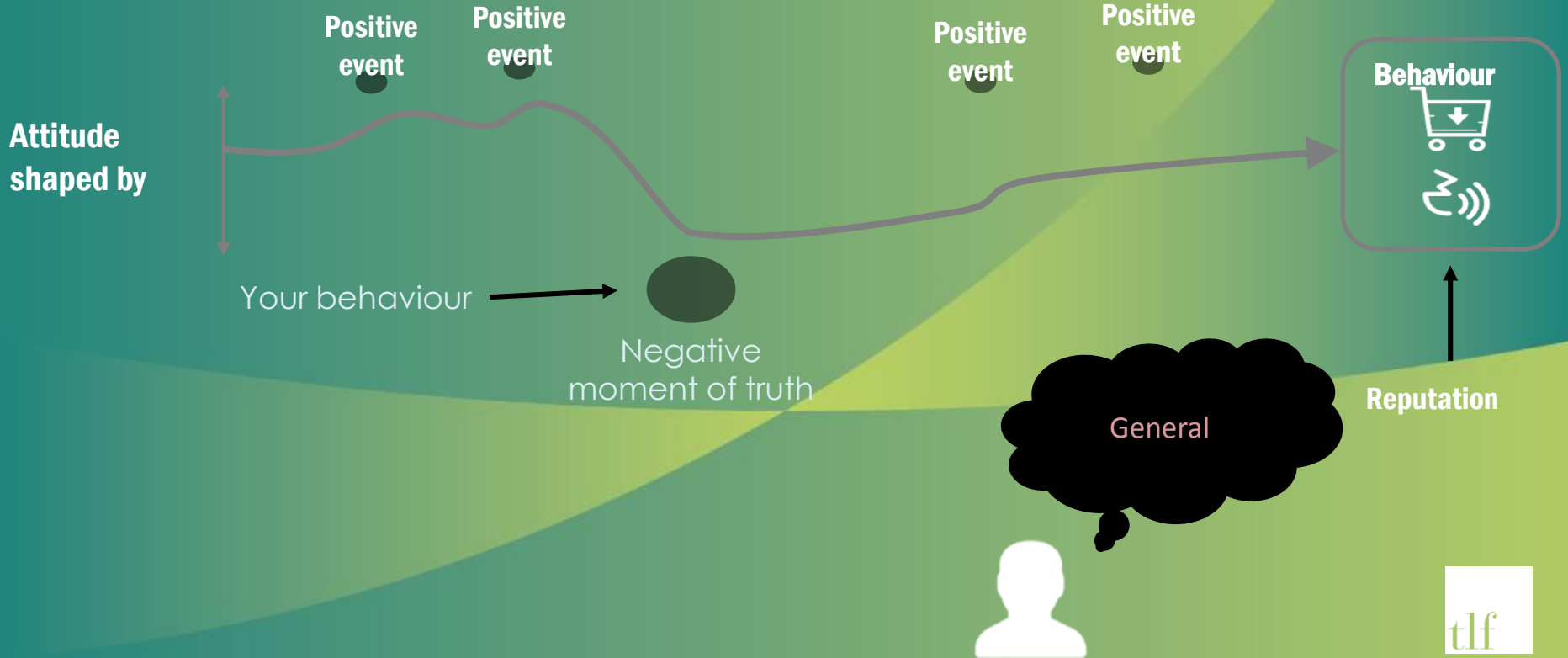
**Asking the right
questions, to the right
people, in the right way**

Lens of the Organisation

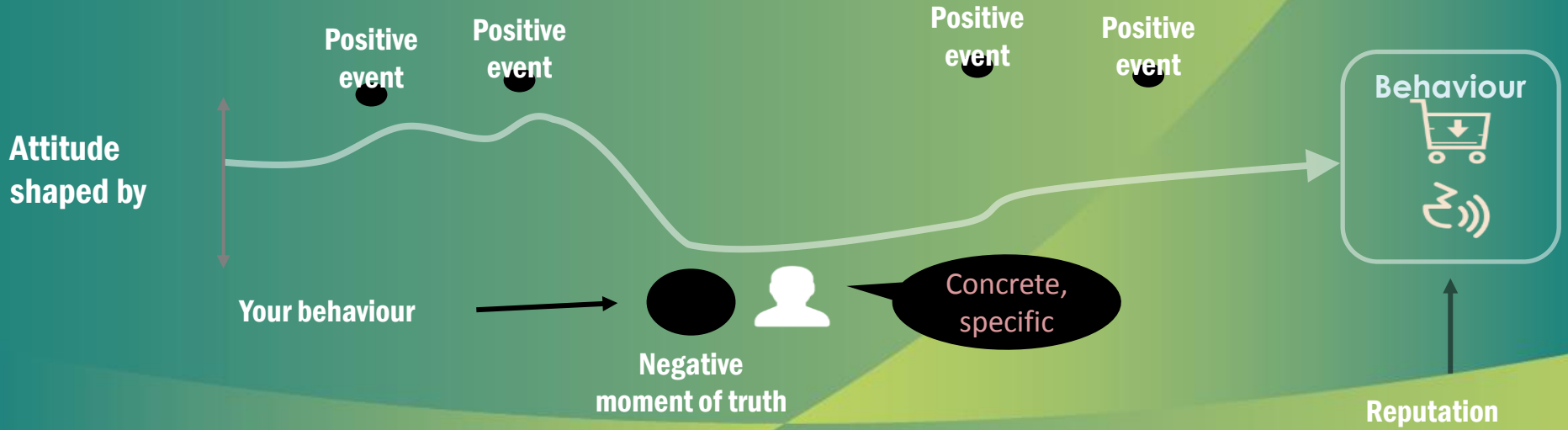
Lens of the Customer

Doing Best What Matters Most

STRATEGIC CX INSIGHT



TACTICAL CX INSIGHT



Right way (part 1) – method of data collection

Self Completion

Driven Interview

Right way (part 2) – deliverables

Headline Score

Customer Satisfaction Index

NPS

Customer Effort

Perfect Customer Experience



Which is best?

“You need to very careful what you use your metrics for. The growing reliance on a simple single metric is a very dangerous trend. After all, if we visit a doctor for a check up, we wouldn’t want the doctor to rely solely on our body temperature to asses our health, would we?”

There Is No Single Best Measure of Your Customers’ Harvard Business Review July 2012



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