The Brand's
Pocket Guide to
Customer Experience Research

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Customer Experience Research

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CX feedback
Why bother?

Any customer experience (CX) optimisation programme must make a positive impact on the bottom line through:

- Reducing customer churn
- Catalysing continuous business improvement
- Driving commercial efficiencies & effectiveness

The fundamental business benefit of CX feedback is that it can help identify areas of product and service refinement - removing customer 'friction', as well as driving (brand) agility & accessibility. In turn, this leads to less time troubleshooting, more time innovating - enhancing customer loyalty and deepening brand engagement.

This Pocket Guide shares some of the learnings the Skopos London team has gained over the years in the implementation of CX feedback programmes, both large and small. This experience spans an array of sector verticals.

Whilst intentionally designed not to be comprehensive in its coverage, the Guide looks to share some thoughts and observations relating to best practice. In this way we hope to fire ideas and help shape programme design.

Holistic in perspective
An integrated approach

Applying a holistic, connected mindset is fundamental to the design of any successful CX feedback activity.

Yes, we are in danger of being in 'sucking eggs' territory here, but we make no apology for reaffirming the importance of 'integration' as a fundamental, founding principle.

Surprisingly, this is often overlooked, or simply gets 'lost' along the way. Here are some of the key components and considerations we would advise building into your CX thinking:

data visualisation / data-management platforms / storytelling / customer-centricity / bespoke channel feedback mechanisms / intelligent design / big data / small data / customer-journey mapping / insight activation

Also, think ahead! How can your sustainable customer insight programme accommodate evolving channels? Consider virtual reality (VR), augmented reality (AR), and the internet of things (IoT) to name but three.

Ask the right questions
In the right way

Whilst there are many ways we can solicit customer feedback, we can also ensure this is a positive, brand enriching-experience for the participant through the employment of a few straightforward measures, for instance:

Let's apply intelligent design to a question set so that we can abolish long, boring, heavily grid-based surveys whilst retaining data-collection integrity and engaging the respondent to everybody's benefit.

Let's use consistent metrics and simplify where possible. There is no need to ask customers for demographic details if these feature in your customer data records!

Overview metrics such as NPS can help track performance but will not show you how to improve. Don't forget to ask the associated 'why?' and 'what next?' type questions.

In terms of tonality, remember to sound warm and friendly. CX feedback is another customer touchpoint and offers you the opportunity to reinforce key brand values.

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Be relevant
Employer the appropriate channel & construction

The various channels (servicing & acquisition) vary widely as touchpoint experiences. Any CX feedback activity must be appropriate to the channel.

There is a wide range of techniques available in the CX feedback toolbox (see below). We must think carefully about how, and when, we utilise each one:

customer (VOC) interviews/surveys I social media analytics I employee (VOE) interviews/surveys I UX testing I mystery shopping I QA testing

Regardless of the specific approach adopted, it is important that KPI 'golden' questions/metrics are incorporated so as to provide commonality of comparison.

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Centralise data
collection & management

05

Manage the data streams

Embedding a data-management platform (DMP), within your programme, enables all relevant feedback data to be stored and managed centrally. Ideally, the DMP should also dovetail with any other CRM and analysis tools deployed (Salesforce, Tableau, etc).

Such an approach is 'holistic' in its perspective and will increase project learnings incrementally, helping transform the CX feedback into more manageable, and importantly, actionable outputs.

Furthermore, such proactive data management forms the cornerstone of far more effective analysis, distillation and insight dissemination. More on this soon…

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Data distillation & dissemination

Analysis, distillation & storytelling are all

The sheer scale, volume and velocity of customer data collected can be daunting at best, and, in the worst case, impossible to decipher and navigate.

Working with this type of data is often extremely time-consuming and can prohibit effective time management for both the insight professional and the stakeholder team.

The leveraging of technology is key, no more so than in the case of multi-component CX feedback programmes. Let the computer do the 'donkey work', freeing up time for higher level analysis and thinking and the framing of the data's story in a compelling, engaging fashion.

Ultimately, the success of the initiative will be judged on the quality of the direction provided and the commercial gains. If the insights are not actionable and the narrative is unclear, little value accrues. Swamping the senior leadership team with unstructured customer feedback will achieve absolutely nothing!

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Compelling & activation-focussed

Fire starting!

CX feedback activity should NEVER lose sight of its raison d'etre, to bring about action!

In our experience, the ACDC (Actionable, Clear, Digestible, Concise) acronym is a nice way of remembering how CX data should be collected, utilised and disseminated. Simply collecting data does not unleash its business effectiveness. It is not the amount of data that is important, it is what organisations do with the data that matters.

Delivering compelling stories is central to successful stakeholder engagement - as is taking into account that different internal audiences have specific requirements and 'tolerances'.

Well-executed and effectively-communicated insight programmes should 'start fires' across the business, driving purposeful action.

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Executing right first time

A summation

In summary, a great CX feedback programme should:

Ensure responsive (real time) feedback
Enhance and not detract from the customer's brand experience
Deliver actionable, commercially-focussed, direction
Drive business efficiencies, rather than building team workloads

If your current (or proposed) activity is not delivering across all of these keynotes then ask yourself why, then do whatever is needed to implement change.

Skopos London has been supporting organisations in the delivery of market research & insight programmes since 2001. We would be very happy to talk things through with you, with no obligation. References and testimonials are, of course, available from our extensive, blue-chip, client list.

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