



Top 5 Customer Experience Metrics Your Company should be Measuring.

You've invested in your business' customer experience (Cx), from journey mapping and empowering employees, to Cx-centric goals, culture and more. But do you know if these efforts are moving the Cx needle and creating necessary ROI? Understanding of the health of your business requires understanding which KPI's relate to your customers' experiences. By monitoring the right ones, you can quickly determine the quality – and movement – of your customer experience.

1. **The Net Promoter Score (NPS)**

This KPI describes a customer's loyalty to your company and is calculated based on the answer to the question: *On a scale of 0-10, how likely are you to recommend this product/service/company to a friend or colleague?* Because satisfied customers are more likely to suggest your product or service, NPS is a meaningful customer experience measurement.

2. **Customer Effort Score (CES)**

This measurement is determined by the response to the question: *How much effort did you personally have to put forth to handle your request?* Examples include how much effort is required to log on to your personal banking website, change your address, return a product, etc. High scores (high effort) drive disloyalty. When customers must expend more effort than they expect, they leave.

3. **Expectations**

You know that feeling when you are pleasantly surprised by a product's features, special touches in a hotel room or personalized hospitality in a restaurant? Those warm fuzzies are your expectations being surpassed, and they are closely linked to satisfaction and loyalty. While other KPI's can be affected by respondents' emotional states, expectations scores are usually more straightforward and are different based on each of your customer support channels. Calculated similarly to NPS – the percentage of "great" ratings are subtracted from "not good" ratings – expectations scores gauge delight.

4. **Overall Satisfaction**

Although it's not realistic to have 100 percent of customers 100 percent satisfied 100 percent of the time, customer satisfaction (CSAT) is a vital sign for your business. Back in the day, when most business interactions occurred face-to-face, this was a relatively easy KPI to measure. Today, measuring CSAT requires proactively asking for feedback, usually in the form of surveys that measure happiness in both the short- and long-term.

5. **Industry and Competition Benchmarks**

Often overlooked, these KPI's provide insight into the likelihood of a customer choosing you over your competitors. Satisfaction is not always a reliable way to predict customer behavior. Joe can be satisfied with the widget he bought from you, but if he finds another company offering the same widget at a lower price (or increasingly, with a better experience), he will jump ship. By getting external benchmarking survey data, you can compare your brand to your competitors to get a more well-rounded view.

By using customer experience metrics, you can get a clearer, more accurate view of how happy your customers are overall and how well you are delivering your product or service. Optimum CX can help you use those metrics and KPI's to grow your business. Call us today at 775-499-6400 or visit us at www.optimumcx.com to find out how.