

DRIVING IMPACT IN A CHANGING WORLD

Ipsos in UAE Conference
Wednesday, March 13th, 2019



Driving a Return on Customer Experience Investment

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Session 2: Delivering Impact

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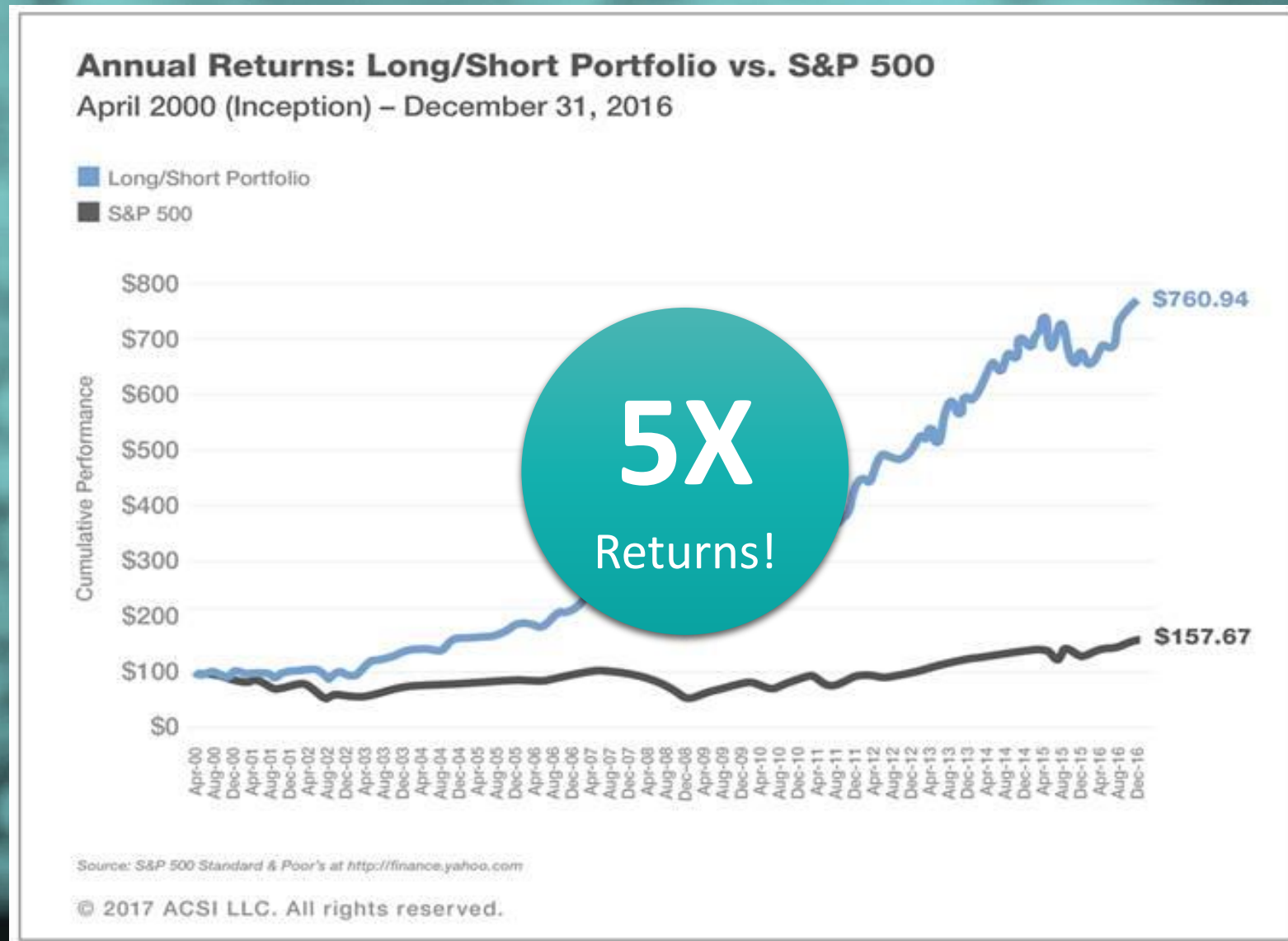


Customer Experience Matters



And there is actual proof that **Happy Customers** lead to greater financial performance...

The ACSI Long/Short Portfolio



Companies need to deliver on the **Brand Promise**



A **growing dissonance** between the
promise and the experience

Only

14%

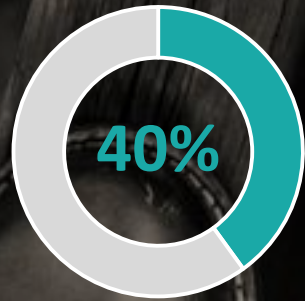
*...of interactions exceeded
consumers' expectations*



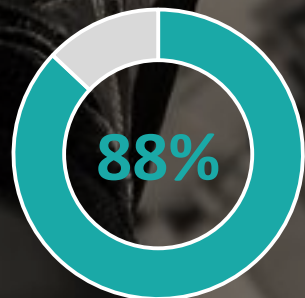


Talking about **Customer Expectations** and **Service Delivery**

Exceptional Service



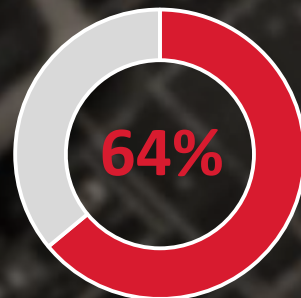
Bought again



Bad Service



Bought Again

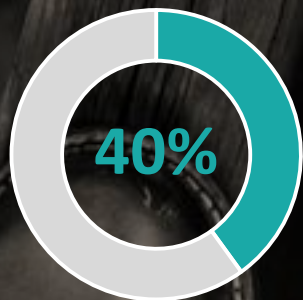


1. Exceptional service leads to higher sales

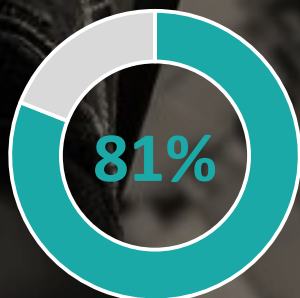
2. Even when customers have a bad experience are still likely to buy

Ipsos Study- Retail Sector in UAE

Exceptional Service



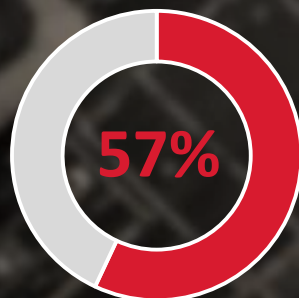
Shared with Someone



Bad Service



Shared with Someone



More people share an exceptionally positive experience rather than a bad experience with others

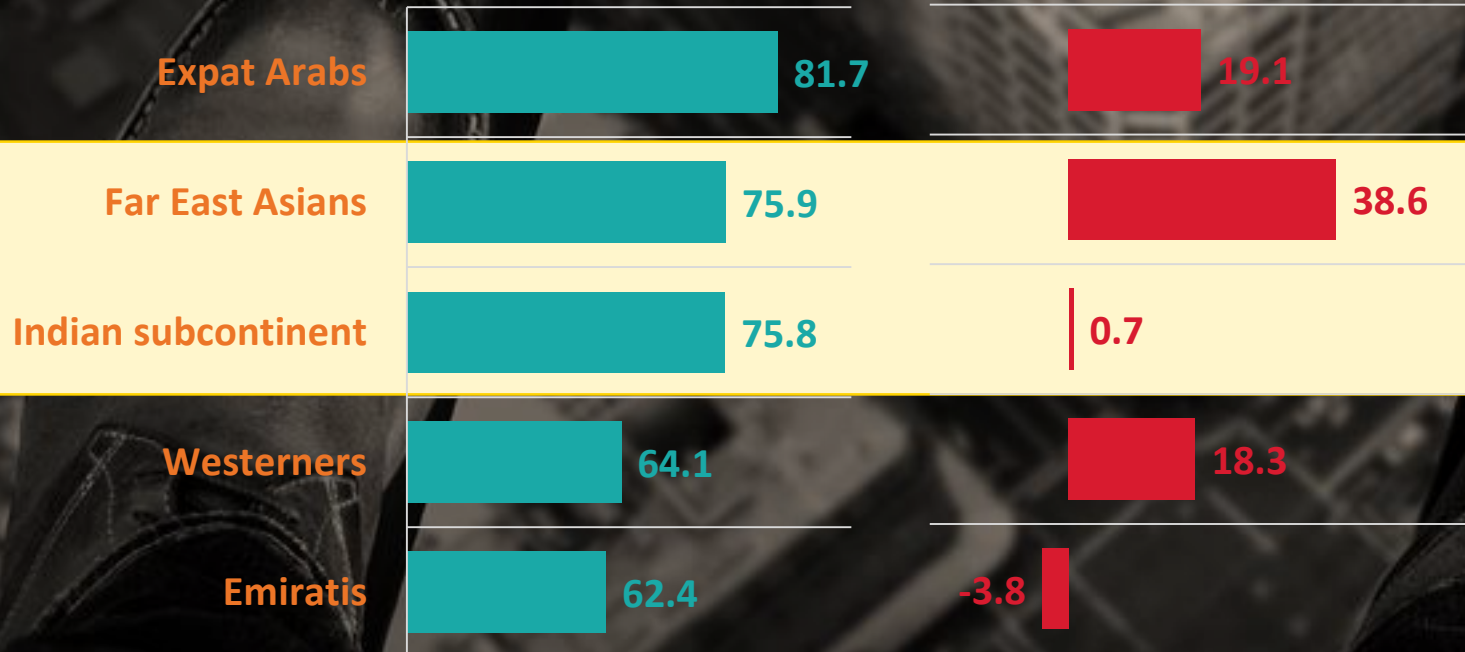
Ipsos Study- Retail Sector in UAE

Customer Expectations vary by Nationality.

It's critical to know which metric to use

Satisfaction: Top-2 Boxes

NPS Score



Ipsos Study- Retail Sector in UAE

Companies often do not receive **Customer Feedback** the right way



"Your most unhappy customers are your greatest source of learning."

Bill Gates



How likely are you to recommend Windows 10 to a friend or colleague?



1



2



3



4



5

Not at all likely

Extremely likely

IKEA Customer Experience: Our **wished position**

"I really feel IKEA understands my needs and values both my money as well as my energy."

"This makes every IKEA moment worth remembering with a smile on my face and sharing with others."



Empower employees to deliver the right Customer Experience



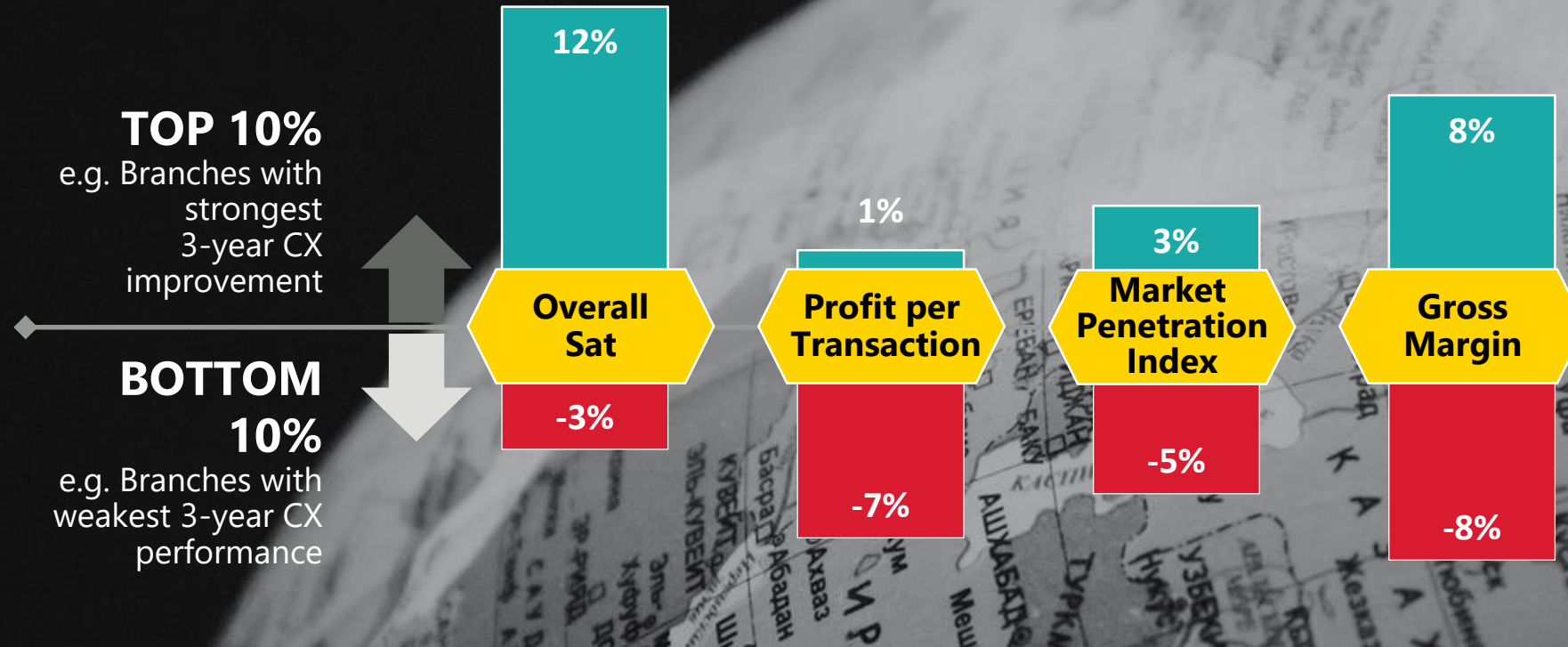
Successful CX Involves the Entire Organisation

Delivering a **Return on your CX Investment**



CX Data Driving Financial Performance

Our targeted analytics **quantify** the \$ impact of a 1 pct. pt. CX gain in any part of the CX value chain



What has that meant for some of our clients?

50%

**Increase in
customer Advocacy**



Empowering an insurer's agents to resolve customer queries on that first call has increased customer Advocacy by more than 50%.

£15

million revenue



Through identifying and rescuing customers who would otherwise have been lost, our automotive client retained £15m revenue and recouped their Voice of Customer investment in two weeks.



Driving ROI through Customer Experience





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IN A CHANGING
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Thank you

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