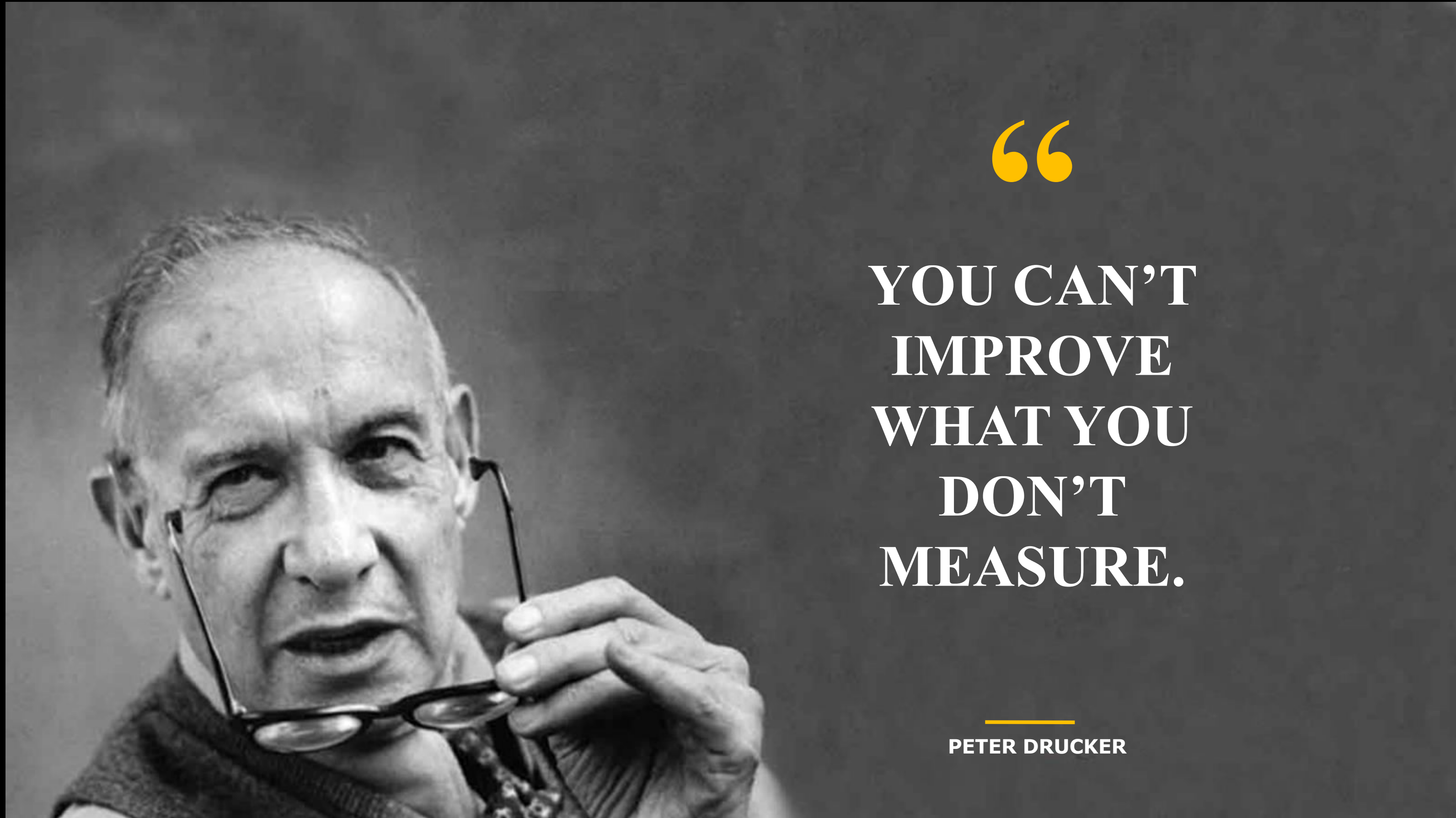




***If you can't measure it,  
you can't improve it***



# Which makes perfect sense since...

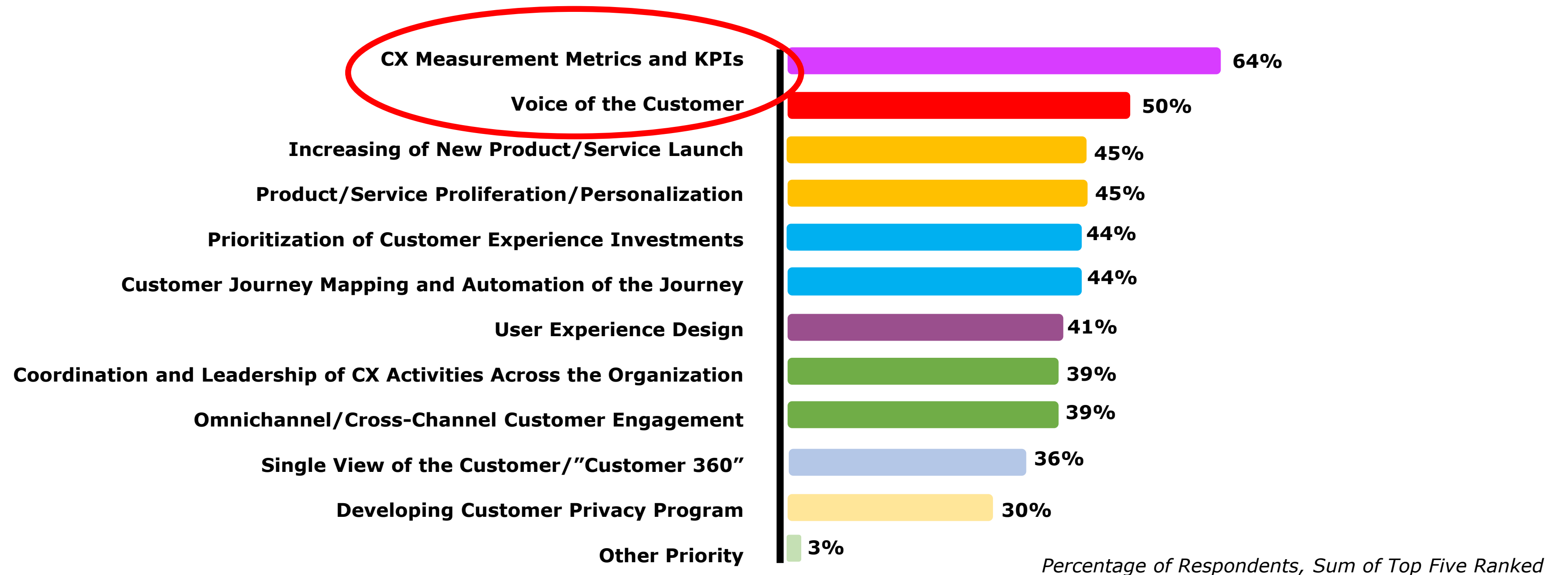


“

YOU CAN'T  
IMPROVE  
WHAT YOU  
DON'T  
MEASURE.

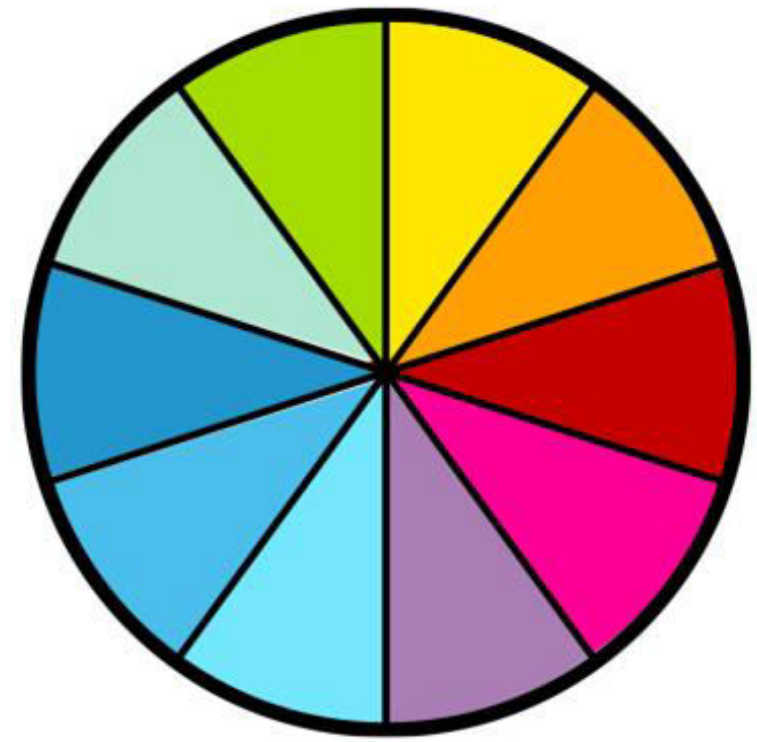
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PETER DRUCKER

# Top CX project priorities



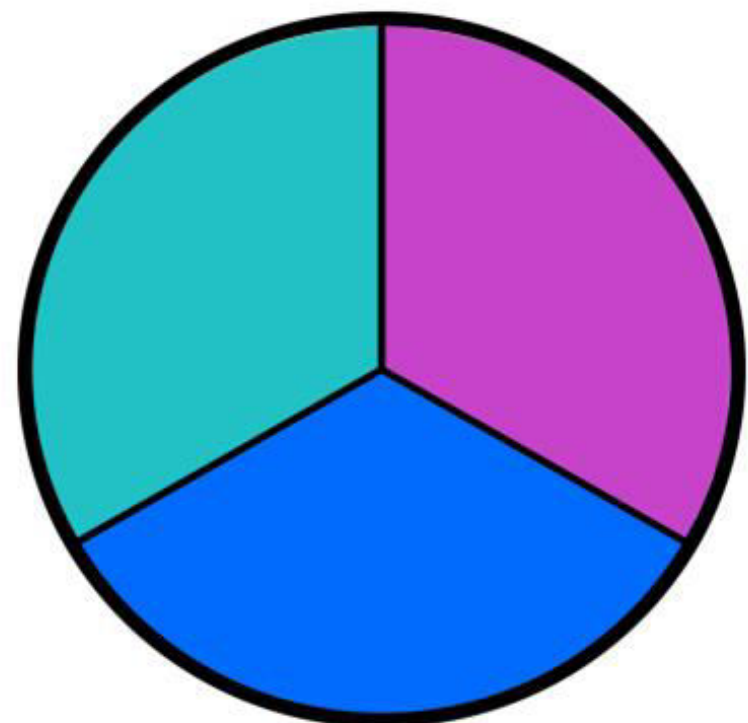
\*Gartner Research published on Dec 2020

# Survey your customers to extract...



- Yellow: NPS
- Orange: CSAT
- Red: Loyalty
- Pink: Engagement
- Purple: Retention
- Light blue: Churn rate
- Blue: Time to Resolution
- Dark blue: Churn rate
- Light green: Visitor intend
- Green: Referral rate

# Listen to your Customers and get...



- Purple: All CX metrics
- Blue: Voice of Customer
- Teal: Customer Service evaluation

**Use AI to listen to existing dark data at scale!**

# About measuring CX

- ✓ Good **Customer Experience increases sales**
- ✓ **CX metrics and VoC** are the top CX projects
- ✓ To **measure them is harder than it looks** in an omni-channel world
- ✓ Existing dark data with **AI can do the job**
- ✓ **Customer segmentation** based on what they say
- ✓ **CX alerts** for customer retention and crisis prevention
- ✓ **Proactive than reactive**



# CX KPIs

<b>Qualitative KPIs</b>	Sentiment distribution analysis	Neutral / positive / negative	Customer voice
	Emotion analysis	Fun , disappointment	Customer voice
	Great service		Customer voice
	Crisis detection ratio ( keywords)		Customer voice
	Messages vs calls ratio		Customer voice
	Referrals from existing customers		CRM, Customer voice
	Customer relationship strength - CRS		ERP, Customer voice
	Social listening indicator		Customer voice

<b>Quantitative KPIs</b>	Contact volume by channel		Customer voice, web site, call center
	Customer effort score- CES	Number of messages for completed cases or sales	Customer voice
	First time Response - FTR	Time to reply	CRM, Customer voice, bot
	First contact resolution/sale – FCR	How many cases are resolved without escalation ( or sales closed )	CRM, Customer voice, bot
	Average handling time - ATR	Time to solve a case or close a deal	CRM, Customer voice, bot

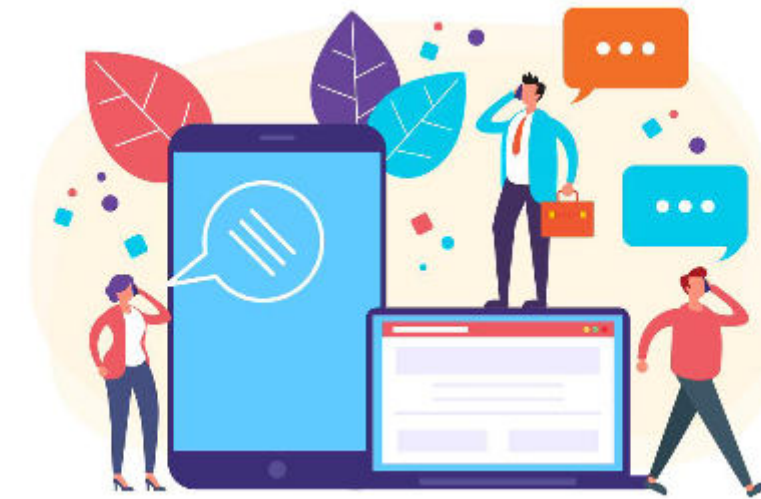


# CX KPIs

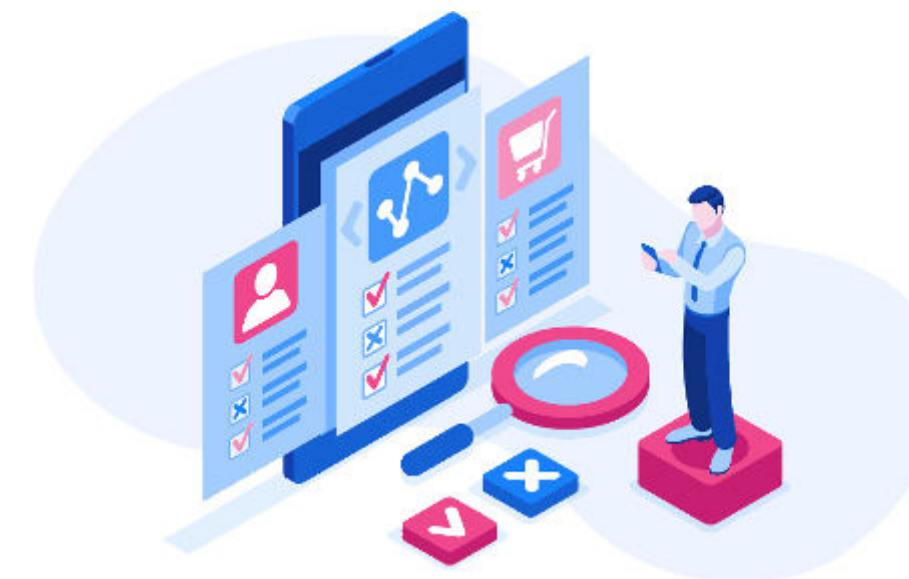
<b>Customer loyalty KPIs</b>	Great customers		CRM, Loyalty solution
	Customer loyalty Index - CLI		CRM, Loyalty solution
	Customer engagement index - CEI		ERP, Customer voice, Web site, App
<b>Revenue related KPIs</b>	Customer lifetime value - CLV		CRM,ERP
	Net customer value growth - NCVG		CRM,ERP
	Customer Purchase Capacity - CPC		Prediction models
	Customer engagement profitability - CEP		CRM , ERP , Customer voice
<b>Traditional KPIs</b>	Net promoter score - NPS	How likely are you to recommend this company to a friend or colleague	Survey
	Customer satisfaction score - CSAT	How satisfied were you with your experience	Survey

# What can be tracked, measured and evaluated #Day 1

- Engagement level →
- Top 10 customer topics on social media →
- Hot emotions keywords (i.e., comments) →
- Sentiment distribution of social media comments →
- Chat (Messenger) →
- NPS (KPI) →
- CSAT (KPI) →
- Email →
- Forms →



**Social listening indicator**



**Survey & traditional tools indicator**

*How your company ranks against competitors (same and similar industry)*



# Pobuca's monthly CX report

- Engagement level →
- Top 10 customer topics on social media →
- Hot emotions keywords (i.e., comments) →
- Sentiment distribution of social media comments →
- Chat (Messenger/ FB) →
- + First time Response - FTR →
- + First contact resolution/sale - FCR →
- + Average handling time - ART →



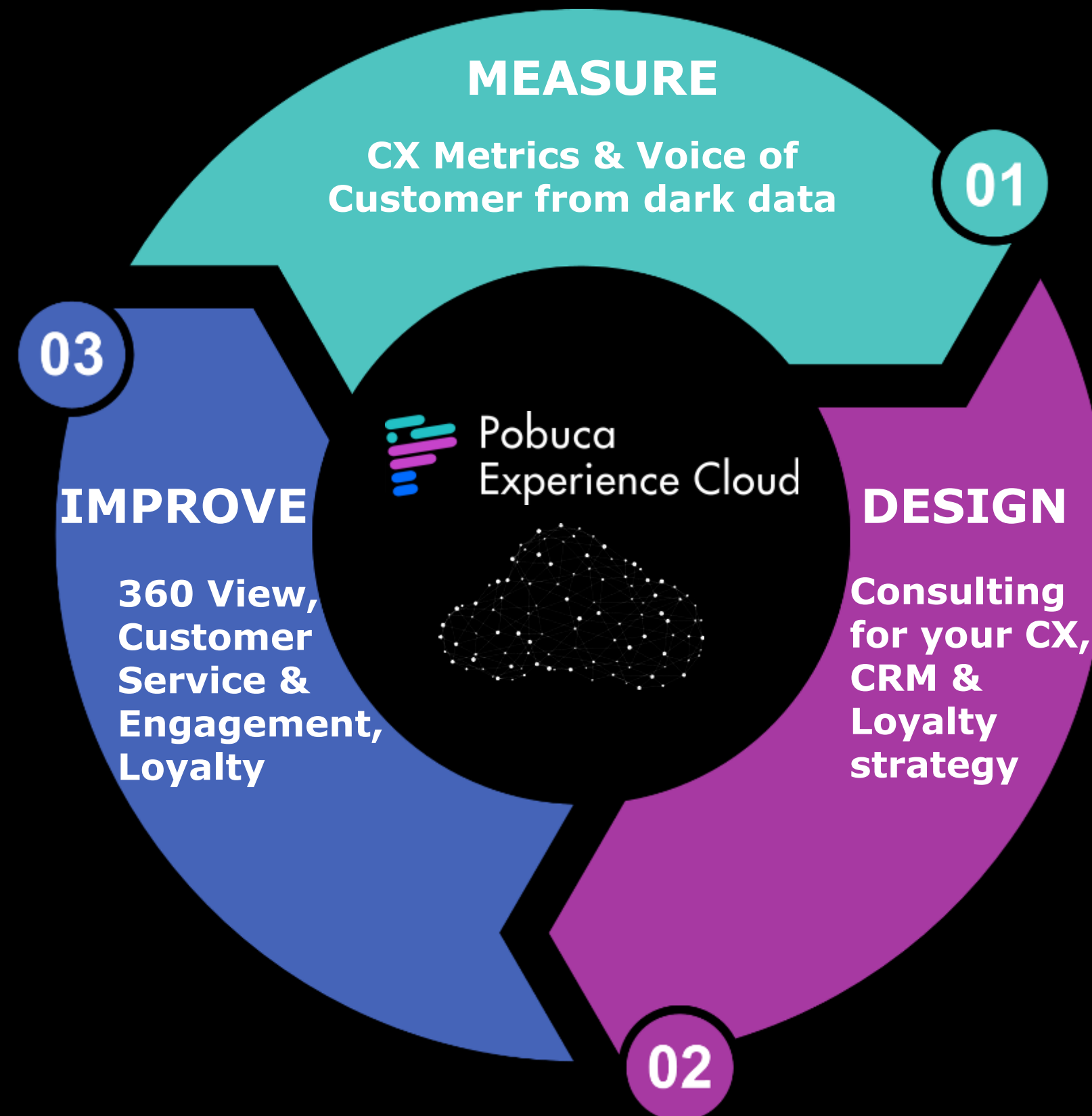


# Customer loyalty: a relationship not just a scheme

- Invest in CX
- Adopt a CX ranking framework
- Improve KPIs
- Build strong customer relationships

# Why with Pobuca

## Turn-key CX, CRM and Loyalty projects





# Thank you!

Find out more: [www.pobuca.com](http://www.pobuca.com)