

# Introducing A New Way To Measure Customer Experience

## Why SenseCX

20 years ago, when CSBA first started measuring customer experience, it was all about time, connect time, call duration, getting to an answer as quickly as possible. Customer servicing was a cost, something to be managed down. Customers' expectations are rising exponentially. They want their query resolved the best way, not just the fastest way. They want it to be consultative. They care about outcomes. They want to be heard. They want to be recognised as an individual.



Our Customers expect the best from us, they've challenged us to look for a more contemporary approach to assessing Multi Channel Customer Experience.

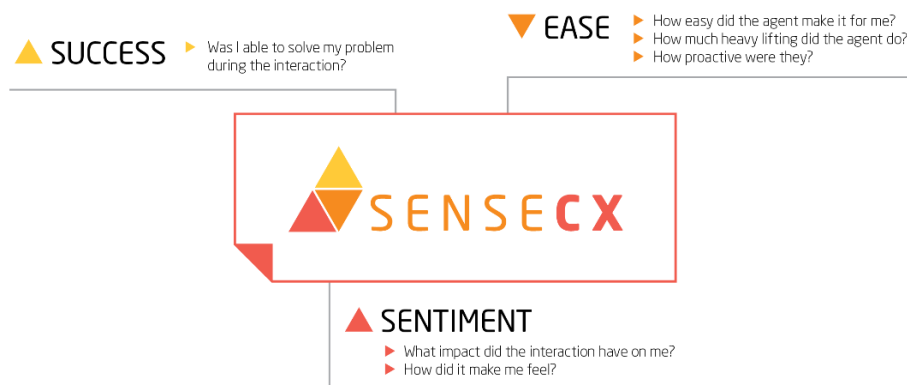
Given the rapid shift in customer expectations we're seeing we think that makes a lot of sense...Introducing SenseCX.

## We had an idea...

- What if we could design a model that measured the way the customer wanted to be serviced?
- What if we could make it robust, fast and agile?
- What if we could build a methodology that allowed us to directly relate results to progressive actions?
- What if we could provide a targeted system of training to improve actions?

## The SenseCX three pillars

SenseCX is a new, proprietary measurement system that relies on three simple pillars.



Our research shows that using these pillars as the foundation for CX measurement provides actionable results you can use to improve your customer interactions. It also creates alignment between the data created through mystery shopping or Quality Assurance with the measures you're capturing from your direct customer feedback now.

## We tested our hypothesis



Over 12 Months Development



Over 600 respondents



Primary, in-house research and development



Each given two interactions [old approach and SenseCX]



Review of global trends in CX measurement



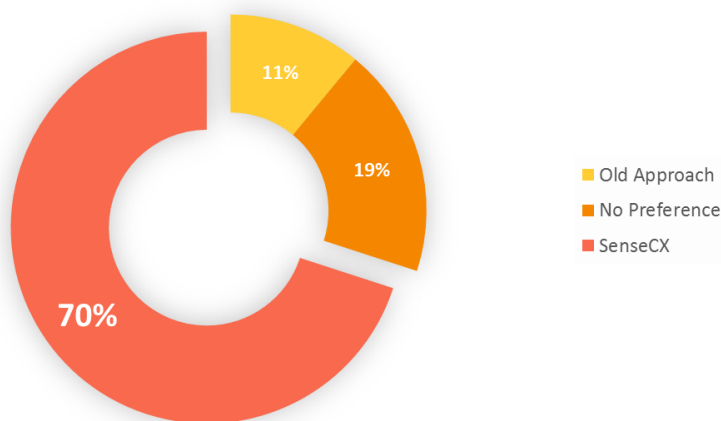
They chose which one they preferred



A methodical and detailed approach

## The results were compelling

70 % of respondents preferred the new model.



The one thing that truly differentiates a business is the experience it provides its customers. Amazing customer service is sticky, it stays around. It increases loyalty and with it, word of mouth...

## A research based methodology

- Over 30 attributes measured in each interaction with subtle variations across service channels
- Tangible observations that clearly indicate what can be celebrated and what needs improvement
- Dashboards and reports available in near real-time with as little or as much detail as you need
- The ability to benchmark internally and externally to keep one eye on your competitor while also focussing on achieving consistent performance across teams/channels
- Ability to add/augment your own internal measures or extend beyond the service team to the sales team as well.

## A system that measures every channel



These days customers can switch channels mid service which can make a consistent CX hard to achieve. The SenseCX methodology will help you provide a consistent approach. SenseCX is the only system where Success, Ease and Sentiment measures are specifically optimised for each channel. The volume of interactions moving to chat and social is exploding and your ability to measure your effectiveness and response is more important than ever.

## Rapid feedback customised to your needs



## Training and other services

- Team training based on the SenseCX methodology
- Result analysis to determine areas of best improvement
- Full feature customisation
- E-learning modules to improve staff onboarding
- Customer Service improvement support across the whole customer journey

## Want to know more?

[www.csba.com.au](http://www.csba.com.au)