

Responsive Marketing: Customer Experience Dashboards



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Responsive Marketing: Customer Experience Dashboards

Overview

Traditional customer satisfaction surveys fall short of providing actionable information. As organizations wait for data collection and analysis, valuable time is wasted and “at-risk” customer relationships remain unchecked. Gelb’s Customer Experience Dashboard provides a cost-effective solution to this dilemma. This customer listening post is active at all times, and inquiries are made to elicit feedback at times most relevant to the customer experience, not an arbitrary date. Most importantly, results are provided in real-time and escalated for action.

What Happened to Customer Satisfaction Measurement?

Traditional customer satisfaction surveys have become highly standardized to produce benchmarks. In this mutation, key factors have been muted and become, in many cases, generic. In addition, little analysis is done with those surveys to ascertain what matters most to customers and their willingness to use your services in the future.

Consequently, customer satisfaction measurement tools are now used to highlight how much “better” an organization is than another on a similar set of measures. While this might provide short-term benefit in advertising (e.g., most preferred as rated by Company X), it does not address the fundamental issue of keeping more customers and making advocates out of them.

In addition, those responsible for delivering the customer experience often question the validity of such surveys. The sample composition is most often to blame. In many industries, it is very difficult to build a pool of respondents. The net result is a report that is scrutinized and sits on a shelf.

Improving the Current Tools

There is a way to improve the traditional customer satisfaction surveys. By using Customer Value Analysis, an analytical tool intended to draw relationships between factors and outcomes, data can be made more meaningful.

Customer Value Analysis measures performance on key factors much like current tools. Its departure from the traditional method is to statistically derive the relative importance of those measurements. This enables marketers to focus on what matters most – both emphasizing the good, but overcoming challenges in delivering on low performance areas.

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More importantly, CVA provides an efficient means to benchmark – by examining competitors' performance on those same attributes. In doing so, marketers are able to understand their performance position in the market. Without a doubt, this is much better than determining that you're the "best" in a particular category – it also provides real insights into how much better your competitors may be and why they are stealing market share.



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The Ideal Solution – The Customer Experience Dashboard

By talking to customers and organizations about what they need most – responsiveness to issues – Gelb has designed a process to overcome the obstacles of traditional customer satisfaction tools. Using the Customer Experience Dashboard, organizations can elicit feedback when it matters to customers (e.g., after an encounter) and tools to take decisive action to keep customers coming back.

Academic research has shown there is a strong positive uptake for organizations that identify customer issues and respond to them. In fact, those customers who have had a positive recovery experience are actually more likely to recommend you in the future than those customers who are just merely satisfied with your services.

The Customer Experience Dashboard allows large organizations to gather feedback systematically and distributes results in real-time. Responses from those customers deemed “at-risk” are escalated to individuals who can take action and keep customers.

Customers provide feedback as part of their experience



Our approach asks for participation in context of the experience, rather than waiting for an arbitrary date. We accommodate any interviewing mode.

Results are tabulated in Gelb's system in real-time



As soon as results are entered, they are tabulated. “At-risk” responses are escalated immediately via email.



Select Filter	Name	Email	Status
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	Jane Smith	jane.smith@bakerpetrolite.com	At-Risk
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The experience dashboard is developed to your custom specifications. Often organizations that have developed an ideal experience map measure these outcomes to address functional and emotional outcomes of customers.

Taking Action

Armed with the insights for your specific brand, you can better organize your brand strategy to improve customer loyalty. Customer Experience Dashboards translate into strategic guidance for brand promise development. The ability to elicit feedback when it matters to customers allows you to take decisive action to keep them coming back.

As an on-line system, it provides a continuous, cost-effective stream of information that is easily distributed to experience stewards throughout your enterprise. Gelb offers this service as a fixed fee per year, making budgeting and commitment within the organization much easier.

About Gelb

Gelb Consulting Group, Inc. is a strategic marketing firm that merges analysis, strategy and technology to help clients build and sustain revenue growth.

Gelb is here to help you understand the complexities of your market to develop and implement the right strategies. We use advanced research techniques to understand your market, strategic decision frameworks to determine the best deployment of your resources, and technology to monitor your successes.

For over 40 years, we have worked with marketing leaders on:

- Strategic Marketing
- Brand Building
- Customer Experience Management
- Go to Market
- Product Innovation
- Trademark/Trade Dress Protection