

Marrying Business and Operational Metrics with Customer Experience Research

By Kris Fischer, KS&R Principal

Customer experience research can be valuable for identifying potential issues at various customer touch points, establishing priorities for resolving these issues, and steering customer experience strategies. The greater value comes when findings are analyzed in conjunction with business and/or operational data as it often gives context to changes in customer satisfaction and allows customer experience research to be even more actionable, particularly for process improvements. Below are a few examples of how business data can be incorporated with research to render both short-term and long-term benefits.

- Call center data analyzed in conjunction with ongoing customer satisfaction research. Results can be used to pinpoint specific customer service processes in need of improvement and track improvement initiatives long-term.
- Price, promotional and tenure data analyzed along with lost customer research data. Results can be used to determine the effectiveness of promotional offers as their term expires and formulate customer retention offers.
- Customer satisfaction and lost customer research data analyzed in conjunction with internal data on products/services purchased. Results can be used to identify "at risk" customer groups based on their current relationship, the

competitors they are going to and the reasons for customers leaving or likely to leave.

- Customer satisfaction research data analyzed in conjunction with internal data on advertising packages purchased. Results can be used to identify the effectiveness of each advertising package in generating a sale.

While combining customer experience research and operational metrics can provide the business with actionable insights, it is important to keep in mind that this type of analysis often requires that the respondent be notified of the use of their information ahead of time (for example, online behavior tracking data) and sometimes restricted (for example, credit data). In addition, CASRO respondent confidentiality guidelines apply. If possible, provisions should be made to enable this type of analysis before the customer experience research data collection begins.

ABOUT THE AUTHOR

Kris brings 10 years of client management and research experience to KS&R. She specializes in brand tracking, loyalty and retention, product and service development, and concept testing.

