

CX Research: RE | Disclosure Consents

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Question	Answer	Assessment	Recommendation/Feedback
<p>Q1: How do you define 'customer experience'?</p> <ul style="list-style-type: none"> It's the sum of all interactions a customer has with your brand. It's the journey from awareness to purchase and beyond. It's the emotional connection a customer feels with your brand. 	<p>Answer:</p> <ul style="list-style-type: none"> Customer experience is the sum of all interactions a customer has with your brand, from awareness to purchase and beyond. It's the emotional connection a customer feels with your brand. It's the journey from awareness to purchase and beyond. 	<p>Assessment:</p> <ul style="list-style-type: none"> The definition is clear and concise. The answer covers the key aspects of customer experience. The answer is easy to understand. 	<p>Recommendation/Feedback:</p> <ul style="list-style-type: none"> Consider adding more examples of customer experience. Consider adding more detail about the emotional connection.
<p>Q2: What are the key drivers of customer experience?</p> <ul style="list-style-type: none"> Product quality Customer service Website usability Mobile app performance 	<p>Answer:</p> <ul style="list-style-type: none"> Product quality Customer service Website usability Mobile app performance 	<p>Assessment:</p> <ul style="list-style-type: none"> The answer is comprehensive and covers the key drivers. The answer is easy to understand. The answer is easy to implement. 	<p>Recommendation/Feedback:</p> <ul style="list-style-type: none"> Consider adding more detail about the impact of each driver. Consider adding more examples of how to improve each driver.
<p>Q3: How do you measure customer experience?</p> <ul style="list-style-type: none"> Net Promoter Score (NPS) Customer Satisfaction Score (CSAT) Customer Effort Score (CES) Customer Lifetime Value (CLV) 	<p>Answer:</p> <ul style="list-style-type: none"> Net Promoter Score (NPS) Customer Satisfaction Score (CSAT) Customer Effort Score (CES) Customer Lifetime Value (CLV) 	<p>Assessment:</p> <ul style="list-style-type: none"> The answer is clear and concise. The answer covers the key metrics used to measure customer experience. The answer is easy to understand. 	<p>Recommendation/Feedback:</p> <ul style="list-style-type: none"> Consider adding more detail about how to calculate each metric. Consider adding more examples of how to use each metric.
<p>Q4: How do you improve customer experience?</p> <ul style="list-style-type: none"> Personalization Automation Streamlining processes Providing excellent customer service 	<p>Answer:</p> <ul style="list-style-type: none"> Personalization Automation Streamlining processes Providing excellent customer service 	<p>Assessment:</p> <ul style="list-style-type: none"> The answer is comprehensive and covers the key strategies. The answer is easy to understand. The answer is easy to implement. 	<p>Recommendation/Feedback:</p> <ul style="list-style-type: none"> Consider adding more detail about how to implement each strategy. Consider adding more examples of how to use each strategy.
<p>Q5: What are the challenges of customer experience?</p> <ul style="list-style-type: none"> Fragmented data Complex processes High customer expectations Competition 	<p>Answer:</p> <ul style="list-style-type: none"> Fragmented data Complex processes High customer expectations Competition 	<p>Assessment:</p> <ul style="list-style-type: none"> The answer is clear and concise. The answer covers the key challenges of customer experience. The answer is easy to understand. 	<p>Recommendation/Feedback:</p> <ul style="list-style-type: none"> Consider adding more detail about how to overcome each challenge. Consider adding more examples of how to use each challenge.
<p>Q6: How do you create a customer experience strategy?</p> <ul style="list-style-type: none"> Define your goals Identify your target audience Map the customer journey Implement the strategy Monitor and measure performance 	<p>Answer:</p> <ul style="list-style-type: none"> Define your goals Identify your target audience Map the customer journey Implement the strategy Monitor and measure performance 	<p>Assessment:</p> <ul style="list-style-type: none"> The answer is comprehensive and covers the key steps. The answer is easy to understand. The answer is easy to implement. 	<p>Recommendation/Feedback:</p> <ul style="list-style-type: none"> Consider adding more detail about how to define your goals. Consider adding more examples of how to use each step.
<p>Q7: How do you ensure customer experience is consistent across all touchpoints?</p> <ul style="list-style-type: none"> Standardize processes Train employees Use technology Monitor and measure performance 	<p>Answer:</p> <ul style="list-style-type: none"> Standardize processes Train employees Use technology Monitor and measure performance 	<p>Assessment:</p> <ul style="list-style-type: none"> The answer is clear and concise. The answer covers the key strategies to ensure consistency. The answer is easy to understand. 	<p>Recommendation/Feedback:</p> <ul style="list-style-type: none"> Consider adding more detail about how to train employees. Consider adding more examples of how to use each strategy.