

Introducing Customer Experience



At A Glance

Customer experience matters. Companies who get it right reap the financial rewards – with evidence in abundance – but it's difficult to get right. We help our clients, across a wide range of sectors, navigate the challenges to design and deliver customer experiences that drive profitable growth.

What We Do

As the premier human insights platform, Ipsos CX helps clients deliver amazing customer experiences and drive customer-centricity across their organizations. Through deep collaboration, we design, implement, and continually optimize programs that measure, model, and manage the customer experience, allowing you focus on the things that matter most to your business. Our mission is simple: to identify and prioritize the CX efforts that deliver the most ROI.



Customer Experience Defined

Customer Experience (CX) is the customers' holistic perceptions and associated emotions related to a brand, resulting from the individual and cumulative effect of interactions with a company's employees, systems, processes, channels, policies or products, whether consumer or B2B. It's about impressions and actual experience – past, present, and future intentions, both functional and emotional, across every touchpoint and channel associated with the brand.

Our first conversations are always aimed at understanding the state of your CX eco-system.

Do you have the right CX KPI(s)?

Does your KPI serve as a leading indicator of the desired business outcomes?

Does the measurement system capture feedback on moments of truth in the journey?

Does your measurement system mimic the customer journey?

Is there a unifying framework in place to paint a coherent picture of CX?

Are you asking the right questions in the right way of the right audience? Are there gaps or redundancies in the ecosystem?

What is the process of turning data to information to insights to action?

Are you leveraging advanced analysis techniques to generate accurate and actionable insights?

What is the activation plan?

What is the process of generating, evaluating, filtering, testing ideas, and testing the impact of full market application?

Is your CXM technology optimized?

Are all capabilities available through your platform leveraged to maximize its ROI?

➤ Access Our Recent Thought Leadership



For more information
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More About Customer Experience

Our Services

We help organizations at all stages – design, measurement and management – of their CX journey via a suite of research, technology curation, analytics, and advisory services. These include, among others, assessments of organizations' CX maturity, program design, insights activation, and operational customer experience measurement and management programs. Our expertise ranges from real-time touchpoint feedback to strategic evaluations of end-to-end customer relationships and CX service design.





Why Ipsos?

Ipsos is a 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).” 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.

The Client Challenges We Solve


We help clients solve their customer challenges across the rapidly changing experience landscape. We ask: **How does your organization...**


 **Experience Strategy:** define the CX vision, drive alignment across functions, and prioritize opportunities for investment to bring that vision to your customers?

 **Experience Design:** continuously ideate, iterate and deliver the right set of customer, employee, and partner experiences needed for market differentiation and growth?

 **Experience Operations:** enable customer experience through improved or changed internal capabilities and processes, and then drive cultural and functional adoption in the business?

 **Experience Activation:** define and execute the strategies that deploy the experience design in-market across channels and touchpoints, both physical and digital?

 **Experience Technology:** employ technology and data platforms to scale measurement and insights, optimize performance, and understand the value delivered from CX investments?

 **Experience Data and Analytics:** collect and use the right data and analytical techniques to drive decisions, strategy, and design, as well as automate experience delivery?

Ipsos is one of the world's leading market research companies, operating in 90 markets and employing 18,000 people. Our passionately curious research professionals, analysts, and scientists have built unique multi specialist capabilities that provide true understanding and powerful insights into the actions, opinions, and motivations of citizens, consumers, patients, customers, or employees. Our 75 solutions are based on primary data from our surveys, social media monitoring, and qualitative or observational techniques.

For more information
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GAME CHANGERS

