



CLASS #1

“CX Measurement Basics”

Lesson #1: General CX, Touchpoint CX and Competitive CX

- **General CX Survey:**
You are reaching out randomly to someone in your customer base
- **Touchpoint CX Survey:**
You are interviewing customers at/after a touchpoint contact
- **CX Journey Survey:**
A series of touchpoint survey analyzed in conjunction.
- **Competitive CX Survey:**
You are reaching out to someone NOT yet in your customer base

Lesson #2: The CX Measurement Question

- **NPS:**

- Question „How likely are you to recommend BRAND to a friend/college/coworker“
- Scale: 0 to 10
- Score: % of promoters (9 or 10) minus % of detractors (0-6) multiplied by 100.

- **Loyalty Likert**

- Question same
- Scale 1-4 or 5
- Score Mean

- **OTHERS:**

- Customer Effort Score, “How much effort does it take to deal with us?” , typically 1-5 scale, Mean
- Customer Satisfaction, “How satisfied are you with BRAND?” , typically 1-5 scale, Mean

On a scale from 0-10, how likely are you to recommend Qualtrics to a friend or colleague?

Not at all likely

Extremely likely

0 1 2 3 4 5 6 7 8 9 10

Lesson #3: Channel

- **In the moment (only for touchpoint CX):
Using the medium of the touchpoint**
 - Phone: CATI interview
 - Website: online questionnaire
 - In-Person: Face-to-face
- **Outreach-Based**
 - Phone: CATI interview
 - Email: online questionnaire
 - Text / SMS
 - Social sampling
 - Social DMs
 - PA (Alexa)

Lesson #4: Open-end question

- **Ask a WHY questions “Why did you rate this way?”**
 - Should be asked directly after the rating
 - DO ask everyone the same question.
Do not split into different questions for detractors and promoters
 - Do not mark it as optional
- **Benefits of open ends**
 - Customers love to use their own words
 - It enables for super short and pleasant surveys
 - It helps to discover topics you have not been aware of
 - You do not bias insights
- **Limits of open ends**
 - You do not learn about everything what's on every customer's mind.
 - No standardization, it needs advance tech to analyze it properly

Lesson #5: Closed-end question

- **Closed-ended questions are questions that give a fix set of answering options.**
 - Scales
 - Multiple Choice
 - Etc.
- **Do Only Use Closed-Ended question AFTER the core part**
- **Potential information you might want to capture**
 - Source of respondents “how did you arrive at this touchpoint”
 - Customer Segment
 - Assessment of core criteria (Quality, Service, Price, Brand, Ease, Speed, etc.)

SUMMARY CLASS #1

- **3 different types of CX surveys: General CX, Touchpoint CX and Competitive CX**
- **NPS is the CX measurement question**
- **Use different channels (email, text, phone) but expect different results**
- **Use the power of open-end question**
- **Add optionally closed question**