

How Do You Measure Customer Experience?

We all want to improve our customer experience (CX) for all the well-documented reasons: to create more loyal customers, to differentiate products or services and actually charge more, even to build more shareholder value with higher stock prices. But what is the best way to stay on track and choose the best measuring tools, from Net Promoter Scores to voice-of-the-customer programs, customer journey analytics, and other key performance indicators? Many of these tools offer benchmarks that allow executives to see if their CX is getting better or not.

Contribute to this popular Best Practices topic and help our readers determine the best way to measure their CX initiatives and make continual improvements over time.

Roundtable Date: 8/12/2020

Published in May 2020 CRM magazine

Content Due: March 20, 2020

Also in May: ■ CUSTOMER DATA PLATFORMS: CREATING A UNIFIED VIEW OF THE CUSTOMER

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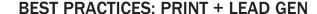
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