



EFM

ENTERPRISE FEEDBACK MANAGEMENT

IPSOS POV ON CUSTOMER EXPERIENCE

***CUSTOMER
EXPERIENCE IS THE
NEW BRAND IMAGE***

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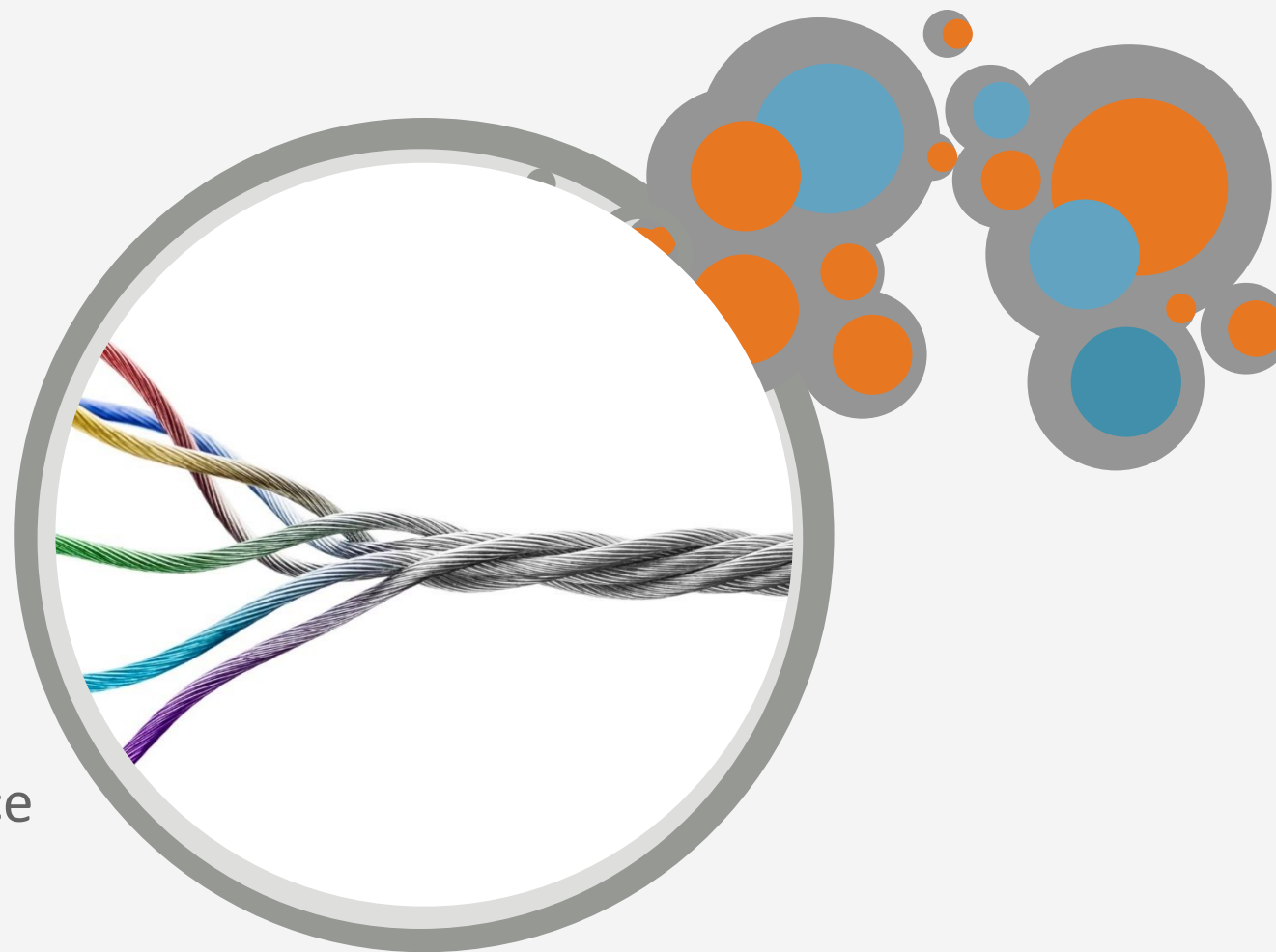
CUSTOMER EXPERIENCE MATTERS

Without customers there
would be no business!

Customer experiences
affect customer behaviour
and customer behaviour
determines business
success.



**... AND BRAND &
EXPERIENCE
HAVE GROWN
CLOSER TOGETHER**



... Especially in the service industries

CUSTOMER EXPERIENCE IS THE NEW BRAND IMAGE

Other people's experiences
influence everyone

Good and bad experiences
impact non-customers as
well as customers



Getting the customer
experience right is even
more important now
than ever before

THE BRAND DELIVERY GAP



If people believe that you are **not delivering on your promises**, any further marketing spend on advertising and communicating them will be wasted until the experience has been fixed.”



If you are delivering **experiences that live up to your brand promise**, there is an argument to prioritise brand & communications before investing any more in improving the experience.”

TODAY

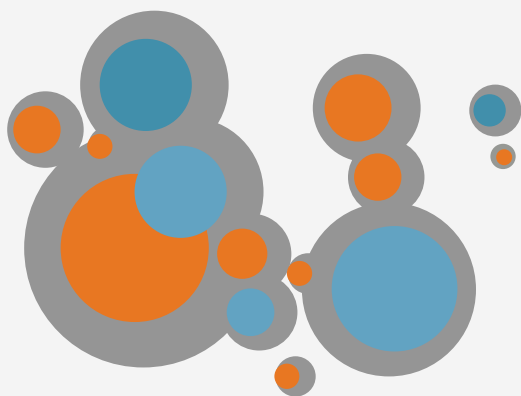


... customer experience
& brand image are
more inter-related...

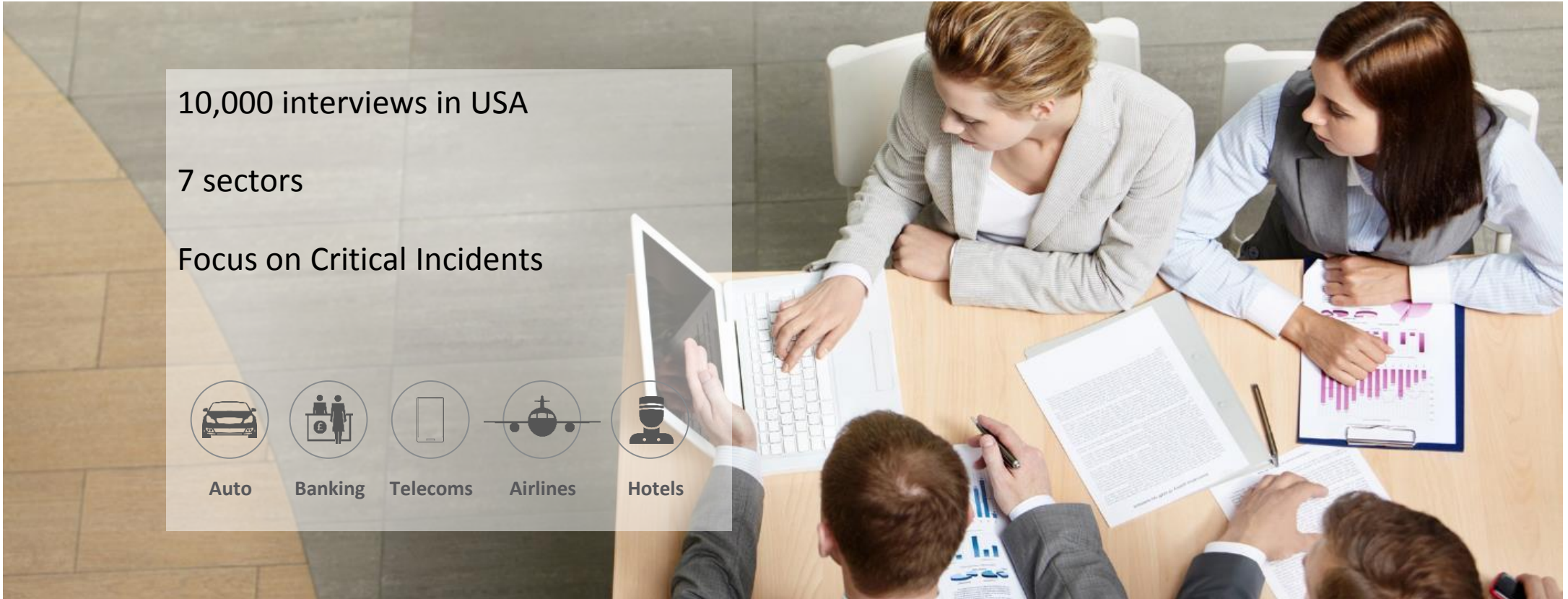
... aligning brand
promises and delivered
experiences is more
important...

... aligning our
measurement
programmes is more
important

▶ **THAN EVER
BEFORE**








Lets look at some evidence



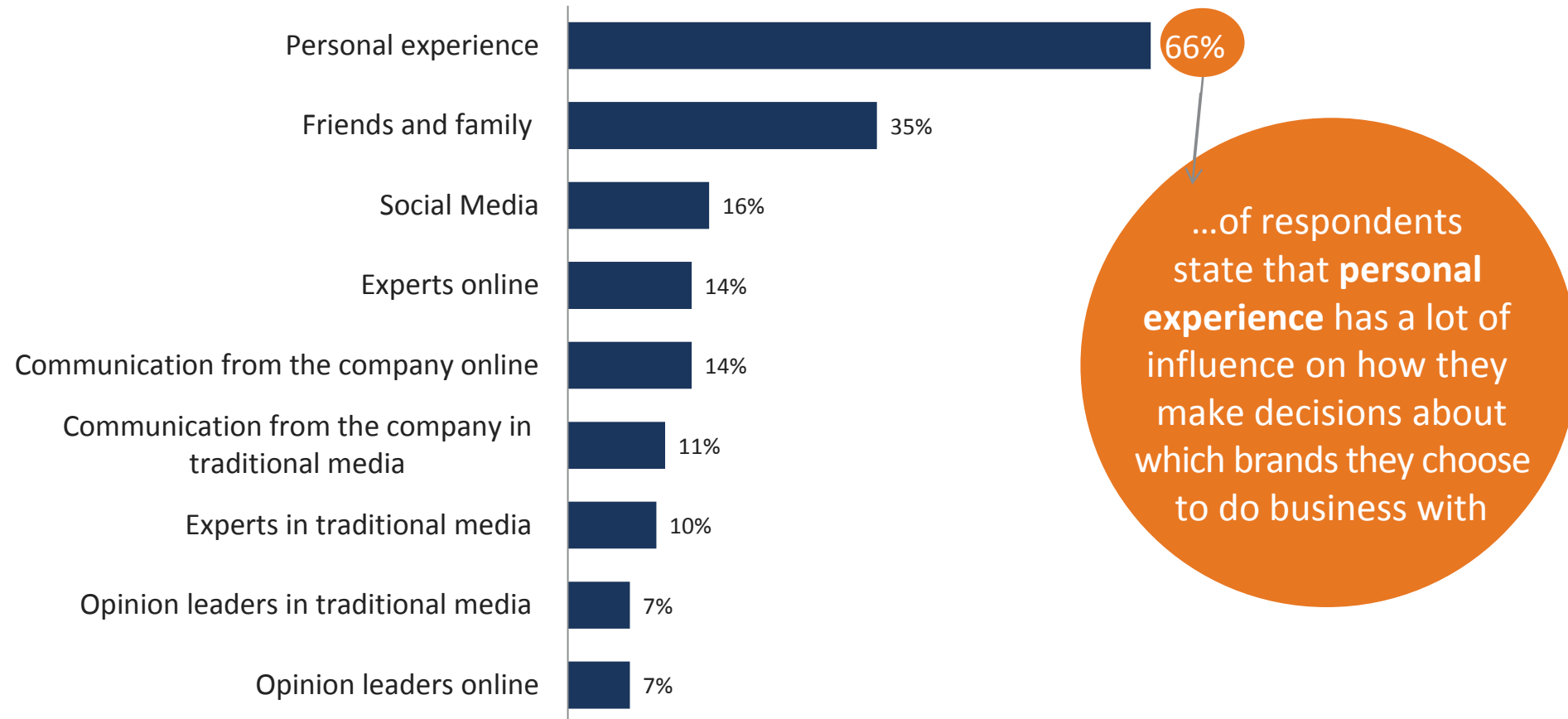
10,000 interviews in USA

7 sectors

Focus on Critical Incidents

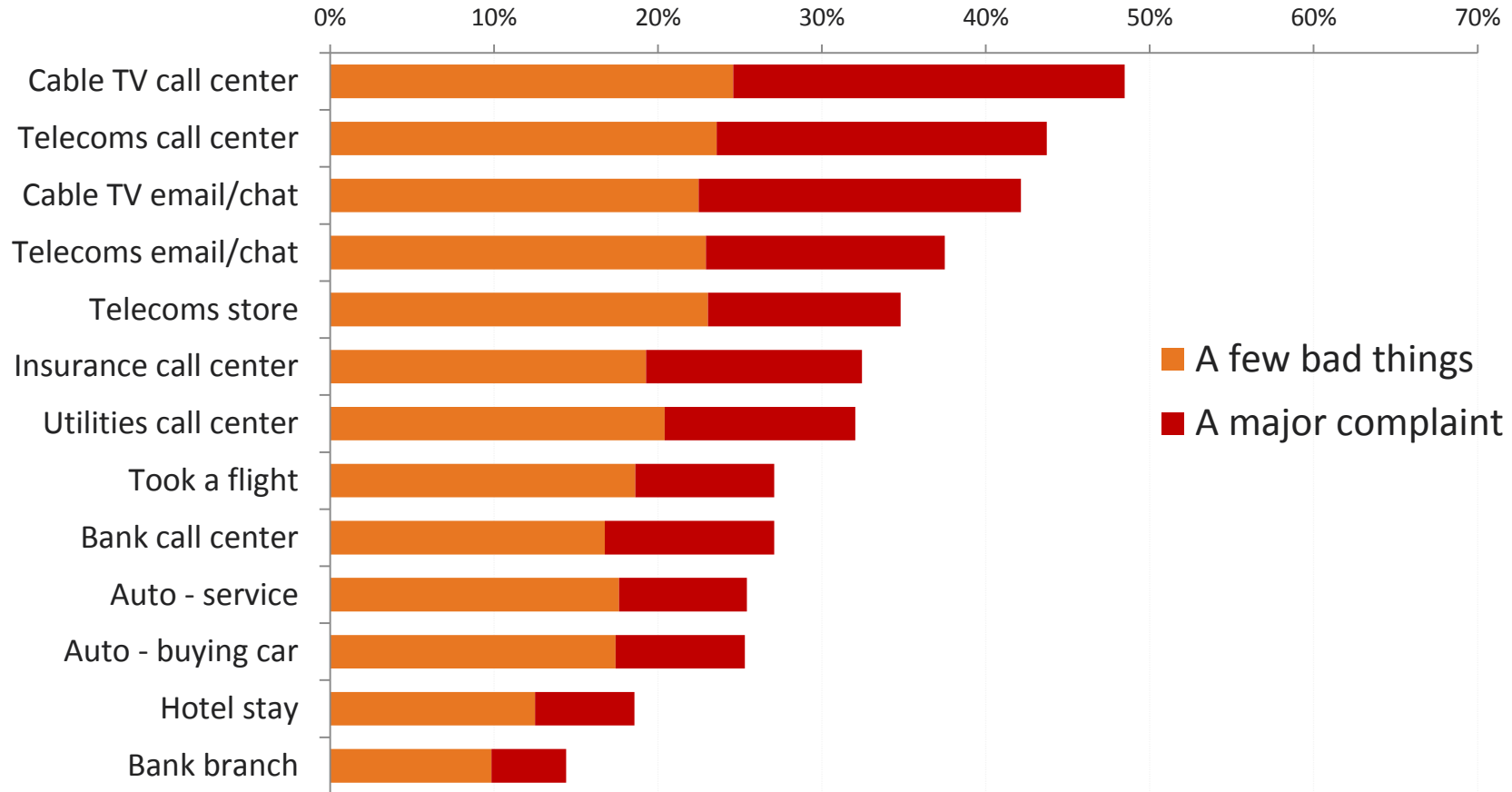
-  Auto
-  Banking
-  Telecoms
-  Airlines
-  Hotels

1. CX REALLY MATTERS!



What of the following has influence on how you make decision on brands/ services you used...?

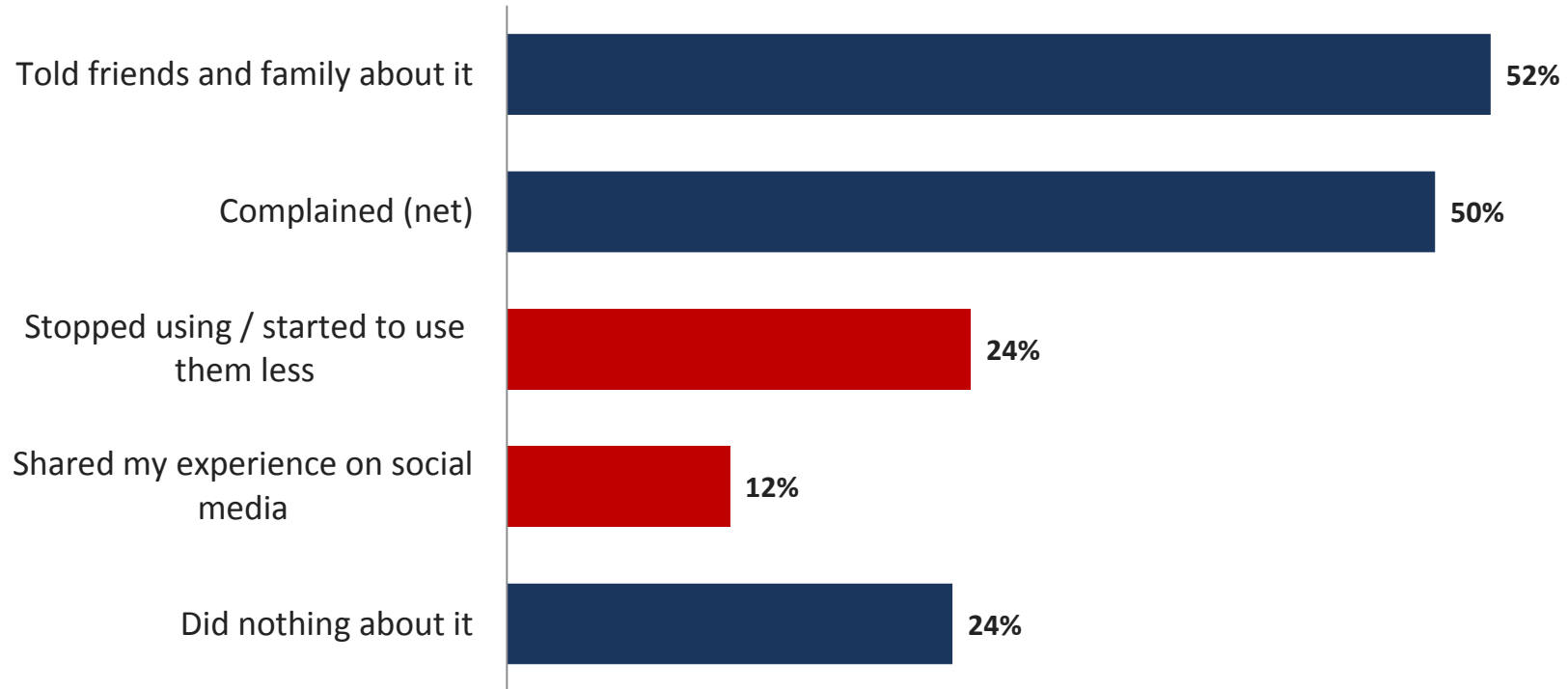
2. AND IT IS FULL OF CRITICAL INCIDENTS!



Thinking of your recent interaction with did you experience any of the following...?

3. CRITICAL INCIDENTS MAKE OR BREAK LOYALTY

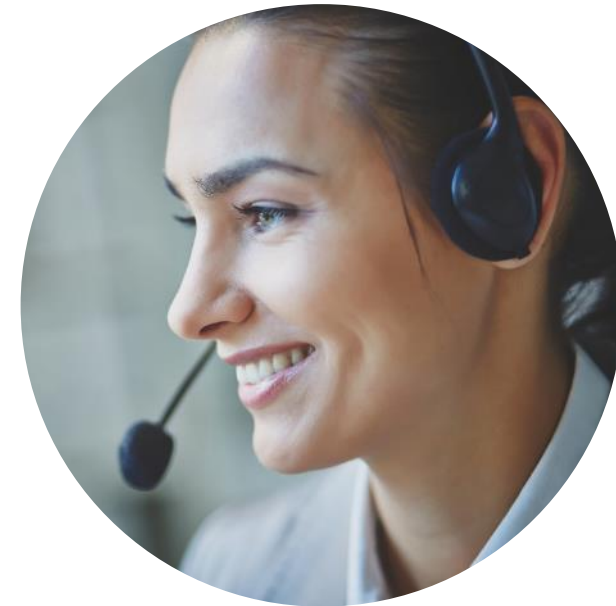
Behavioural outcomes following a negative experience



4. COMPLAINTS RESOLUTION NEEDS AN UPGRADE

In more than **1 in 3 cases** companies are not even aware of a customer complaint or negative critical incident

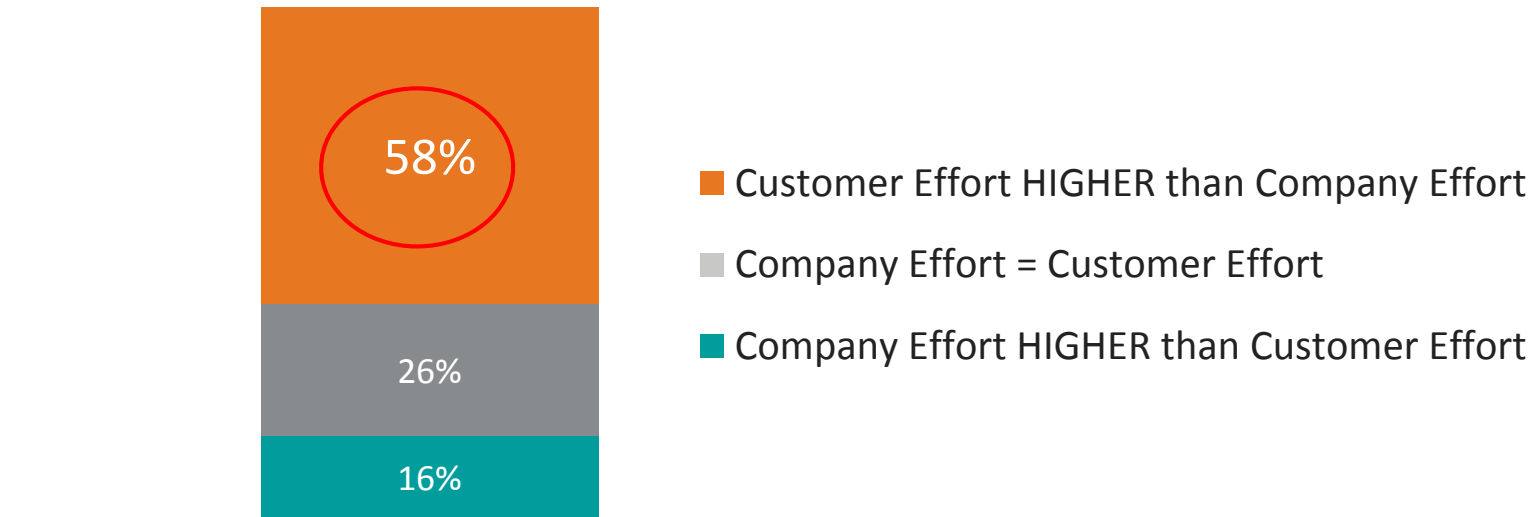
And when aware...



About **50%** of customers who experienced a negative critical incident are **dissatisfied** with how the issue was resolved

5. CUSTOMERS WORK HARDER THAN COMPANIES!

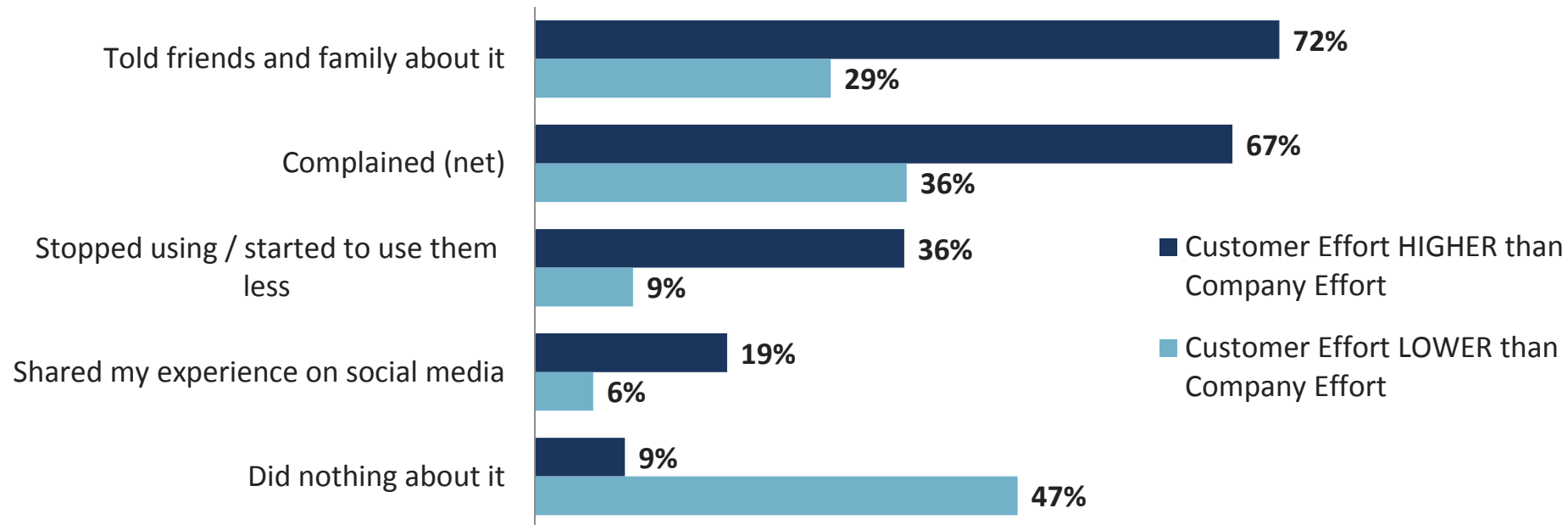
In just under **60% of cases** customers feel they are putting **MORE** effort than companies into resolving an issue



Effort is asked on a 5-pt scale where 1 is “Very Low Effort and 5 is “Very High Effort”. High effort is top 2 box and low/little effort is bottom 2 box

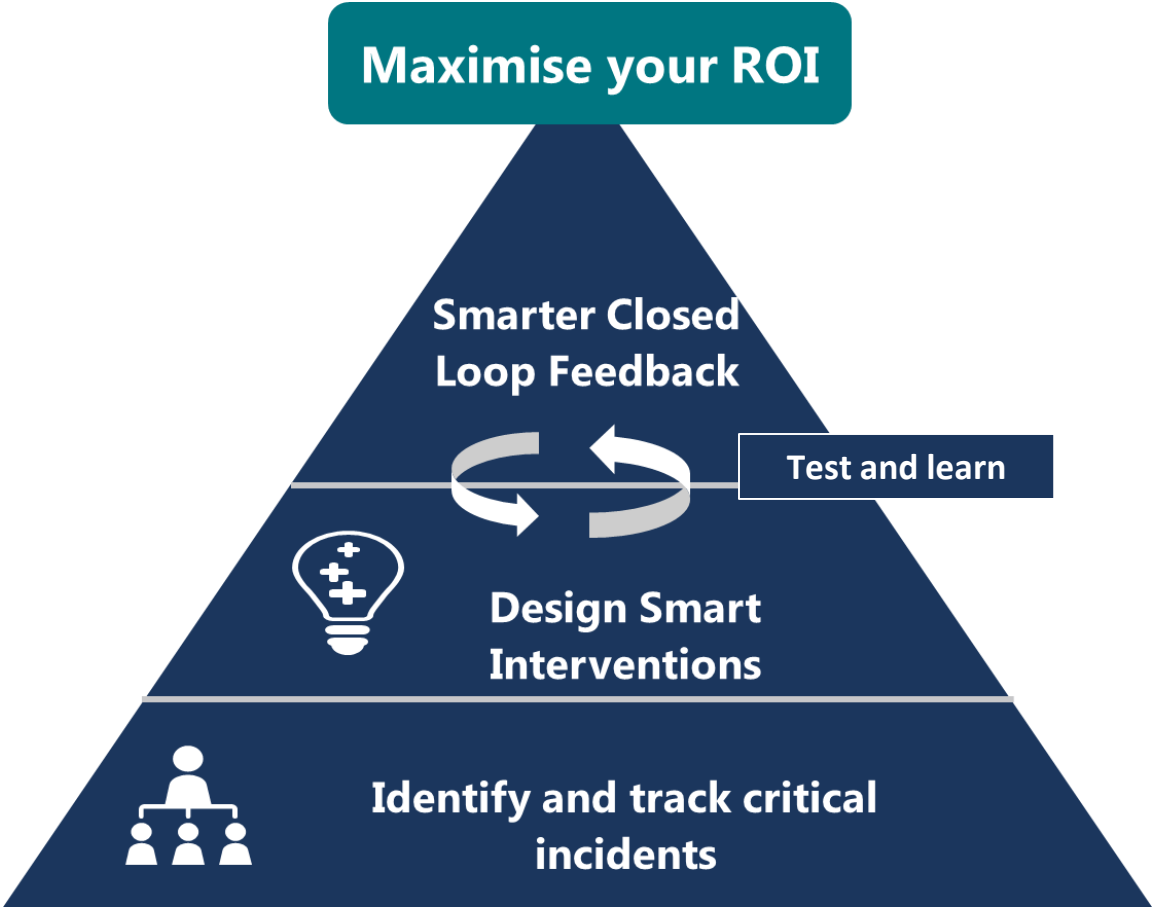
5. WHEN CUSTOMER EFFORT > COMPANY EFFORT...

... Customers are far more likely to bad mouth or churn



Effort is asked on a 5-pt scale where 1 is "Very Low Effort and 5 is "Very High Effort". High effort is top 2 box and low/little effort is bottom 2 box

Tracking customer critical incidents and intervene properly



The Survey Engine for Tracking Critical Incidents



E F M

ENTERPRISE

100's or 1000's of daily users at all organizational levels

FEEDBACK

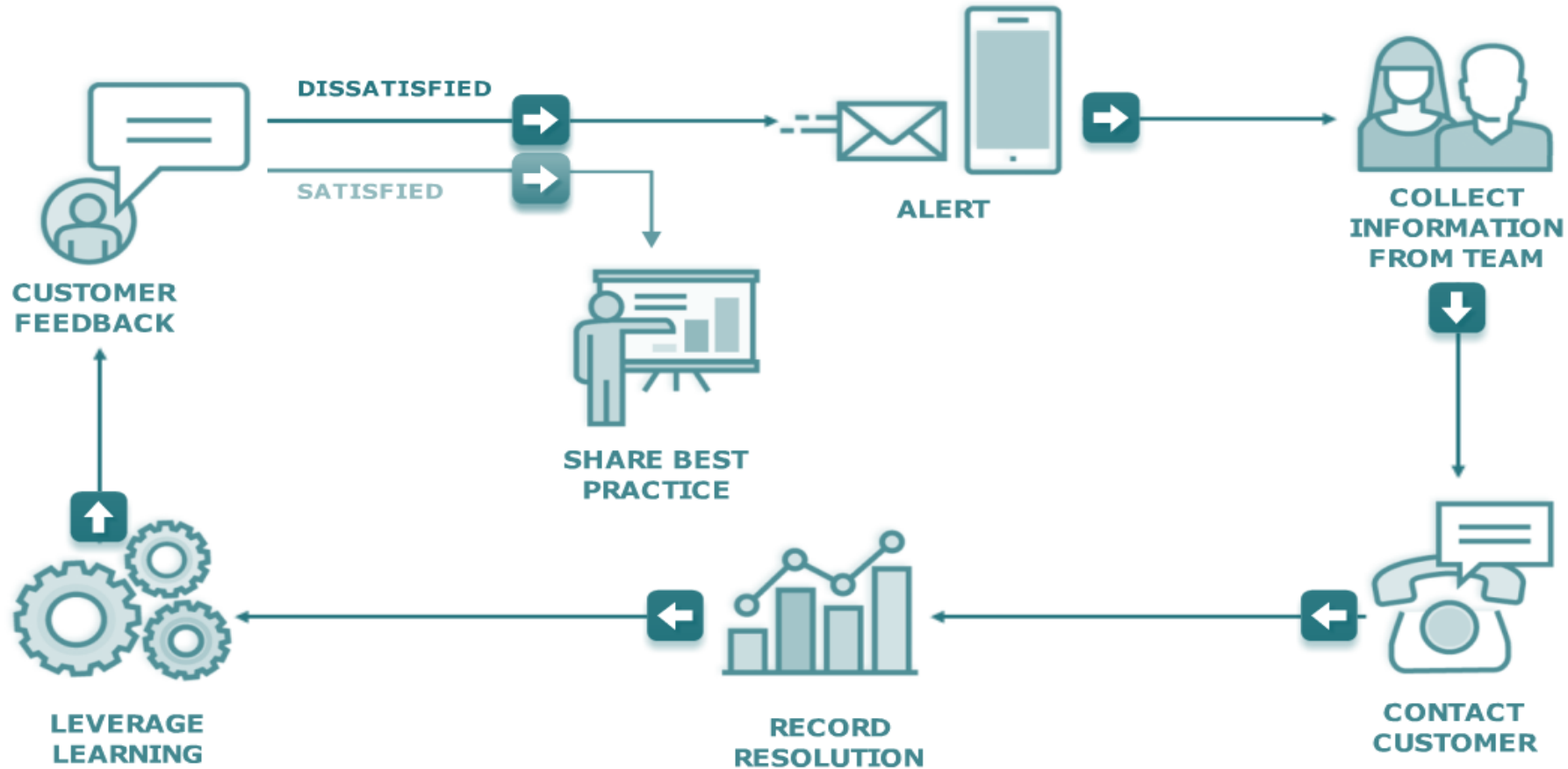
Takes various forms:
Structured, unstructured, passive, active, internal, external.

Multiple layers that add up to much more than survey data

MANAGEMENT

Real time, closed loop action oriented, results focused

Core value of EFM is Census data, Real Time, and Close Loop Feedback



Hot Alert and Closed Loop Feedback



Real-time Dashboards & Online Results

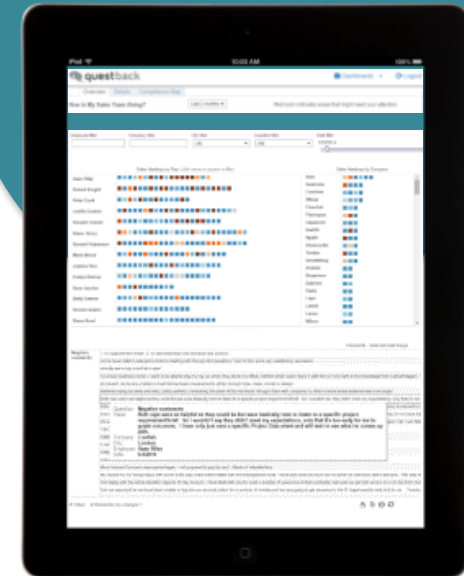
Overall Health
of The Business



Infographics
Based Output



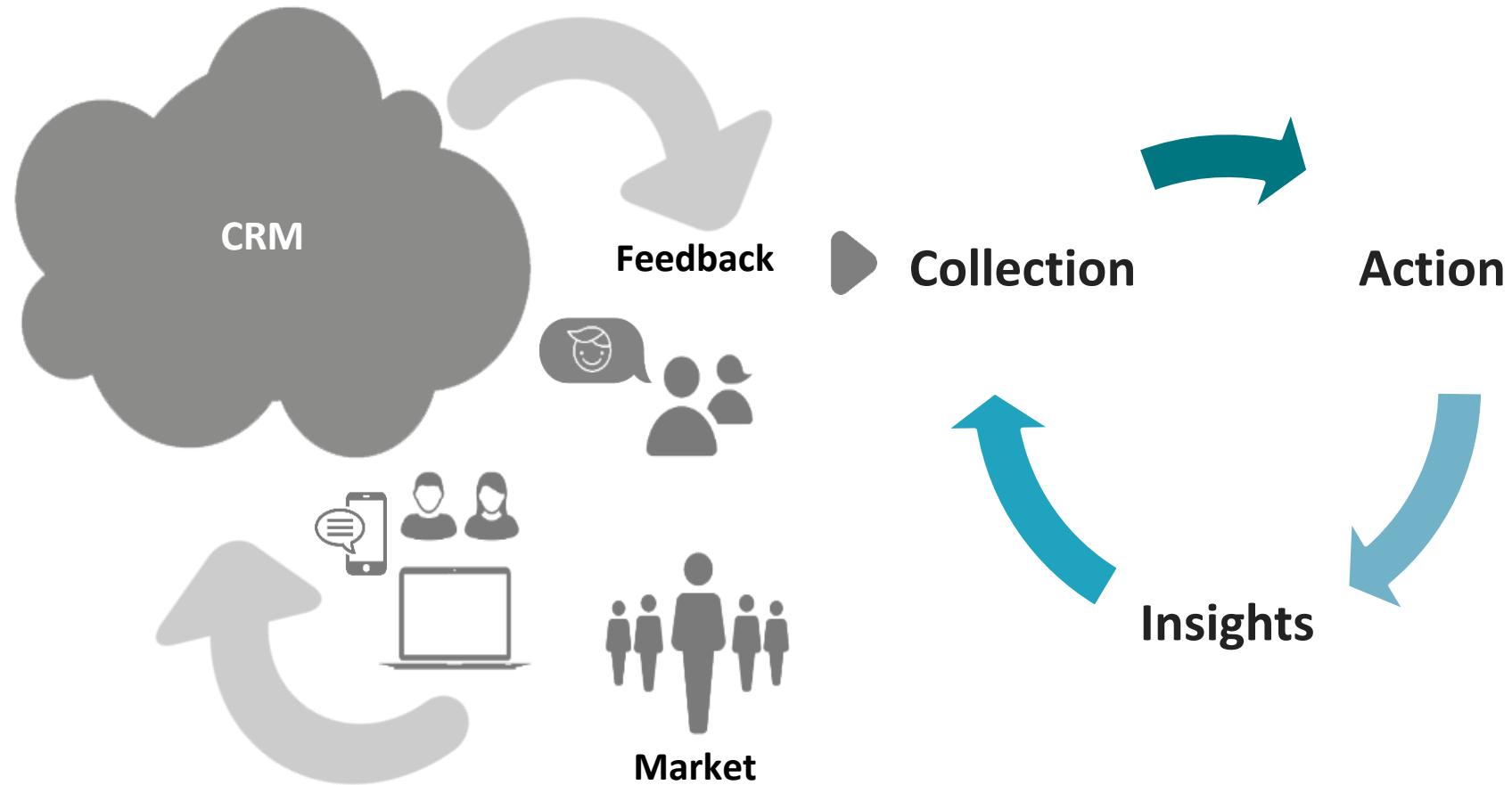
Account and
Employee
Performance



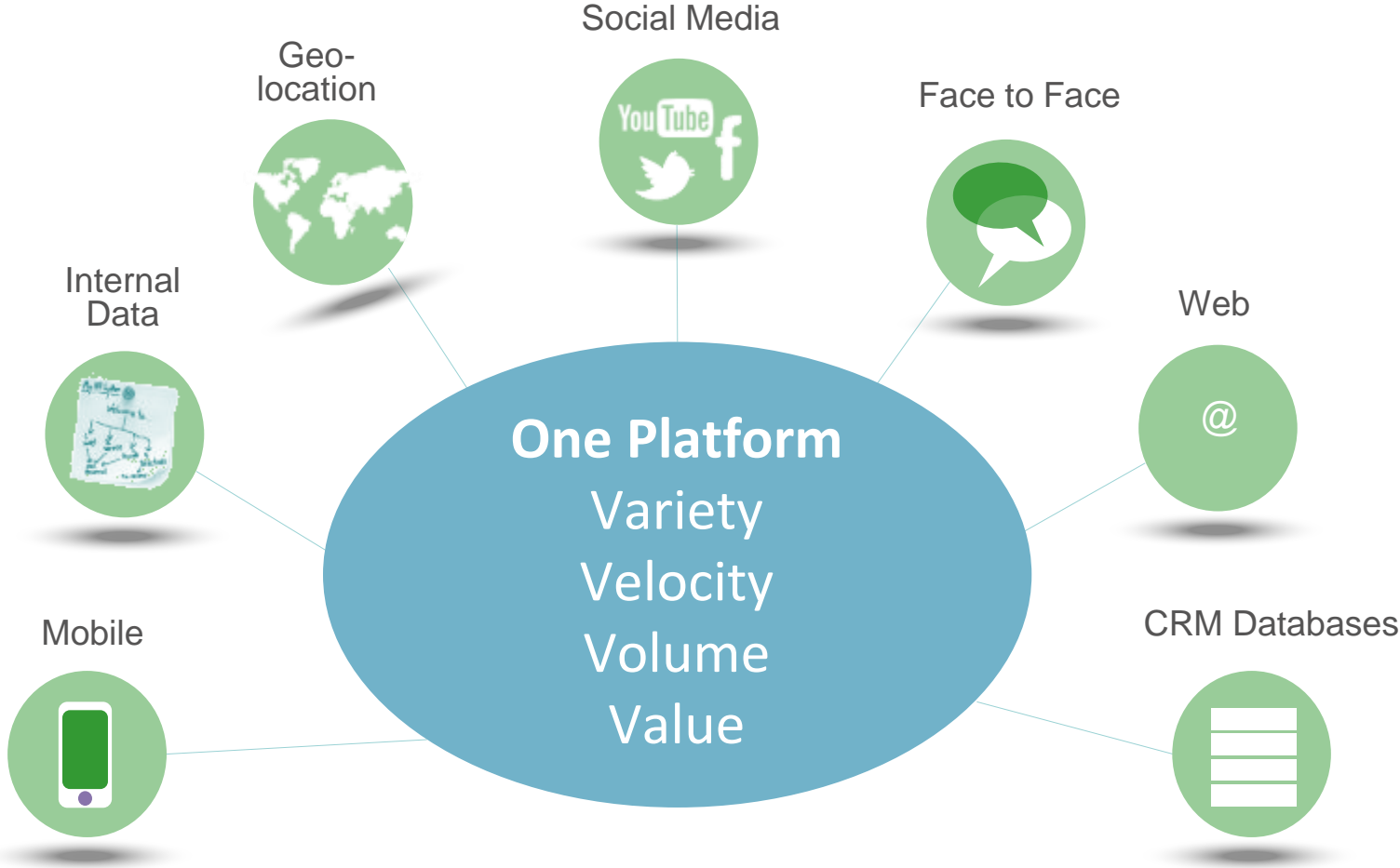
All Supported by a Mobile First Philosophy



Integration with existing Client Infrastructure



The system also allows for the inclusion of Non-Survey data to provide holistic picture of customer experiences.



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Fresh **Forward**

The Future of Research

