Digital Customer Experience

AT A GLANCE

Do you understand how digital customer channels are impacting the customer experience through each step of the journey – web, mobile-web, and app? Are you collecting relevant data about those experiences in order to prioritize your customer experience optimization efforts?

In the current environment where consumers are at home and brand engagement is happening online, Ipsos CX serves as a consultant to firms looking to delight customers with their digital experience. By identifying digital delivery shortfalls and providing strategic analyses, Ipsos helps firms optimize the digital experience and:

Improve KPIs–
Determine the Digital Experience impact on brand perceptions and behaviors

Optimize digital self-service–
Verify that customers have successful digital service experiences

Infuse the Voice of the Customer–
Identify opportunities for improvement in the digital landscape

Manage the risk associated with experience changes–
Quantify the impact pre/post change

Digital Data

In addition to survey responses, digital programs also collect backend behavioral data that can add helpful context to the survey data.

- **Survey feedback:** feedback collected as a result of the visitor interacting with the survey, including scores, comments and self-identified categorizations.

- **Visitor metadata:** data that is accessible from the visitor's browser and visit sessions/ Some examples include browser type, browser version, OSS, and geolocation information.

- **Custom parameters:** data that is accessible from the web and app properties. Some examples include cookies, Adobe variables, and JavaScript variables.

Digital Feedback Types

Always on

- **Passive:** feedback buttons, embedded links, and/or menu option allowing users to provide feedback easily at any time.

General Site Intercept

- **Active:** session-based survey invitation, typically presented 1-2 minutes into web or app usage anywhere on the site/app; to better understand site/app experience.

Journey/Behavioral Intercept

- **Active:** activity-based survey invitation with a specific location/target to better understand a CX issue or opportunity (e.g. cart abandonment).

For more information please contact: | **First Last** first.last@ipsos.com

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CASE STUDIES

National Telecom Service Provider

Client Challenge

Identifying Digital Experience Pain Points: Are customers accomplishing tasks, making successful purchases, hitting roadblocks, etc.?

Inconsistent Measurement: What is the digital experience impact on the brand, and how can that be measured across all digital properties?

Quantifying Digital Investment: What impact do website/app enhancements have on the digital experience?

Approach and Solution

Reach: Utilize active and passive style measurement, to quantify consumer engagement at key moments of truth in the digital experience.

Consistency: Reduced the previous digital measurement program from 30+ surveys, down to 3 core templates to create comparable KPI's across properties.

Customization: Deployed page-level surveys to measure specific site experiences and understand impact of web and app development work.

Business Impact

Web & App Enhancements: Based on Ipsos recommendations, updates resulted in optimization for a key business integration and higher task accomplishment, which leads to a reduction in chat/call volumes.

KPIs Aligned with Strategy: Governance of experience measurement resulted in comparable performance metrics, leading to organized strategy across stakeholders.

ROI: Ipsos guided strategic decision making of where to invest time and resources, based on targeted measurement of the digital experience— additional results include reduced time to answer stakeholder business questions and increased speed for issue resolution.

Large Regional Healthcare System

Client Challenge

Gas in the Patient Experience: Is the digital scheduling tool functioning as it should be, and can that feedback be received/utilized in real-time?

Identifying Improvement Opportunities: What changes can be made to help increase patient volumes and increase positive word oof mouth?

Approach and Solution

Focus: Deployed a targeted, digital survey on the clients Urgent Care online reservation system. The program captured feedback on the client's customer facing Urgent Care reservation website, during the transactions.

Business Impact

System Enhancements: Updates, based on recommendations made by Ipsos, resulted in better patient access and an increase in utilization of the online reservation tool.

KPI Improvements: An increase was seen in overall patient satisfaction, alongside better operational efficiencies in the Urgent Care facilities.

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.

For more information please contact:

First Last
first.last@ipsos.com

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