



CX Measurement Audit

In today’s age of data abundance, often coming at you from every direction, it may not be terribly clear which measures are critical and which are merely “nice to have.” For this reason, Ipsos offers a CX Measurement Audit service to its clients. The CX Measurement Audit addresses the following:

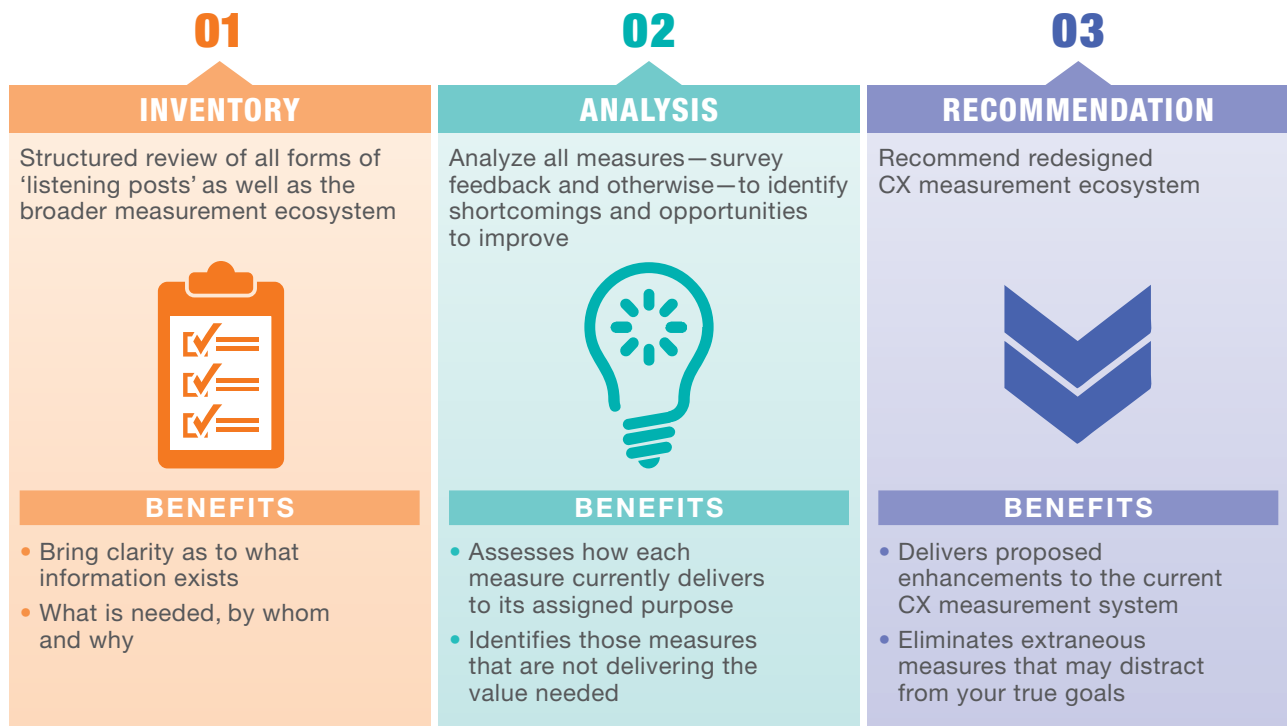
- Are you asking the right questions?
- Do you get feedback at the right time?
- Is your CX measurement program(s) driving positive change?

What is the CX Measurement Audit?

Executed by the Ipsos CX team of insights professionals, the audit assesses the degree of fit between your current CX measurement vehicles and your organization’s CX goals. In short, we help identify that these vehicles are properly aligned with the desired information objectives and outcomes. The CX Measurement Audit ultimately enables:

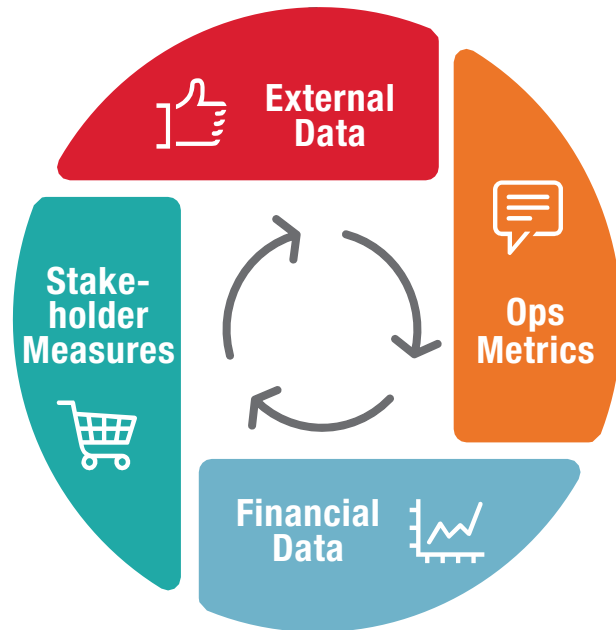
- Consistency in Key Performance Indicators (KPIs) across your business
- Better quality data/action-orientated outcomes
- An integrated CX measurement system, driving Return on CX Investment (ROCXI)

There are 3 main steps in the CX Measurement Audit





We look beyond just surveys:



The Ipsos CX Audit is a comprehensive review of all CX measurement programs—from data sources to outputs—individually, and as a holistic measurement system—highlighting shortfalls and improvement needs. If your organization is struggling with too much CX information, Ipsos can help you regain clarity and establish the optimal CX measurement design.

For more information, contact:

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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.

GAME CHANGERS

