Combining customer feedback and operational analytics for improved customer experience

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What I'd like you to take away from this session

What is Customer eXperience (CX)?

What are the data sources I can use to measure CX?

How can I set up a CX monitoring environment?

"customer experience (CX) is the product of (all) interactions between an organization and a customer over the duration of their relationship."

Source: wikipedia, https://en.wikipedia.org/wiki/Customer_experience

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Each and every interaction impacts customer experience

Attract

Retain

Advocate

130.60.4 - - [07/Jan 18:10:57:153] "GET /category.screen?category_id=GIFTS&JSESSIONID=SD1SL4FF10ADFF10 HTTP 1.1" 404 720 "http://buttercup-shopping.com/category.screen?category_id=FI_SW_01" "Mozilla/4.0 (compatible"
128.241.220.82 - - [07/Jan 18:10:57:123] "GET /product.Screen?product_id=FL-DSH-01&JSESSIONID=SD5SL7FF6ADFF9 HTTP 1.1" 404 3322 "http://buttercup.shopping.com/cart.do?action=purchase&itemId=EST-26&product"
317 27.160.0 - - [07/Jan 18:10:56:156] "GET /oldlink?item_id=EST-26&JSESSIONID=SD5SL9FF1ADFF3 HTTP 1.1" 200 1318 "http://JSESSIONID=SD9SL4FF4ADFF7 HTTP 1.1" 200 2423 "http://buttercup-product"

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There are many different types of customer interaction

Marketing message

Transaction
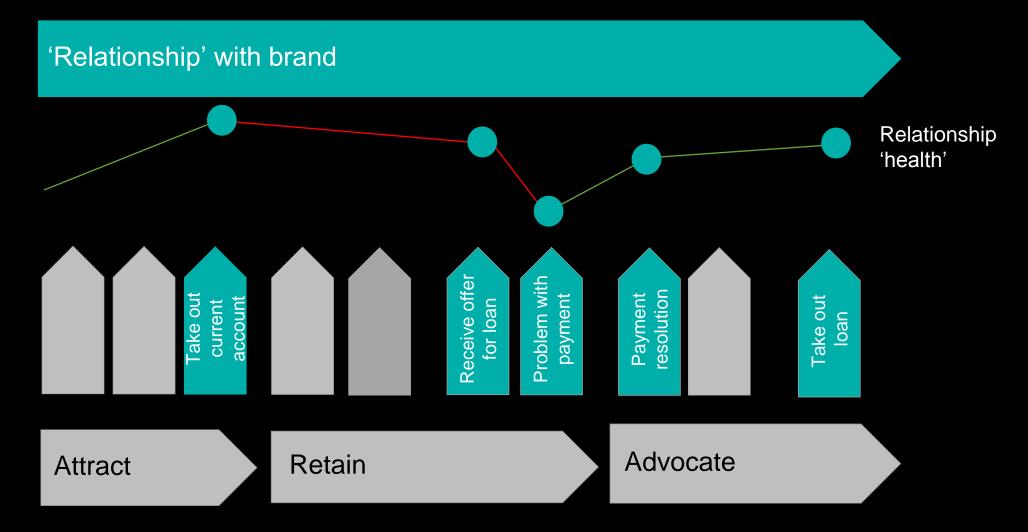
Product purchase

Social media interaction

Decision to open bank account

Visit website

Take out current account

Set up direct debits

Use debit card

Receive offer for loan

Problem with payment

Payment resolution

Discuss problem on Facebook

Take out loan

Attract

Retain

Advocate

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These interactions determine the health of the relationship between consumers and brands

'Relationship' with brand

Relationship 'health'

Take out current account

Receive offer for loan

Problem with payment

Payment resolution

Take out loan

Attract

Retain

Advocate

Customer experience drives business success

▸ **"Every contact we have with a customer influences whether or not they'll come back**. We have to be great every time or we'll lose them."
Kevin Stirtz (Strategy Manager, Thomson Reuters)

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Customer experience drives business success

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▸ "Getting service right is more than just a nice to do; it's a must do…**consumers are willing to spend more with companies that provide outstanding service** — ultimately, **great service can drive sales and customer loyalty**." Jim Bush (EVP, American Express)

Customer experience drives business success

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▸ "We see our customers as invited guests to a party, and we are the hosts. **It's our job every day to make every important aspect of the customer experience a little bit better.**" Jeff Bezos (Founder, Amazon)

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Customer experience is the focus for 'Big Data' projects

64%

Customer
experience

47%

Business
processes

47%

Targeted
marketing

▸ Source: Gartner. Research conducted with companies who have invested in 'Big Data' technology

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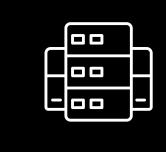
IT services performance directly impacts CX

Everything that happens during an interaction

Perceived customer experience

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Monitoring customer experience : the building blocks

Machine data

Relational data

Social feedback

Customer feedback

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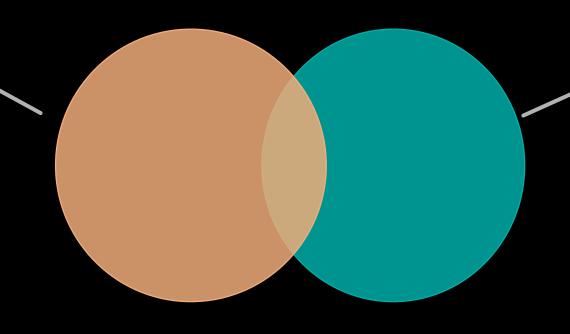# The changing nature of customer feedback

Traditional:
provider led

Emerging:
customer initiated

Combining customer feedback with operational analytics

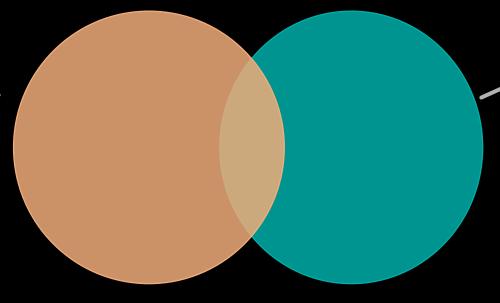## Machine data

- What happened?
- Time based
- Record of activity

Customer feedback

- Why did it happen?
- Time based
- Emotional impact

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Understanding 'what' and 'why' to unlock value

Machine data

Customer feedback

- **What happened?**
- Time based
- **Record of activity**

- **Why did it happen?**
- Time based
- **Emotional impact**

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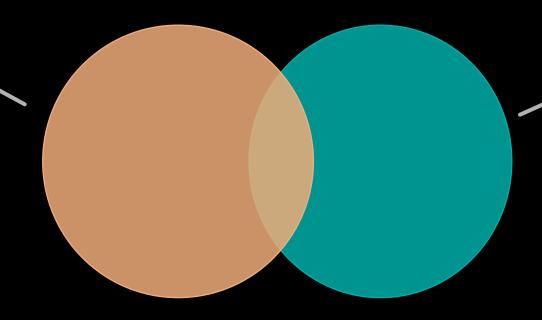
The importance of a time stamp

Machine data

- 'What happened?'
- **Time based**
- Record of activity

Customer feedback

- 'Why did it happen?'
- **Time based**
- Emotional impact

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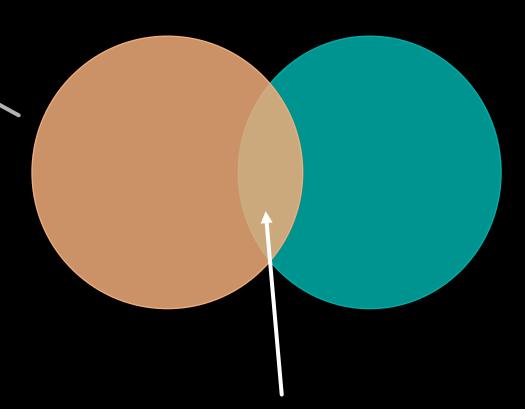
Delivering continual improvement

Machine data

- 'What happened?'
- Time based
- Record of activity

Customer feedback

- 'Why did it happen?'
- Time based
- Emotional impact

The deepest insights come from here

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The ideal interaction

Customer logs onto mobile app

Receives targeted ad for new plan

New plan request sent

New plan actioned

Welcome to service & feedback requested

End of journey

What actually happens?

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Monitoring relevant business KPIs
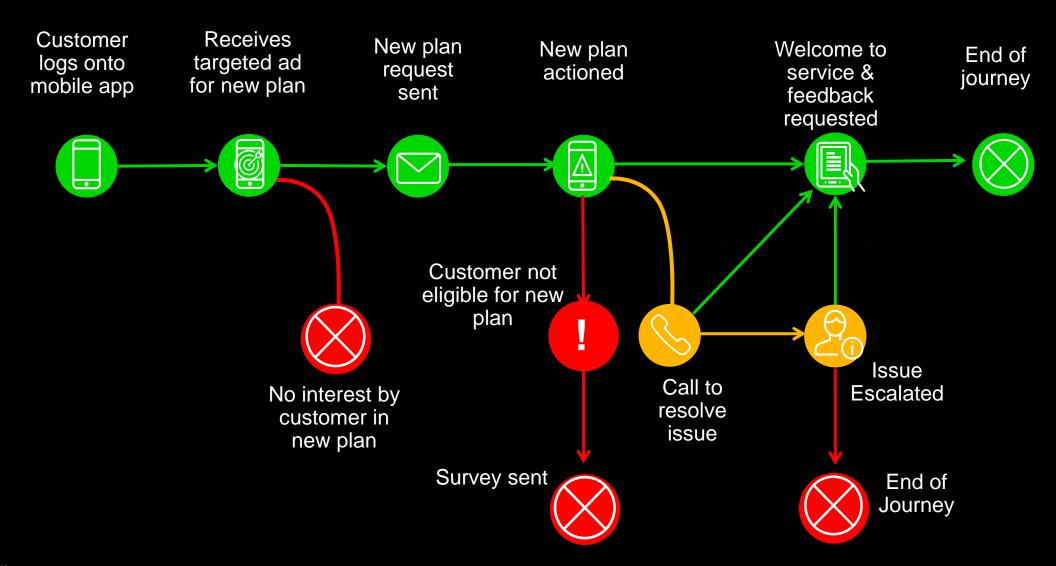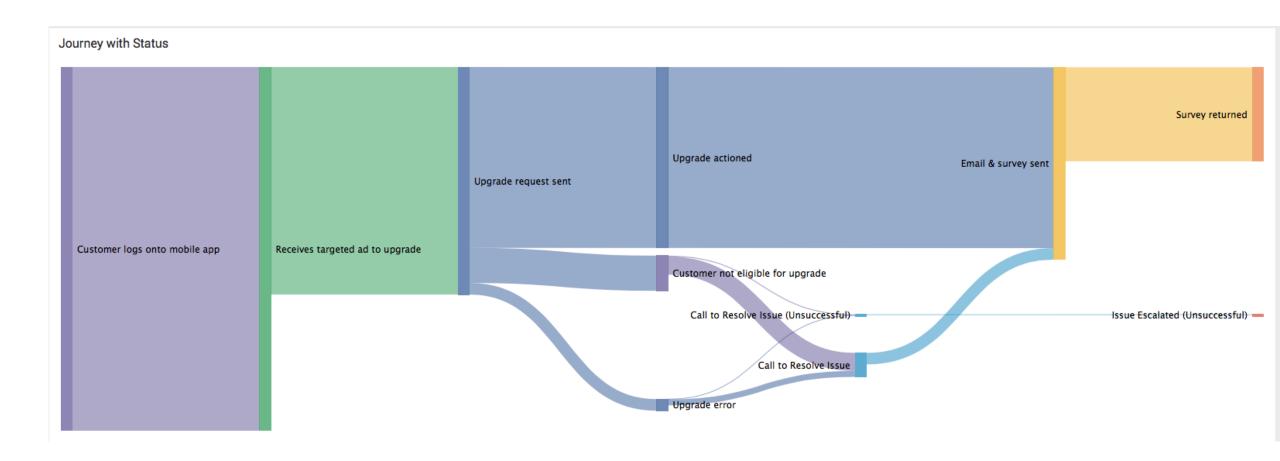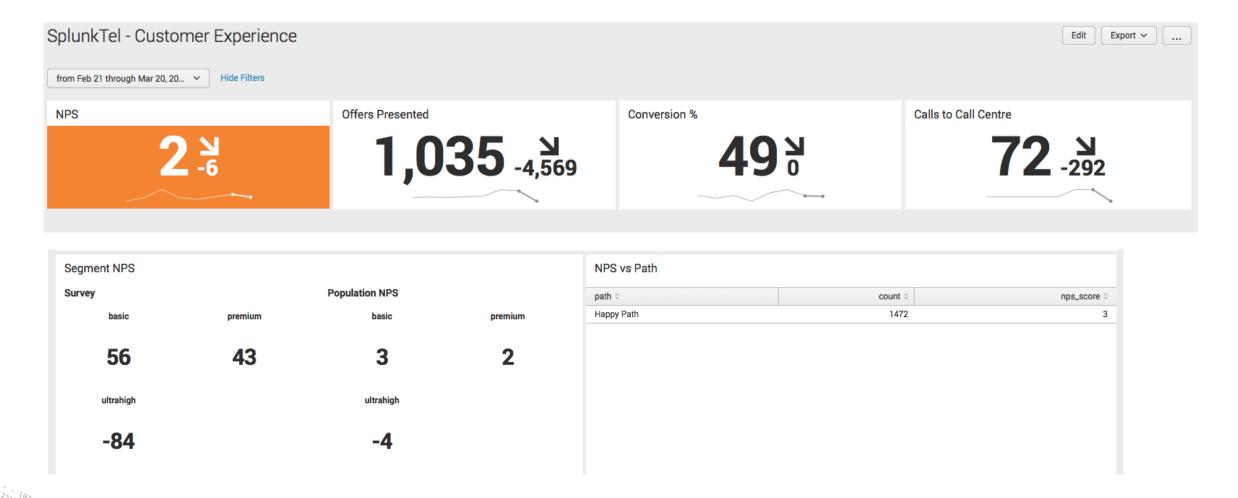
Drilling down to identify any issues

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Machine Learning to drive immediate action

Predicted Upgrade NPS Score

Edit | Export ⌄ | ...

All time ⌄   Hide Filters

Successful NPS

3 ↘ **-2**
Basic

1 ↘ **-3**
Premium

Complaints NPS

12
Basic

-2
Premium

-59
Ultrahigh

Customer Alerts

All premium and ultrahigh customers with predicted detractor or failed upgrades

first_name ⇅	last_name ⇅	segment ⇅	offer ⇅	nps_type ⇅	nps_description ⇅	status ⇅
Cynthia	Meyer	ultrahigh	better	predicted	detractor	
Paula	Gardner	premium	better	actual	detractor	SUCCESS
Brenda	Phillips	ultrahigh	worse	predicted	detractor	
Laura	Gomez	ultrahigh	same	predicted	detractor	FAILURE
Craig	Dunn	ultrahigh	better	predicted	detractor	
Alice	Armstrong	ultrahigh	better	actual	detractor	SUCCESS
Patrick	Adams	ultrahigh	better	predicted	detractor	
Ruby	Cox	ultrahigh	better	predicted	detractor	SUCCESS
Samuel	Mcdonald	ultrahigh	better	predicted	detractor	SUCCESS

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A roadmap for success

Monitor key interactions
/ journeys / processes

Develop behavioral /
'closed loop' event triggers

Overlay customer feedback
and social media

Continual improvement in
customer health

130.60.4 - - [07/Jan 18:10:57:153] "GET /category.screen?category_id=GIFTS&JSESSIONID=SD1SL4FF10ADFF10 HTTP 1.1" 404 720 "http://buttercup-shopping.com/cart.do?action=view&itemId=EST-6&product_id=FI-SW-01" "Mozilla/4.0 (compatible;
128.241.220.82 - - [07/Jan 18:10:57:123] "GET /product.screen?product_id=FL-DSH-01&JSESSIONID=SD5SL7FF6ADFF9 HTTP 1.1" 404 3322 "http://buttercup-shopping.com/cart.do?action=purchase&itemId=EST-26&product_id=GIFTS_" "Mozilla/5.0 (Window
1" 317 27.160.0.0 - - .NET CLR 1.1.4322] "GET /oldlink?item_id=EST-26&JSESSIONID=SD5SL9FF1ADFF3 HTTP 1.1" 200 1318 "http://JSESSIONID=SD9SL4FF4ADFF7 HTTP 1.1" 200 2423 "http://buttercup-shopping.com/cart.do?action=changequantity&itemId=EST-18&product_id=AV-CB-01&JSESSIONID=SD10SLBFF2ADFF9 HTTP 1.1" 200 2985 "htt
itemId=EST-16&product_id=RP-LI-02" "GET /product.screen?product_id=FL-DSH-01&JSESSIONID=SD5SL9FF1ADFF3 HTTP 1.1" 200 1318 "http://JSESSIONID=SURPRISE&JSESSIONID=SD1SL6FF2ADFF6 HTTP 1.1" 200 1300 "http://buttercup-shopping.com/cart.do?action=changequantity&itemId=EST-6&JSESSIONID=SD1SL8FF2ADFF9 HTTP 1.1" 200 3986 "http://buttercup-shopping.com/category.screen?category_id=SURPRISE&JSESSIONID=SD5SL6FF5 ADFF6 HT

Key Takeaways

1. Understanding 'what happened' alongside 'how it made customers feel' is key to improving customer experience

2. Monitoring and taking action when appropriate is key for managing customer relationships

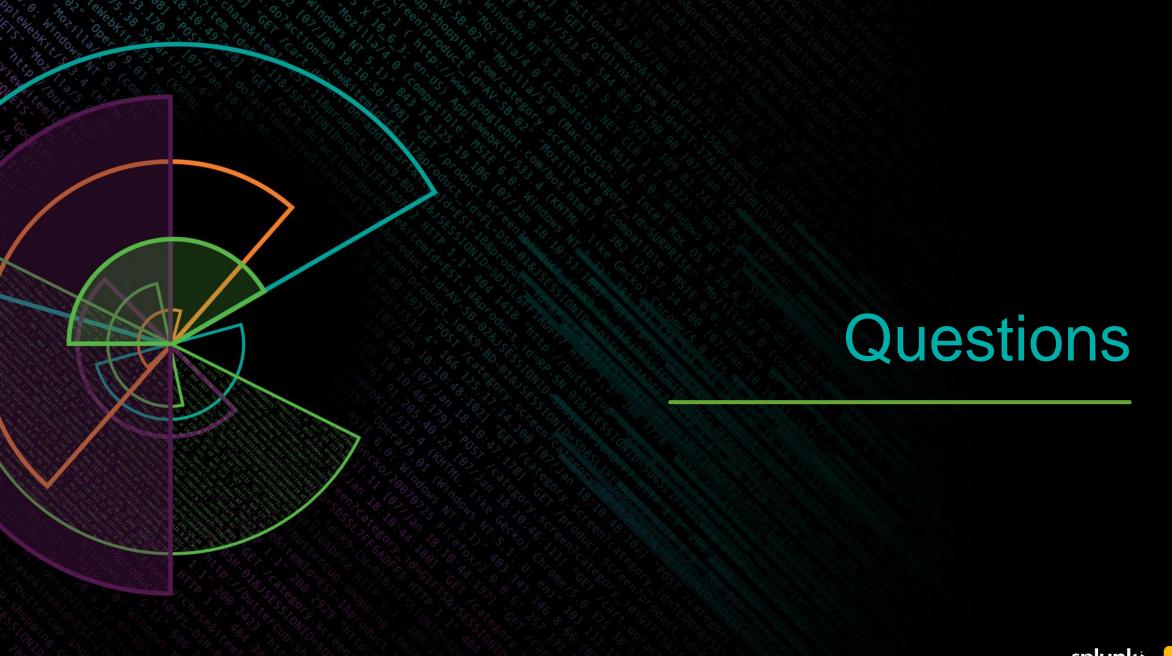3. Insight generation can be used to support continual customer experience improvement

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So, how did I do?

What is Customer eXperience (CX)?

What are the data sources I can use to measure CX?

How can I set up a CX monitoring environment?

Questions

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