



# CX Target Setting

The impact of improving customer experience on customer loyalty and advocacy is proven. Organizations continue to collect and measure customer feedback. The goal is to leverage these insights to directly inform strategic action and ultimately improve customer experience. A key component to successful VOC (voice of customer) feedback programs is to galvanize your employees with corporate performance dashboards, that oftentimes include VOC targets. These targets usually play a role in employee bonus and compensation plans, and also provide several other benefits:

- Instills a customer-focused mindset across the organization
- Motivates employees to prioritize impactful initiatives
- Rewards actions impacting the bottom line
- Ensures accountability

Ensuring your targets are adequate and achievable is critical. So, how accurate are your targets?

## CX Target Setting addresses these questions:

- Can you clearly define what success looks like?
- How effective is your target setting process?
- How well do your target and strategic goals align?
- How should you cascade targets down to operating unit levels?
- How do you make sure your employees buy into and are motivated by the targets set?



## Ipsos uses a statistically-based, data-driven approach to CX Target Setting

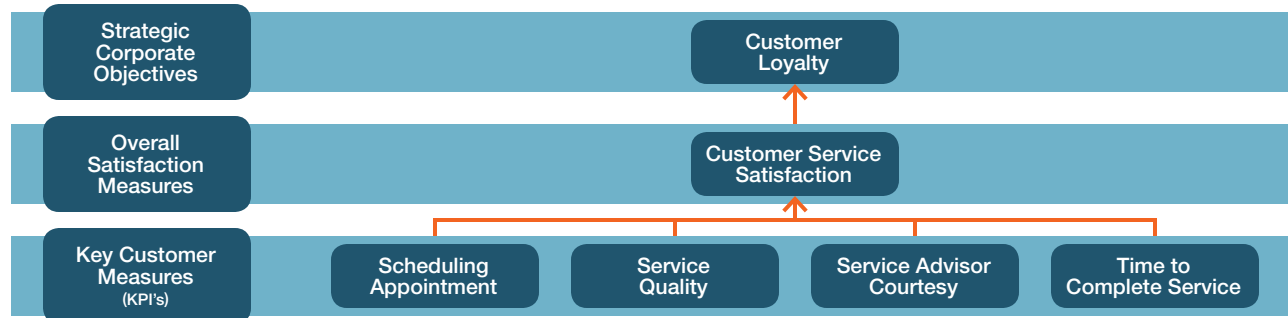
Judgement-based targets are risky. They are difficult to articulate rationale, are often not realistic and achievement might not lead to expected business results. By using Ipsos' CX Target Setting, your scores will be more:

- **Achievable:** stretched, but realistic
- **Relevant:** aligned at all levels driving the right behaviors
- **Clear and Transparent:** easily understood and simple to track
- **Long-term linkage to ROI:** connects to 3–5 year strategic planning cycles and the bottom line



## Targets are Layered

In any firm, targets exist at multiple levels and ultimately “roll up to the top.” However, at each level, it is critical to select the right metric to measure success. This will typically vary by department as well. While some measures may be broad in nature, others may be more specific. Regardless, all should be measurably quantified.



## How Ipsos Adds Value to Target Setting:

Targets require buy-in at all organization levels. It is imperative employees are motivated to try and meet your strategic objectives. If you are finding it difficult to achieve your targets or to articulate the rationale behind your set targets, please contact us today.

## 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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