CUSTOMER EXPERIENCE METRICS

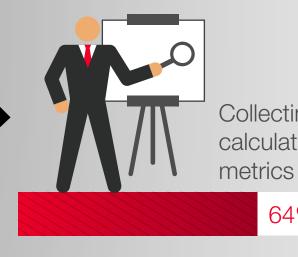




Most Companies Have Low CX Maturity

193 companies with \$500M or more in revenues

Respondents who think they are good at...



Collecting and calculating CX

64%

58%



Making trade offs between financial metrics and CX metrics

Top 5 Issues Facing CX Metrics Programs Companies that say these are significant problems

with their CX metrics efforts

Limited visibility of CX metrics across the organization

Lack of taking

CX metrics

CX metrics

Poor

action based on

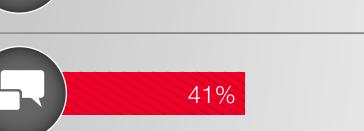
communication of

Lack of resources

for tracking CX





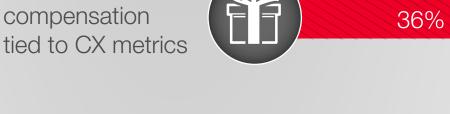


39%

metrics Too little compensation

89%

77%



Non-Customers Are A Measurement Blind Spot Companies that believe they are good at

measuring these customer experiences



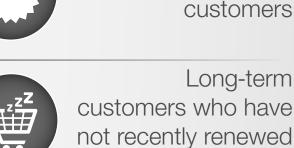
39%

35%

recently renewed or purchased more

New

Customers who have





Customers who have defected/left

or purchased more



Prospects who are not yet customers

Satisfaction Is the Most Popular Metric Companies that report using these CX metrics



call, store visit, etc.).



Level Metrics

81%

are not triggered by a specific interaction that examines overall view of company 84%

SATISFACTION

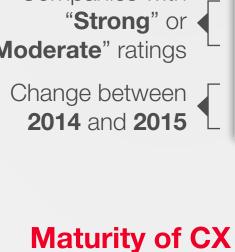


CX Metrics Competency & Maturity Levels Are Rising

173 companies with \$500M or more in revenues completed **Temkin Group's**

CX Metrics





Metrics

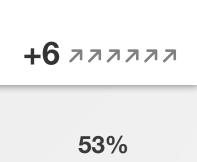
Programs



43%

44%

CONTINUOUS





build a clear vocabulary, which allows an organization to have more productive discussions about CX. **27%**



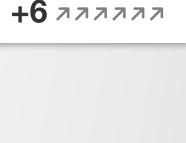
39%

35%



meaningful enough to drive decisions-and then actually act on them. 20%

metrics that are





INTEGRATED

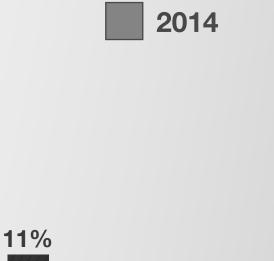
+17

3% 3%

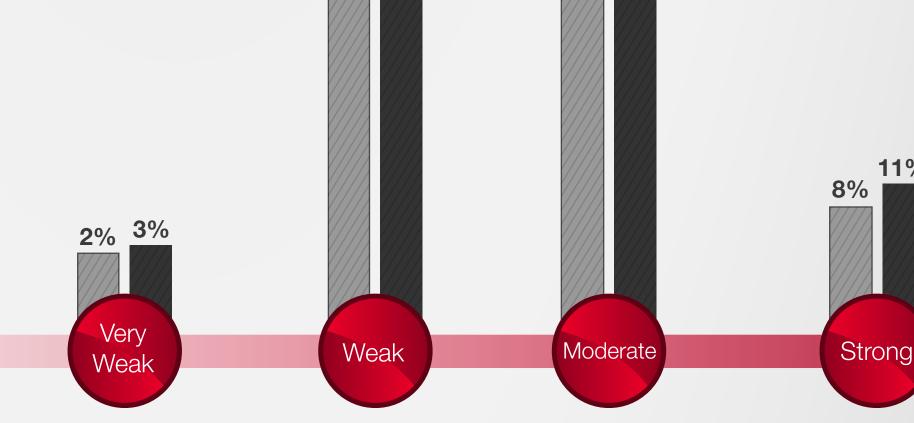
Very

Strong

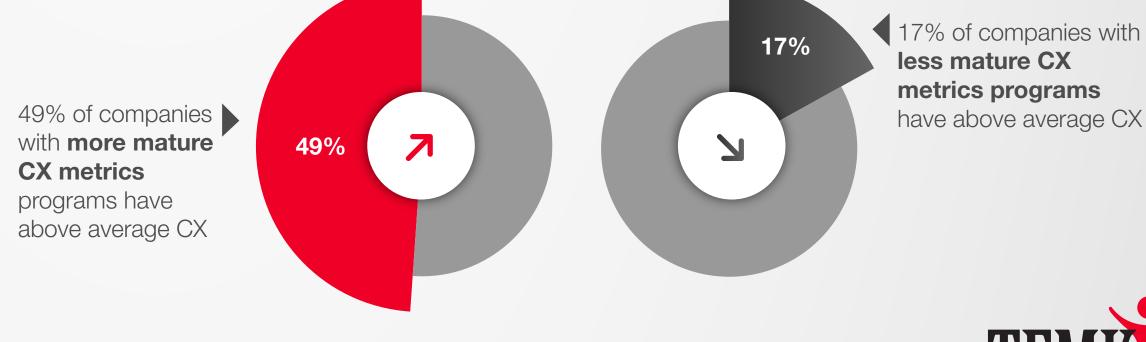
18%



2015



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

When experience matters

www.temkingroup.com

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CUSTOMER EXPERIENCE METRICS

IMMATURE, BUT IMPROVING





193 companies with \$500M or more in revenues

Respondents who think they are good at...



Collecting and calculating CX metrics

64%



Top 5 Issues Facing CX Metrics Programs

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

Limited visibility of CX metrics across the organization





Poor communication of CX metrics



Lack of resources for tracking 39% CX metrics

Too little compensation tied to CX metrics

Temkin Group's CX



Non-Customers Are A Measurement Blind Spot

Companies that believe they are good at measuring these customer experiences





Long-term customers who have not recently renewed or purchased more

customers



Customers who have defected/left



on them.

20%

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.).



that examines overall view of company

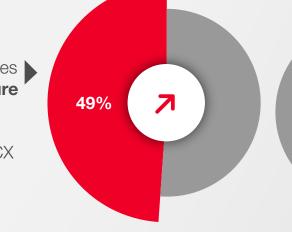


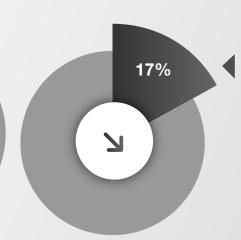
Metrics Are Important For CX Success

Companies segmented into two groups based on CX metrics program maturity

COMPANIES WITH ABOVE AVERAGE CX FOR THEIR INDUSTRY...

49% of companies with more mature **CX** metrics programs have above average CX



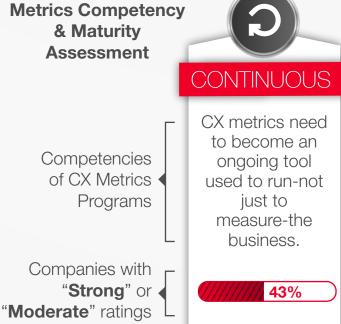


17% of companies with less mature CX metrics programs have above average CX

CX Metrics Competency & Maturity Levels Are Rising

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

+6



CONSISTENT Using a consistent set

of CX metrics helps to build a clear vocabulary, which allows an organization to have more productive discussions about CX.

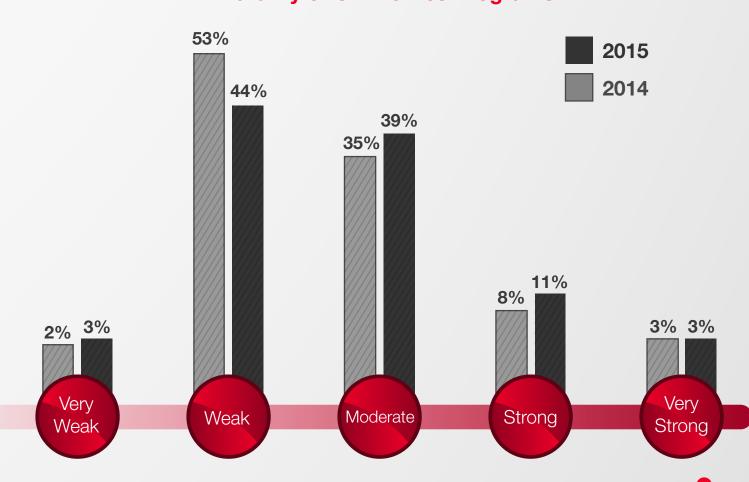
27% +2 77



Companies need Companies to identify must integrate metrics that are CX metrics into meaningful their discussionenough to drive making decisions-and processes. then actually act

18% +6 77777 +17

Maturity of CX Metrics Programs





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

Change between

2014 and **2015**