Customer Experience Programs: More than the Metric

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Executive Summary:

Companies today have access to a broad array of tools for measuring and improving customer loyalty. In fact, picking from among the many proprietary customer experience management (CEM) approaches marketed by consultants and other providers can be dizzying.

Indeed metrics such as Net Promoter Score or measures of Customer Commitment offer useful data about customer experience. But executives charged with building and implementing CEM programs that demonstrate clear Return on Investment (ROI) should keep one critical point in mind: Regardless of the metric or measure used, the ultimate success of a program in driving positive change will be determined not by the specific tool employed, but rather by management's success at integrating CEM into the organization.

That message is often lost amid sales pitches from outside CEM providers touting the advantages of their own particular methodologies. So it is important that companies looking to implement or upgrade CEM programs not get distracted from their ultimate goal: increasing profitability through changes to the corporate culture that make customers more loyal.

This Greenwich Report explains how companies can use the SMART Principles to devise, implement and maintain an organizational process that uses CEM to drive real cultural change to improve the customer experience.

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