

Insights snapshot:

# Customer Experience

Improving brand satisfaction



radius

# Brands have multiple **CX goals:**





# Most fall short of reaching their goals:

15%

describe their  
Voice of Customer (VOC)  
program as  
**very successful**

80%

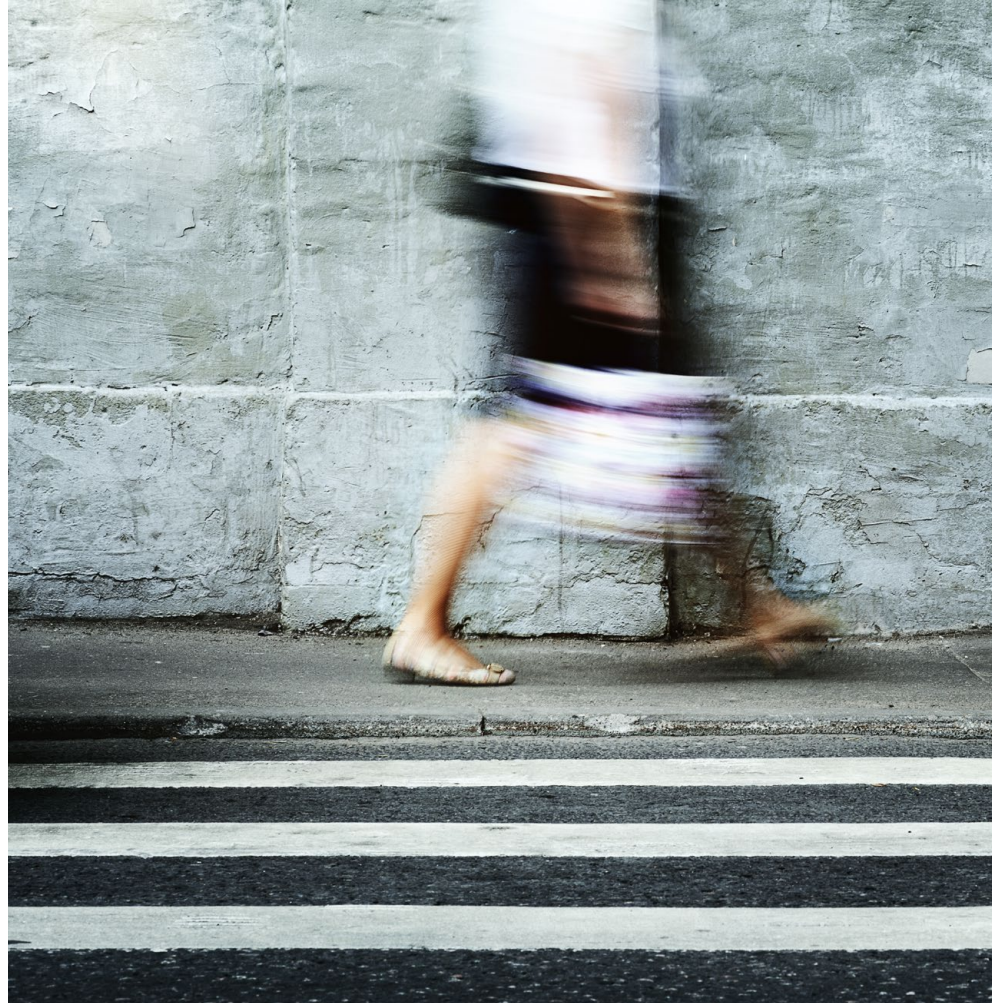
say they are **'collectors  
and analyzers'**  
vs. change agents

1 in 3

say they are good at  
**implementing changes**  
using VOC insight

How can a CX insights study bridge this gap?

# A successful CX project uncovers:



Critical moments  
in a customer's  
relationship with  
your brand



Customer needs  
at key points



Your brand's success  
at delivering against  
customer needs







# CX is all about identifying **Moments + Needs**



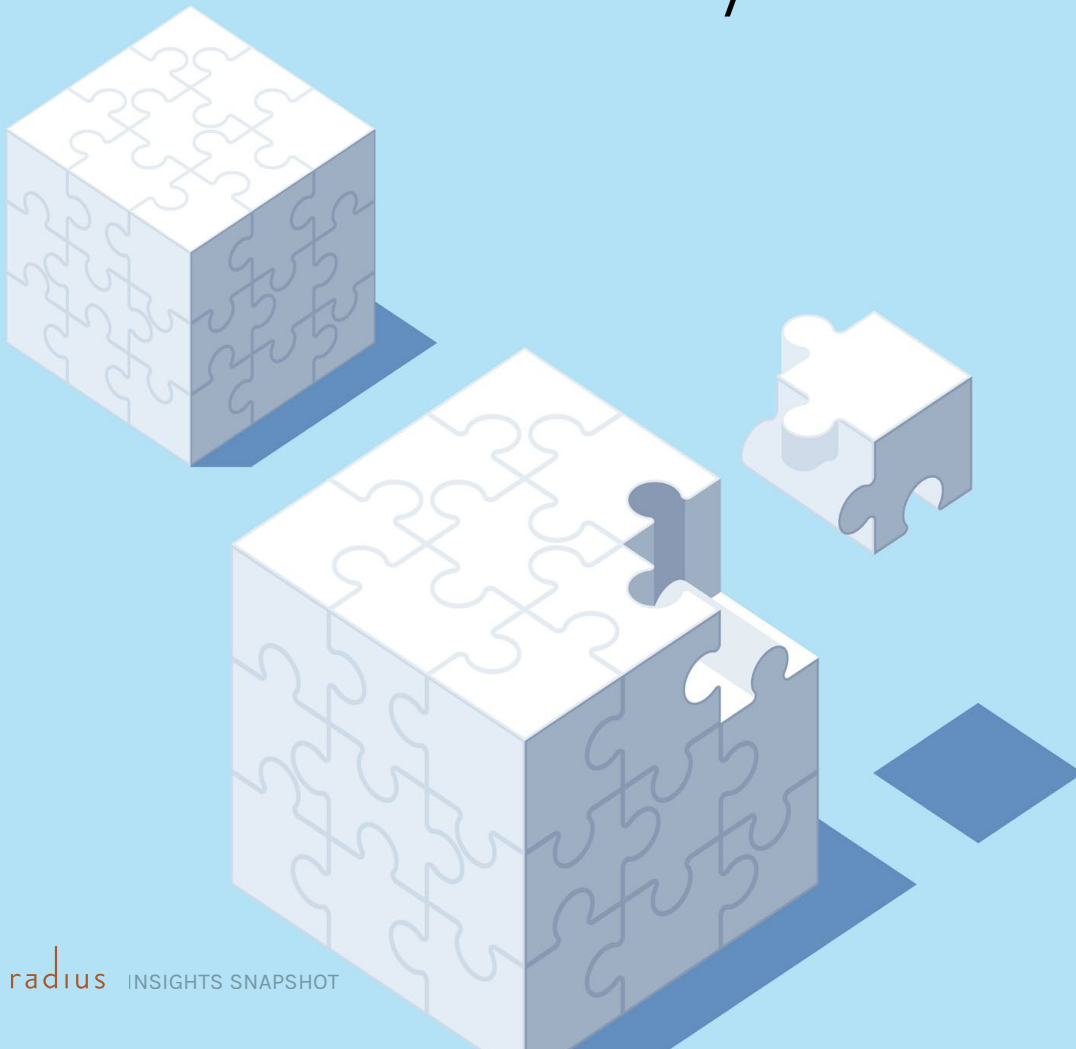
This type of insights work can deepen your understanding of what triggers a customer to find extreme satisfaction with your brand.



Knowing if your brand is falling short at critical junctures can prevent customer defection and derailment of your growth plans.



# 4 crucial elements of a CX study:



- 1 **HOLISTIC** to capture the full customer experience
- 2 Structured and **DESIGNED FOR ACTION** and continually refreshed
- 3 **COMMUNICATED EFFECTIVELY** across the organization
- 4 **ROBUST REPORTING PLATFORM** that is easy-to-use and provides real-time data and analysis



CUSTOMER  
EXPERIENCE

1

## Holistically measure the customer experience





2

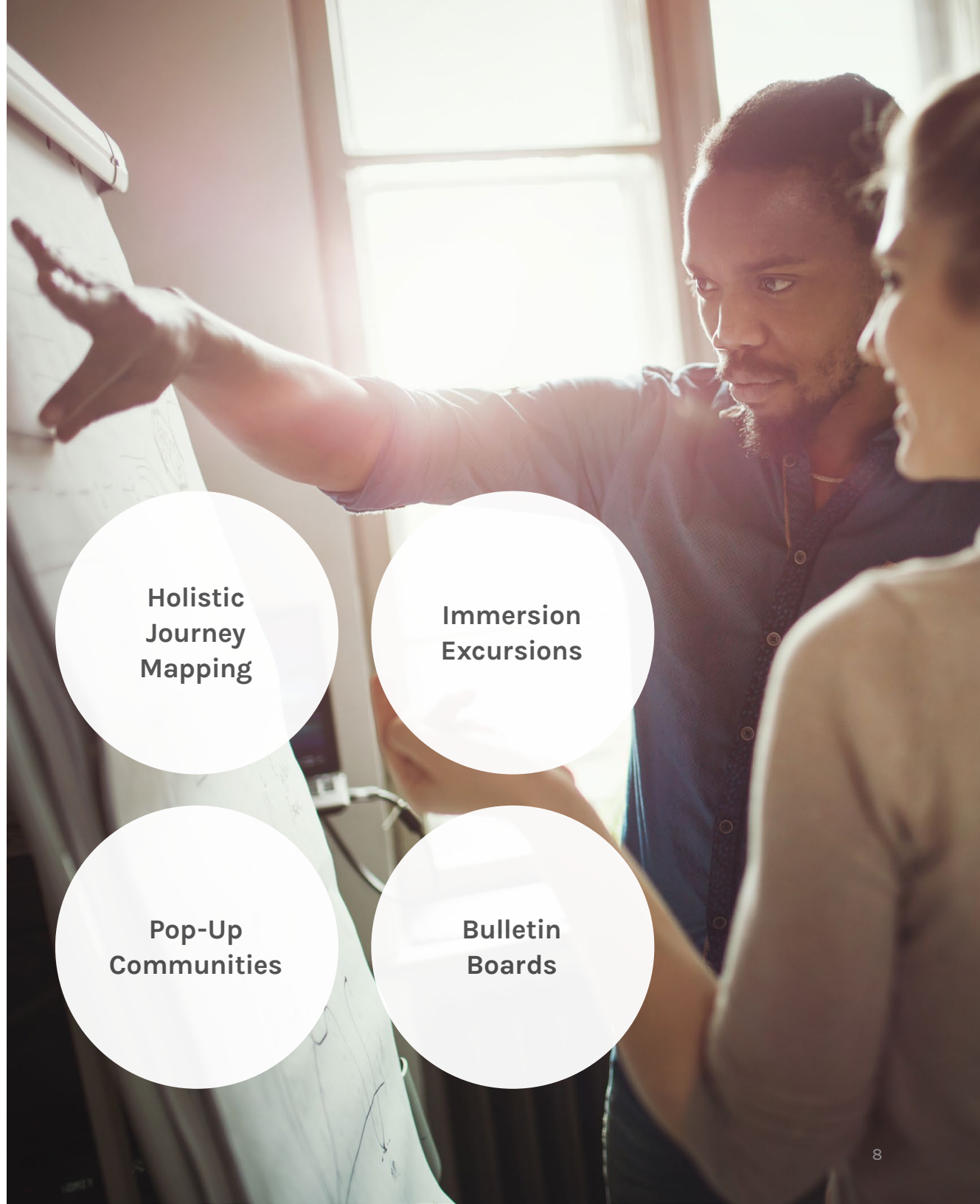
## Design and structure project with immersive approaches to ensure actionable results

Holistic  
Journey  
Mapping

Immersion  
Excursions

Pop-Up  
Communities

Bulletin  
Boards







3

## Best practices in CX roll-out communication



Senior management is most effective in influencing action



Communication across organization helps ensure results are used throughout departments



Communication in stages builds excitement and corporate acceptance

# Integration into the organization

requires action plans for each  
of the teams using CX feedback:

## STRATEGY

### Customer/Prospect Scoring

Accurately define  
customers/prospects  
and what is critical  
to delivering world-class  
service

## BRAND

### Advertising/ Communications

Tailor positioning  
and messaging to best  
reflect your brand

## PRODUCT

### Product & Service Management

Design to specific  
needs, including service  
delivery and product  
development

## SALES

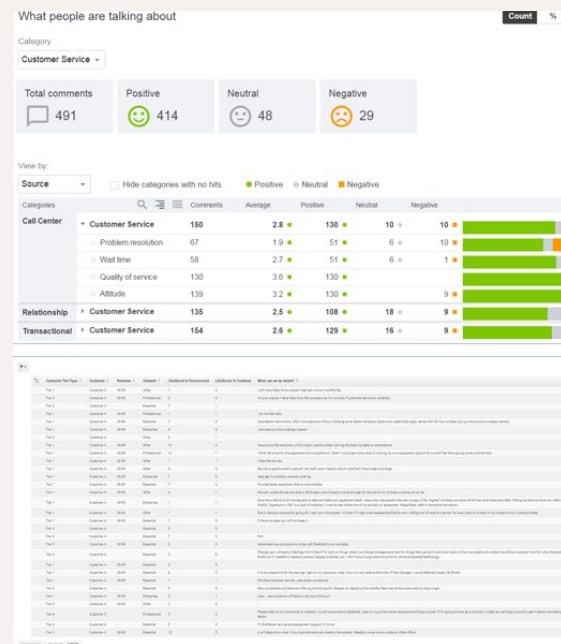
### Sales Tool

Use inbound/outbound  
sales efforts to classify  
prospects immediately  
to ensure specific  
cohorts needs are most  
effectively met



# Online reporting platform that's real-time and robust

- Real-time
- Easy to use
- Drill down
- Analyze all data
- Elevation tool



\*Data disguised

We've guided leading brands  
on CX projects.





Customer Experience is one aspect of our Brand Growth Navigator — the model our clients rely on to point them in the right direction in segmentation, targeting, customer experience, and more.

Learn more:



Watch video



Download ebook



# Insights snapshot: Customer Experience

Our 60+ years of brand-building expertise has been honed through our partnerships with Fortune 500 leaders as well as challenger, disruptor, and emerging brands.

These brands come to us for our business growth mindset that starts with one unwavering goal: **Putting your customer at the center of all strategic business and marketing decisions.**

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**Guiding your brand on its growth journey.**

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