

CUSTOMER EXPERIENCE METRICS



IMMATURE, BUT IMPROVING

Most Companies Have Low CX Maturity

193 companies with \$500M or more in revenues

Respondents who think they are good at...



Collecting and calculating CX metrics

64%



Making trade-offs between financial metrics and CX metrics

22%

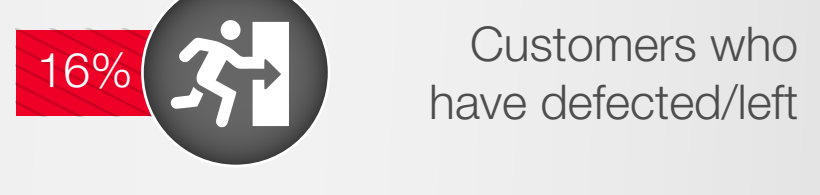
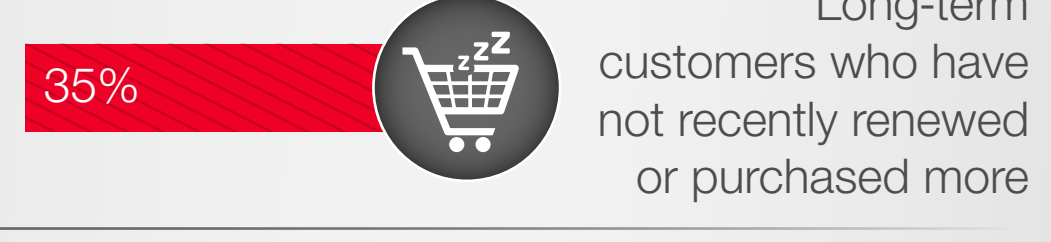
Top 5 Issues Facing CX Metrics Programs

Companies that say these are significant problems with their CX metrics efforts



Non-Customers Are A Measurement Blind Spot

Companies that believe they are good at measuring these customer experiences



Satisfaction Is the Most Popular Metric

Companies that report using these CX metrics



Transactional Level Metrics

Measurement of customers after a specific interaction (e.g. support call, store visit, etc.).



Relationship Level Metrics

Periodic measurement of customers that are not triggered by a specific interaction that examines overall view of company



CX Metrics Competency & Maturity Levels Are Rising

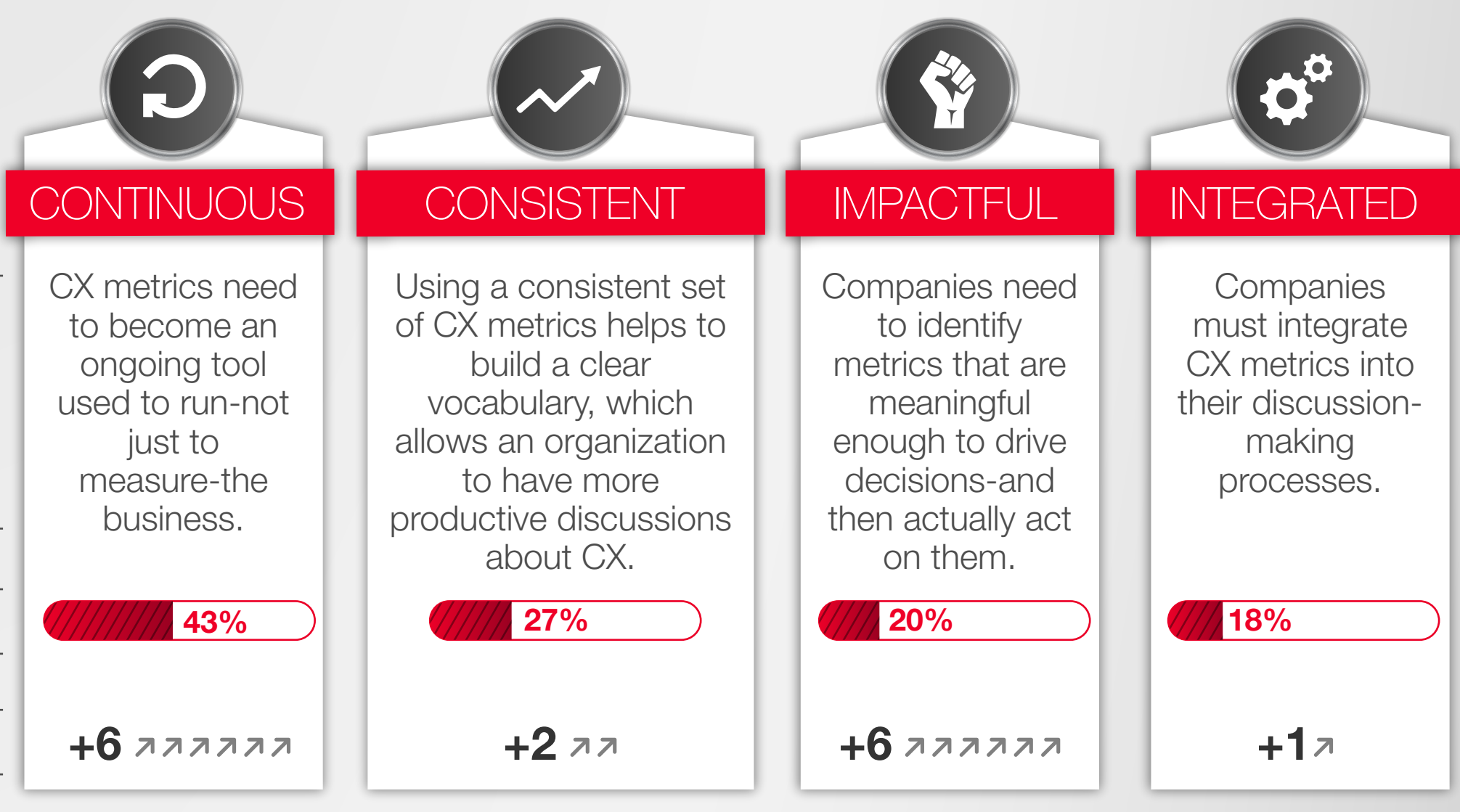
173 companies with \$500M or more in revenues completed

Temkin Group's CX Metrics Competency & Maturity Assessment

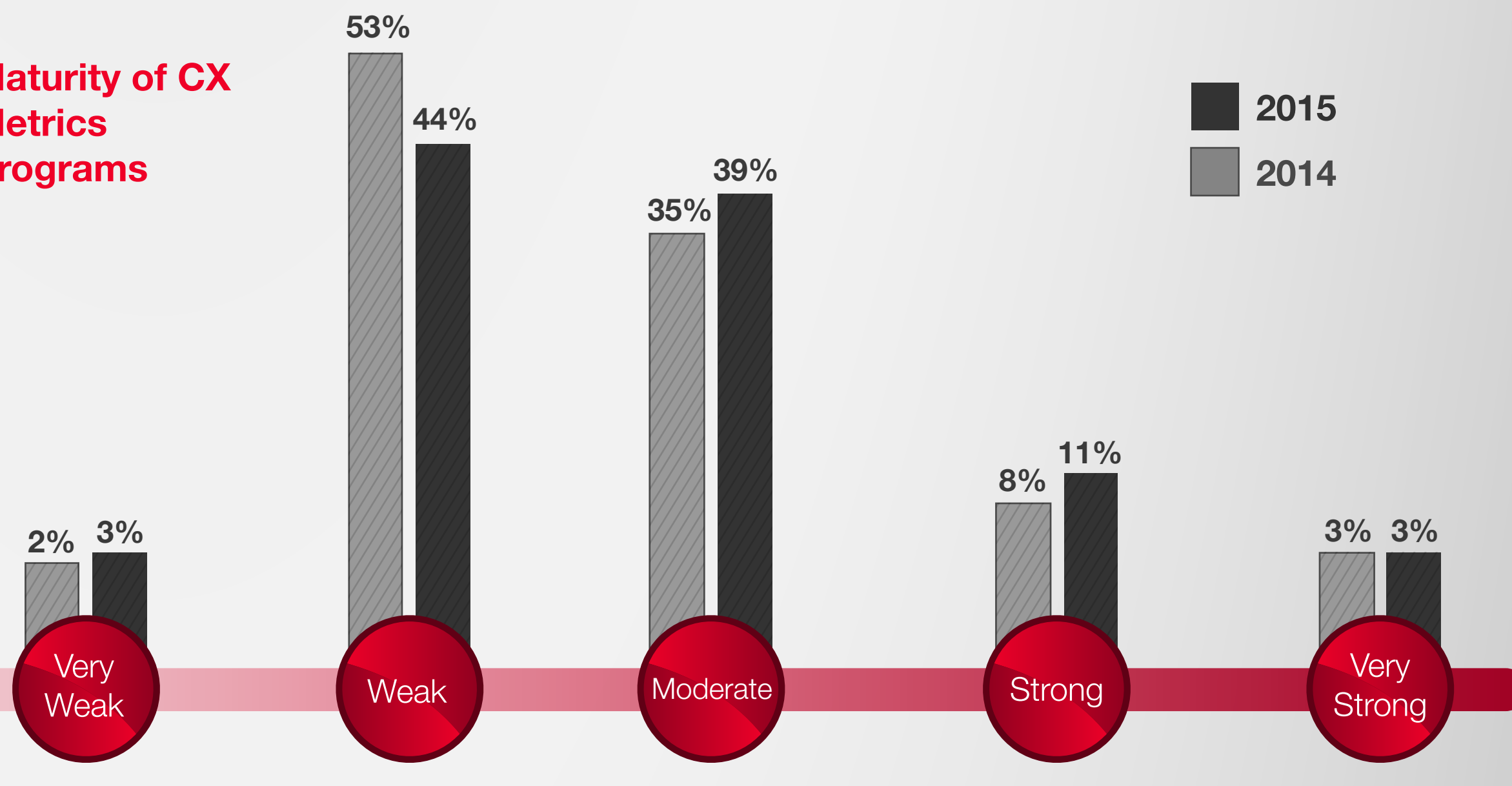
Competencies of CX Metrics Programs

Companies with "Strong" or "Moderate" ratings

Change between 2014 and 2015



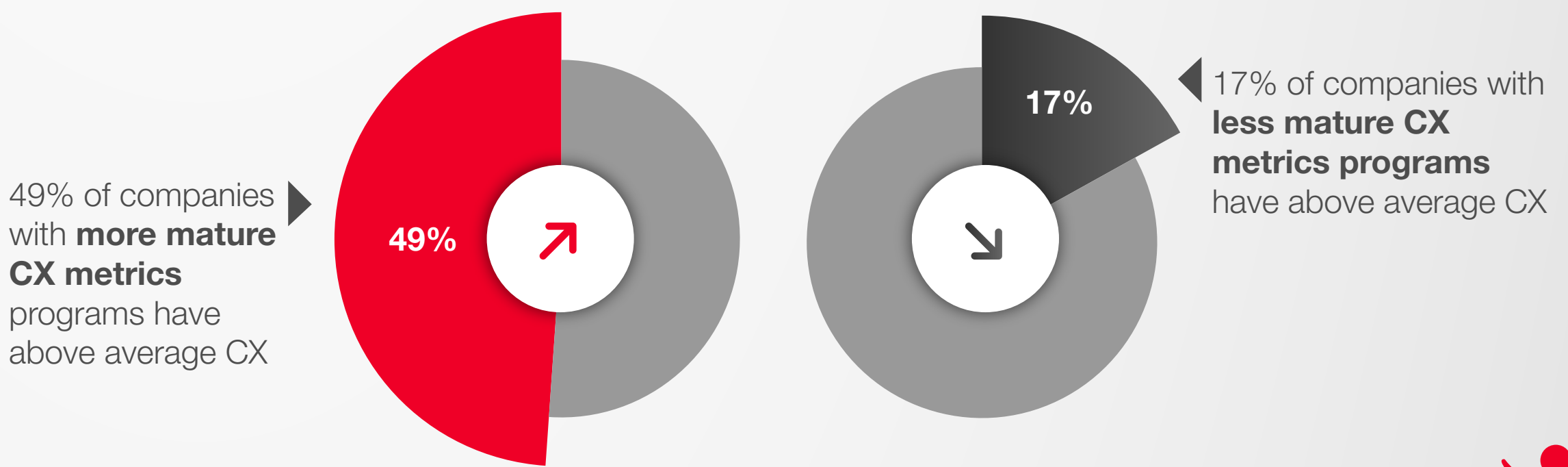
Maturity of CX Metrics Programs



Metrics Are Important For CX Success

Companies segmented into two groups based on CX metrics program maturity

COMPANIES WITH ABOVE AVERAGE CX FOR THEIR INDUSTRY...



For more information, visit the *Customer Experience Matters*® blog at ExperienceMatters.wordpress.com

www.temkingroup.com



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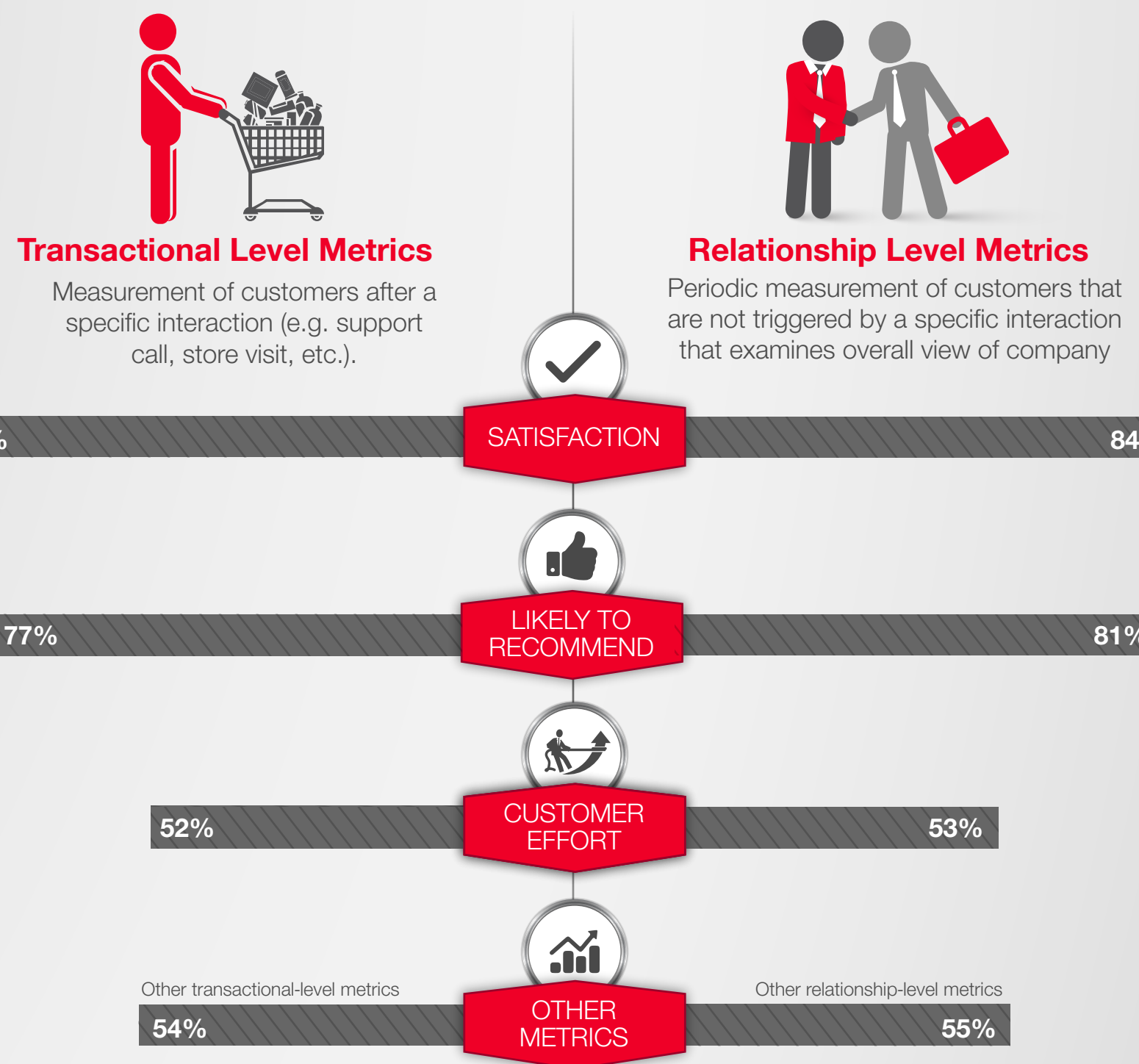
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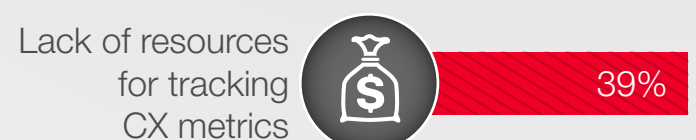
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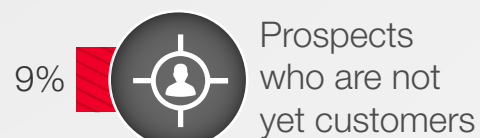
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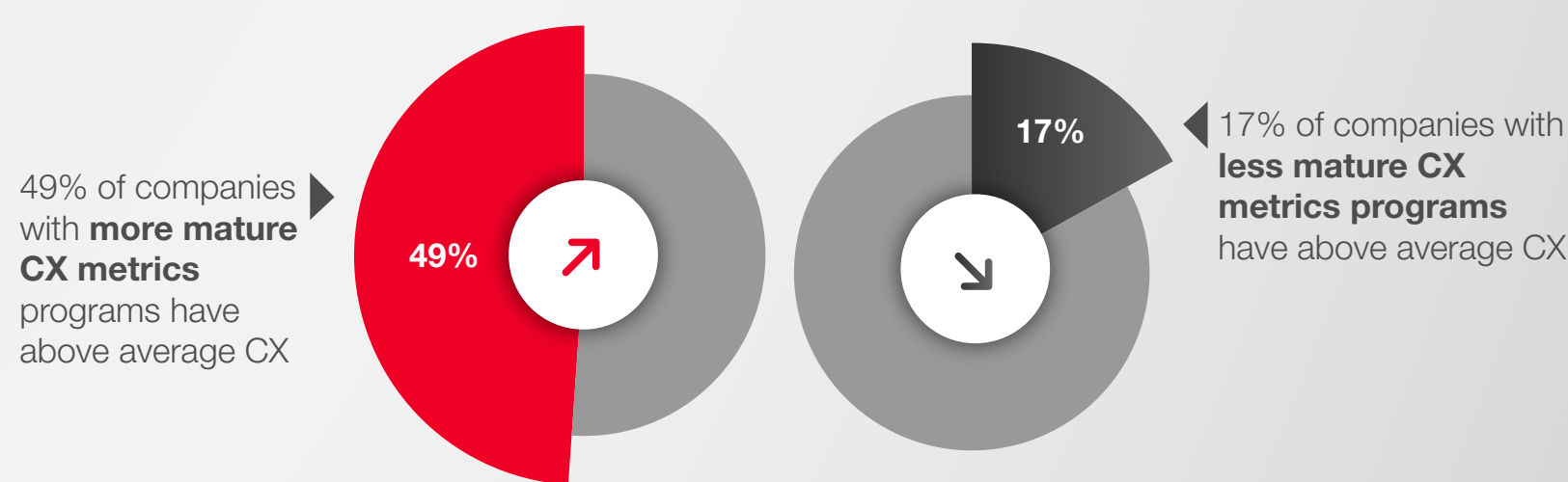
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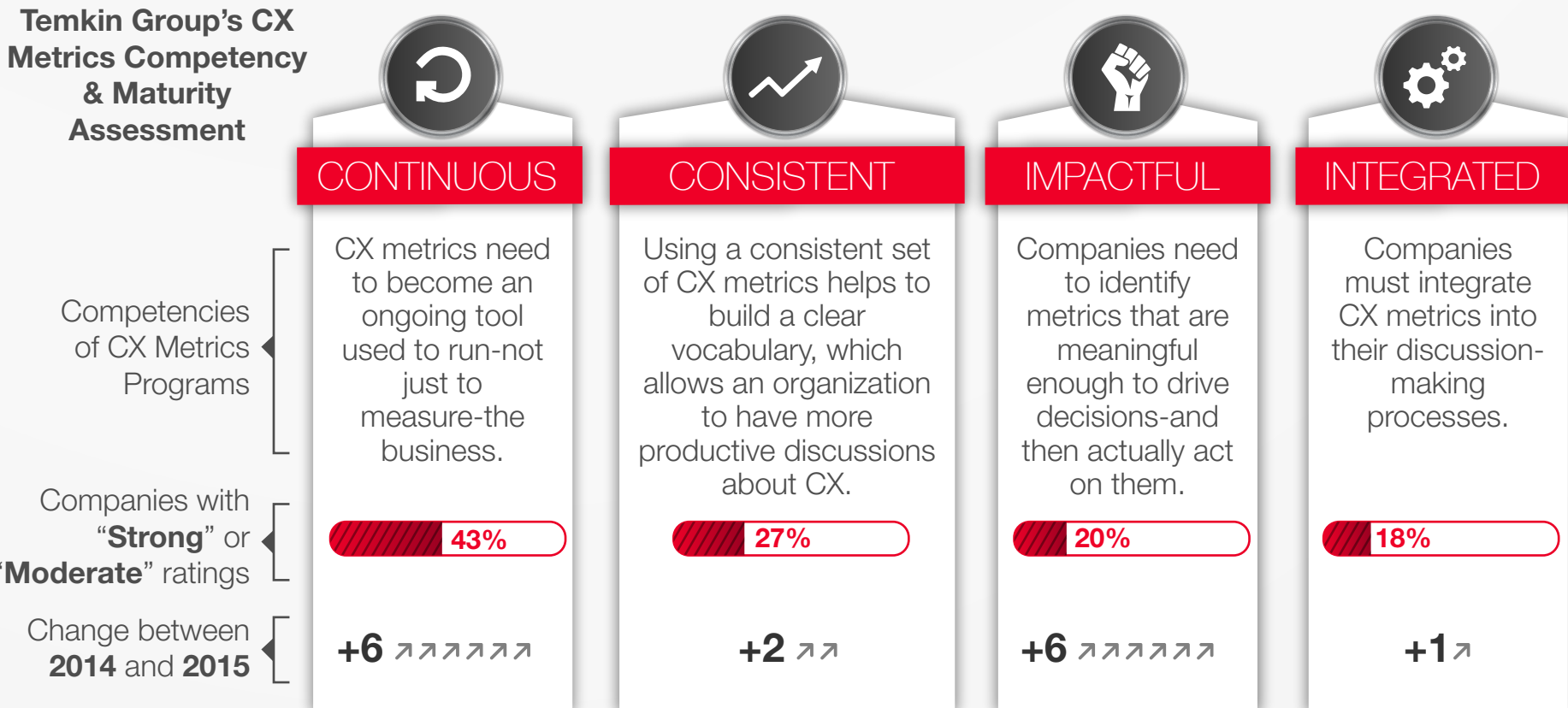
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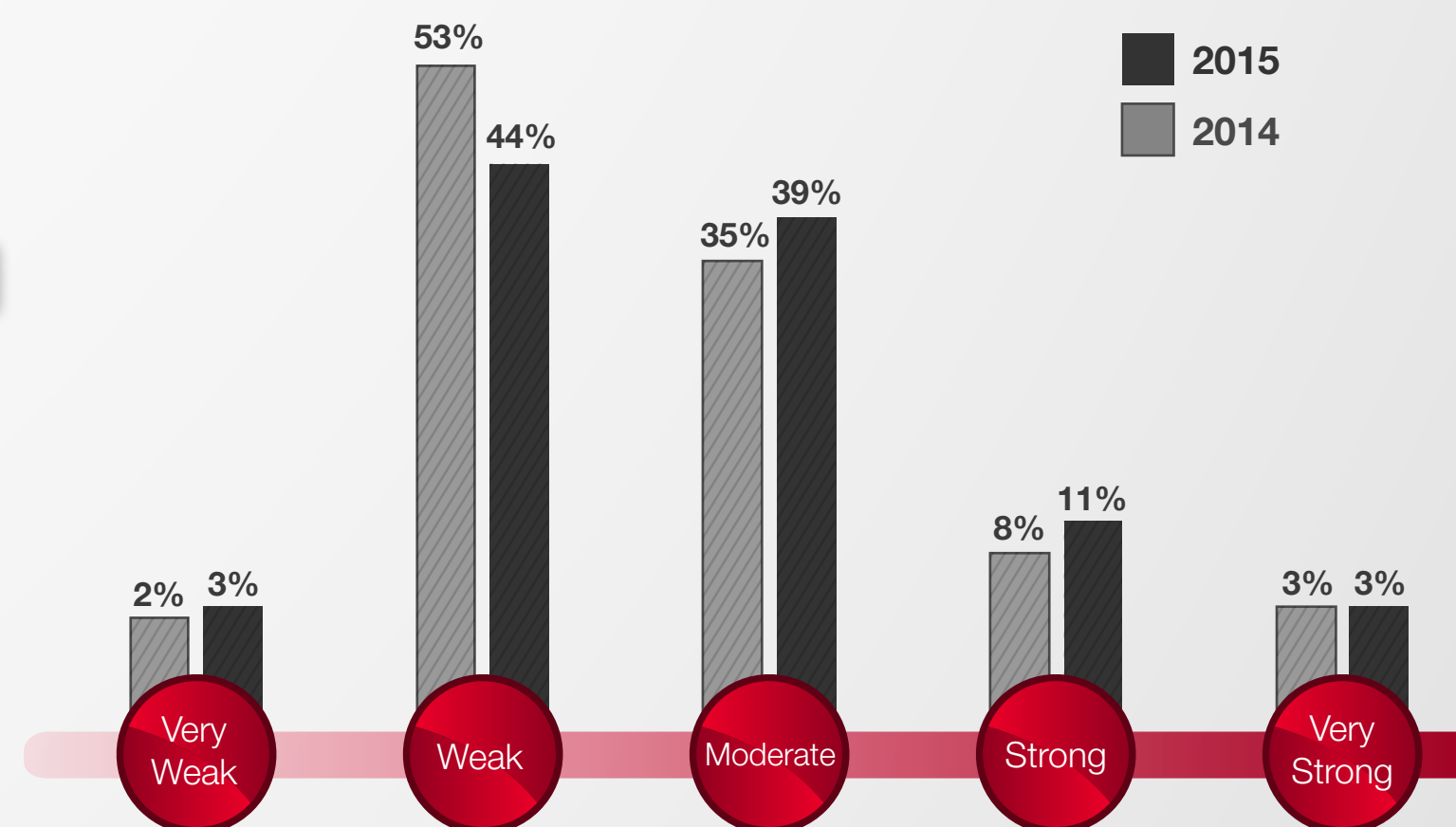
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