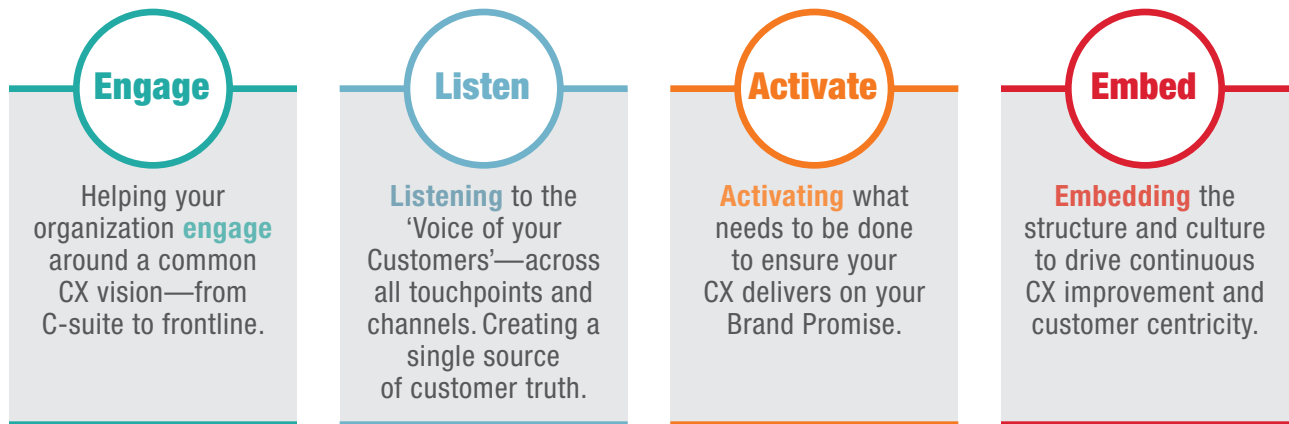




Introducing Ipsos CX— The Customer Experience Specialists

Ipsos CX is one of the largest global agencies focused on the Customer Experience. We bring to the table over 20 years of experience along with a seasoned team of experts with one focus—achieving your CX goals. Ipsos CX services allow you to optimize your Customer Experience, which leads to greater customer retention, positive word-of-mouth and increased customer acquisition rates. It also helps you assess the Return on your CX Investment (ROCXI).

At Ipsos CX, we take the “long view” when it comes to CX. Sure, quarterly NPS and other customer tracking metrics are important, but one must balance the longer term against short term needs. We deploy a proven 4-stage framework for long term success that consists of:



The CX Evolution

The traditional business model is changing, so CX must evolve with it.

Past: Customer Experience was often defined as the sum of every interaction a customer had with a company or brand. Firms ‘took charge’ of the **Customer Experience**.

Present: Firms need to provide more than a great product and brand experience. They now need to provide a great service experience on a continuous basis. And, the **role of technology** in today’s marketplace needs to be considered, in both measurement and management of the customer experience.

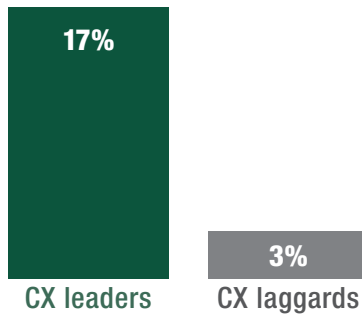
Whether it is past or present, the **SAME** business goals/desired outcomes apply. Businesses continue to be focused on retaining customers, increasing their purchases, and encouraging them to be brand advocates.



The Financial Impact of CX is Considerable

It's been shown that CX Leaders far surpass laggards in growth, and not just by Ipsos:

Compound average revenue growth,
2010 to 2015



Source: June 21, 2016, "Customer Experience Drives Revenue Growth, 2016" Forrester report
forrester.com/cxindex

CX leaders grow revenue faster than CX laggards.

FACT: We know that improving the strength of the CX relationship drives positive business outcomes. Committed customers will dedicate a larger share of wallet to their brand. They also tend to stay longer and recommend the brand to others more often. ***Ipsos' internal research shows that among highly committed customers, on average, they dedicate nearly 60% of their spending to their preferred brand.***

FACT: Ipsos can help clients quantify the financial return of improving relationship strength. Our proprietary models combined with your customer data can create a powerful combination. ***We can tell our clients what "lift" to expect in sales when their CX scores increase by 10%, giving you a Return on your CX Investment (ROCXI).***

FACT: Customer Experience still matters. But, there have been vast changes in customer-company interactions over the last decade, making it much harder for organizations to consistently meet customer expectations. And there are numerous examples of CX initiatives that have failed, typically because they were missing one or more of the CX framework stages.

SOLUTION: ***Let Ipsos help you improve Customer Retention, Share of Spend, Advocacy and Operational Efficiency to deliver a measurable return on your CX investment.***

About Ipsos

Ipsos is the global leader in designing, measuring and delivering value from Customer Experience programs. We help organizations retain customers and recover those at risk, grow share of spend, increase advocacy and drive up operational efficiency; to 'deliver a Return on Customer Experience Investment (ROCXI)'. Based across 50 countries, our expert CX teams help organizations at all stages of CX measurement and management, using a unique blend of research, technology, analytics and advisory solutions.

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GAME CHANGERS

