

ARE YOU GETTING THE EXPECTED RETURN ON YOUR 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 while 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 is 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 CX initiatives a higher priority

Our Approach



1. Set Hypothesis

- Start with business objective
- Assess what data is available to answer objective (e.g., longitudinal behavioral data)
- Define linking unit (i.e., customer or unit level)
- Data exploration/understanding
- Workshop to review potential relationships and select hypotheses to test



2. Data Modeling

- Data Processing: prepare required KPIs in each data type
- Link the data
- Build models, linkages, and predictions
- Roll out across segments



3. Dissemination

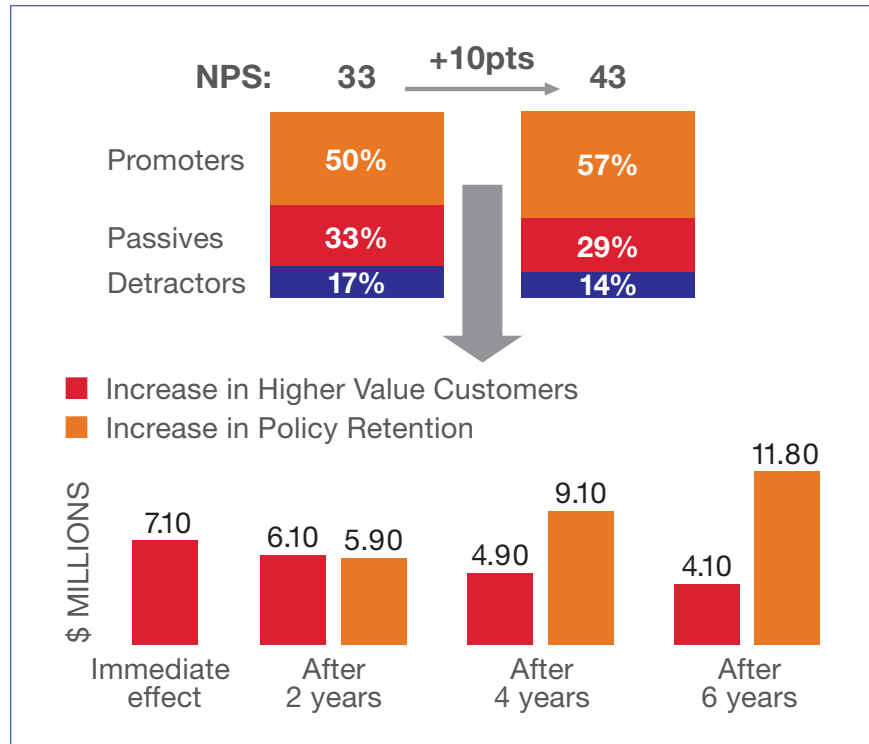
- Predictive simulators (as necessary)
- Communicate key findings and implications for business



Outcomes

We provide an analysis report showing the potential financial opportunity based on the CX data analysis, and recommendations to drive the next steps in your CX strategy. Also includes:

- A validated metric against business outcomes
- “What if?” simulations and action plans



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.