

# The Customer Experience Management+™ survey

## Summary

A research tool that evaluates to what extent your brand promise, product offering and customer experience are differentiated and deliver customer value. The Customer Experience Management+™ (CEM+) survey measures external service value, customer satisfaction, loyalty and advocacy.

## More detail

Customer satisfaction surveys do not tell you what you really need to know. Satisfied customers do not mean loyal customers. 80 percent of customers who switch suppliers express satisfaction with the previous supplier. The problem with most satisfaction surveys is that they only measure satisfaction against a pre-determined set of generic values. The CEM+ survey is a much more powerful tool. It measures satisfaction against the priority expectations of **your company's** most profitable customers. We find out firstly what your target customers value and then identify to what extent their experience of your company meets these needs.

## Benefits

- It's powerful – it creates insight about your current customer experience and how to improve it.
- It's quick – by focusing only on your target customers, you achieve fast but reliable results.
- It's straightforward – our recommendations focus only on those key areas that add value to your customers. You get knowledge rather than mounds of data.
- It's cost effective – our web-based approach makes the survey simple and cost effective.

## How it works – 3 simple steps

### Step 1 – customer research

Qualitative and quantitative customer research, tailored to your organization and structured to identify the key expectations of your most important customers and how your company is delivering against these expectations.

### Step 2 – analysis of findings

The survey will provide insight into whether your products and services meet customer expectations and to what extent your organization delivers in each area. We also identify customers' level of overall satisfaction with the experience, their intention to repurchase and readiness to recommend your company to others.

### Step 3 – recommendations

We highlight the priority customer satisfaction attributes, the key retention drivers and the largest satisfaction gaps. By comparing these we are able to identify the priorities on which you need to focus to deliver a great experience and improve customer loyalty.

## The result

Real insight into your most profitable customer needs and a very focused and clear agenda for differentiating your customer experience.