

6 key aspects of a smart CEM programme



■ Continuous improvement, not just measurement

Improvement programmes based around taking action rather than simply measurement or benchmarking have the most impact. The focus is on improving customer experience, not simply delivering reports.

■ Real-time feedback

Receiving and accessing customer feedback in real-time provides clear insight across your business and makes the steps for improvement highly visible.

■ Capture the universe

Aim to reach every single customer, not just a sample. Use technology, and smart design so that all customer have the opportunity to give feedback, making it easy and enjoyable to give their ratings and tell their stories.

■ Stories are crucial

Where numbers build credibility, stories build empathy. Stories make customer problems tangible and bring issues to life. They help staff understand the 'why' behind performance scores and to know what should change or be emulated

■ Ask about the right things

Determine what the key drivers of a good customer experience are - the things that matter most to customers - and measure those things. Focus improvement initiatives on these issues and get ongoing continuous feedback.

■ Experienced advice

In partnership with a research expert ensure your CEM programme is designed to embed a culture of continuous improvement across your organisation.