

Insights snapshot:

Customer Experience

Improving brand satisfaction



radius

Brands have multiple **CX goals:**





Most fall short of reaching their goals:

15%

describe their
Voice of Customer (VOC)
program as
very successful

80%

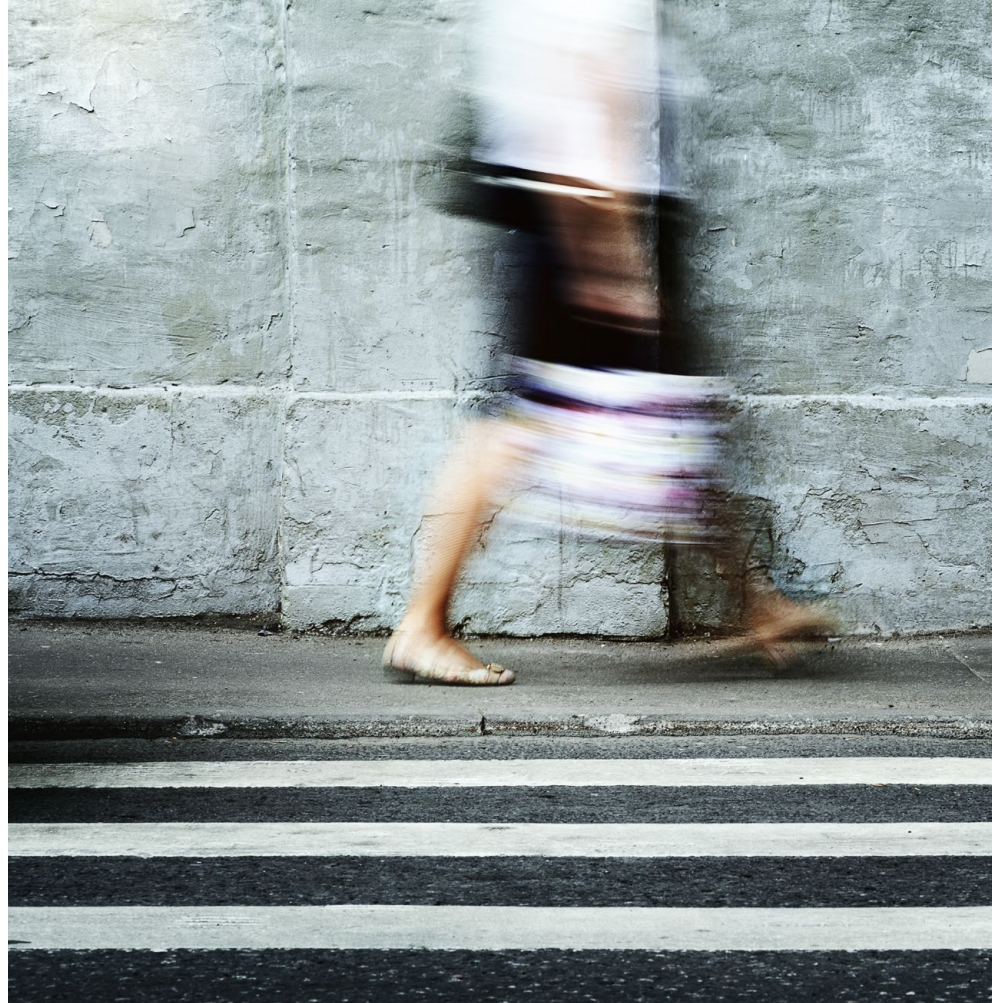
say they are **'collectors
and analyzers'**
vs. change agents

1 in 3

say they are good at
implementing changes
using VOC insight

How can a CX insights study bridge this gap?

A successful CX project uncovers:



Critical moments
in a customer's
relationship with
your brand



Customer needs
at key points



Your brand's success
at delivering against
customer needs





CX is all about identifying **Moments + Needs**



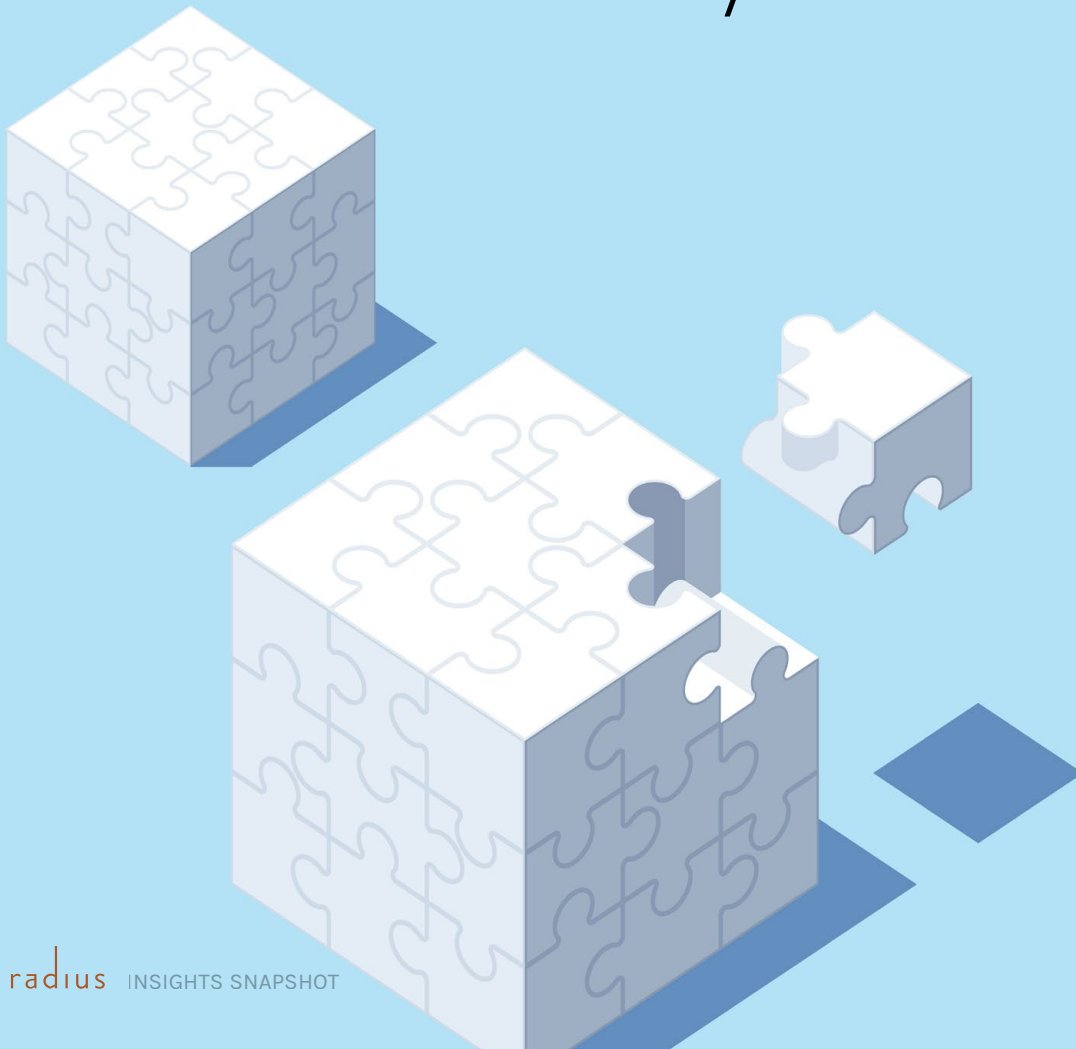
This type of insights work can deepen your understanding of what triggers a customer to find extreme satisfaction with your brand.



Knowing if your brand is falling short at critical junctures can prevent customer defection and derailment of your growth plans.



4 crucial elements of a CX study:



- 1 **HOLISTIC** to capture the full customer experience
- 2 Structured and **DESIGNED FOR ACTION** and continually refreshed
- 3 **COMMUNICATED EFFECTIVELY** across the organization
- 4 **ROBUST REPORTING PLATFORM** that is easy-to-use and provides real-time data and analysis

1

Holistically measure the customer experience





2

Design and structure project with immersive approaches to ensure actionable results

Holistic
Journey
Mapping

Immersion
Excursions

Pop-Up
Communities

Bulletin
Boards





3

Best practices in CX roll-out communication



Senior management is most effective in influencing action



Communication across organization helps ensure results are used throughout departments



Communication in stages builds excitement and corporate acceptance

Integration into the organization

requires action plans for each of the teams using CX feedback:

STRATEGY

Customer/Prospect Scoring

Accurately define customers/prospects and what is critical to delivering world-class service

BRAND

Advertising/Communications

Tailor positioning and messaging to best reflect your brand

PRODUCT

Product & Service Management

Design to specific needs, including service delivery and product development

SALES

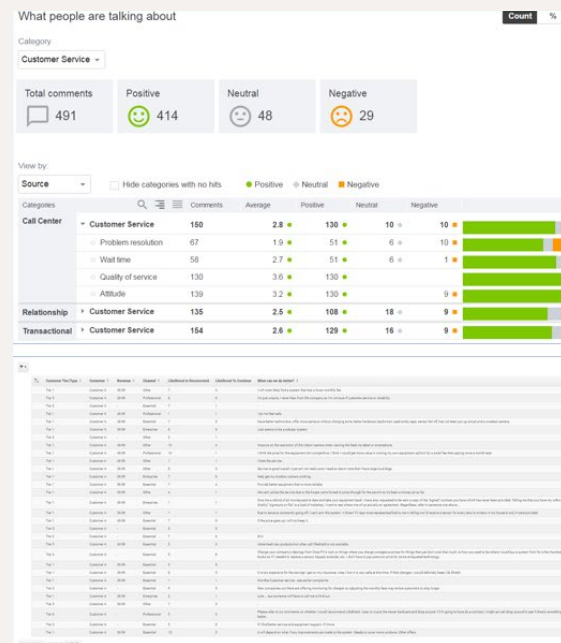
Sales Tool

Use inbound/outbound sales efforts to classify prospects immediately to ensure specific cohorts needs are most effectively met



Online reporting platform that's real-time and robust

- Real-time
- Easy to use
- Drill down
- Analyze all data
- Elevation tool



*Data disguised

We've guided leading brands
on CX projects.



Customer Experience is one aspect of our Brand Growth Navigator — the model our clients rely on to point them in the right direction in segmentation, targeting, customer experience, and more.

Learn more:



Watch video



Download ebook



Insights snapshot: Customer Experience

Our 60+ years of brand-building expertise has been honed through our partnerships with Fortune 500 leaders as well as challenger, disruptor, and emerging brands.

These brands come to us for our business growth mindset that starts with one unwavering goal: **Putting your customer at the center of all strategic business and marketing decisions.**

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Guiding your brand on its growth journey.