



Are You Getting the Expected Return on Your Customer Experience Investment?  
*If you aren't sure, you need to find out.*

# The Road to Return on Customer Experience Investment

We all know that Customer Experience (CX) matters...time and time again, this has been proven by business results and industry research. Ignore the customer at your own peril!

And, although the link between CX success and financial performance is widely acknowledged, there is ample evidence that many CX initiatives fail to deliver tangible results...and in those latter cases, firms did not even know it was happening.

For these reasons, it's imperative that firms measure and fully understand the **Return on Customer Experience Investment or ROCXI**. What is ROCXI?

- Ipsos' framework for defining what success looks like across a set of measurement principles
- Encompasses a holistic view of inputs beyond just CX surveys
- Quantifies the link between customer feedback metrics and business/financial outcomes
- Provides evidence to justify CX expenditures; ultimately, making the CX a higher priority

## Questions we answer

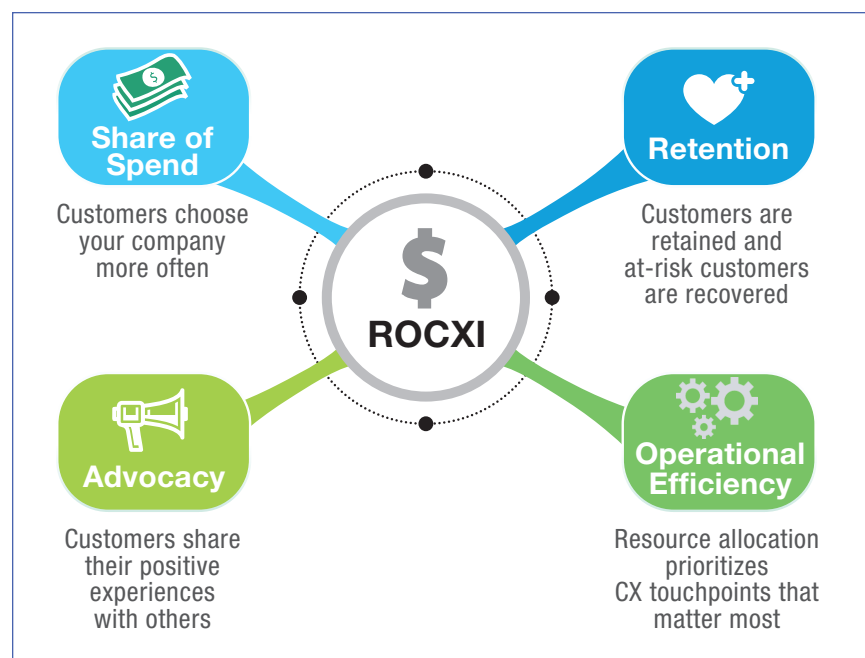
1. How do we justify requests for more CX investment?
2. How do we forecast the impact of CX improvements?
3. What is the commercial value of an increase in your CX KPI?
4. How do we rally colleagues around our CX metrics?

## ROCXI enables

- Validation of CX metrics against business outcomes
- Demonstrates the financial return of improving the CX
- Permits 'what if' simulations and action planning

## The ROCXI framework

The ROCXI framework focuses 4 elements whose individual importance may vary by industry, but are typically critical to long term success:



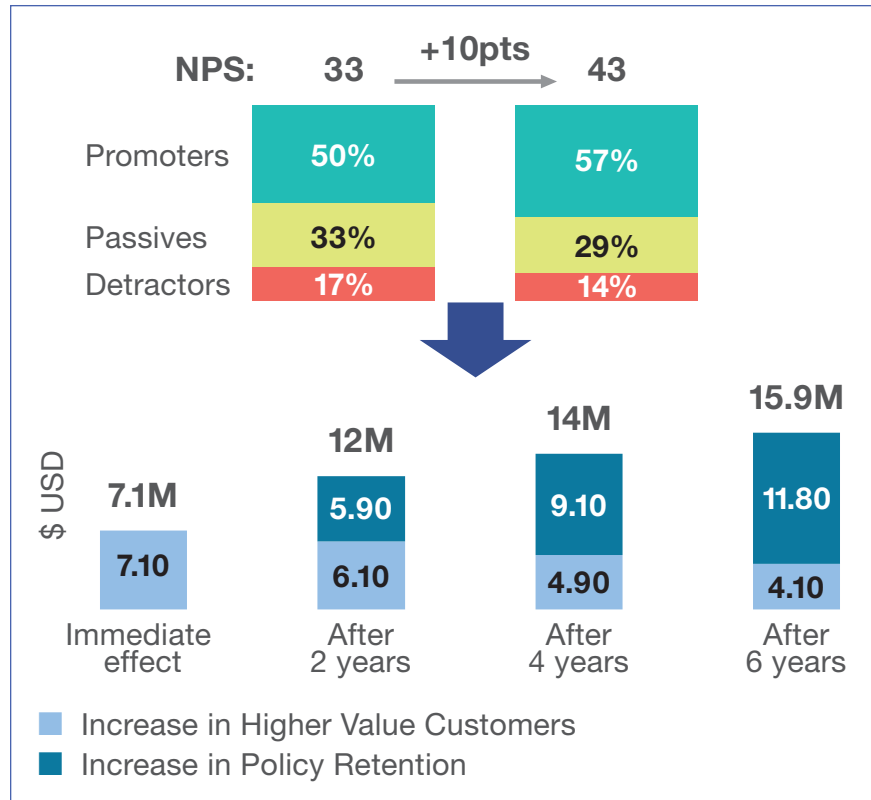


## EXAMPLE: Linking Key Performance Indicators (KPIs) to Financial Outcomes

**Goal:** Predict and validate the link between CX KPI with improvements in spend and retention over time.

**Method:** Linkages made using advanced statistical analysis at individual customer level.

**Outcome:** Higher performance on KPI (in this case, NPS) was linked to increases in value and retention over time; provided an evidence-based argument that investing in CX performance can in fact drive a stronger business.



Are you ready to find  
your ROCXI?  
If so, please 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

