

# Taking Guest Surveying from Good to Great

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“89% of companies will compete primarily on the basis of Customer Experience by the end of 2016”  
-Gartner

“93% of CMOs say the Customer Loyalty and Experience is a top 5 strategic priority”  
-Fordham CMO Study

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Isn't My Survey Good  
Enough?

well...

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# Customer Experience Management (CXM)

**Customer Experience Management (CXM) is the discipline of embedding customer insight into every critical decision, improving how you perform at every level of your organization**

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# Isn't My Survey Good Enough?

well...

## Survey

- Passive
- Ad Hoc
- Open Loop
- Point in Time Reporting
- Low Transparency
- Limited Distribution
- Static

## CXM

- Pro-active
- Continuous
- Closed Loop
- Real-Time Reporting
- Available across org
- Cross Dept. Distribution
- Dynamic

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# 5 PILLARS OF CX SUCCESS



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- Gain executive sponsorship
- **Publish CX values**

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## PUBLISH CXM VALUES



- CXM Mission Statement
- Determine Primary KPIs
  - **Net Promoter Score (NPS)**

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## Net Promoter Score

**How likely are you to recommend company X to a friend, colleague or relative?**



$$\text{Net Promoter Score} = \% \text{ Promoter} - \% \text{ Detractor}$$

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## PUBLISH CXM VALUES



- CXM Mission Statement
- Determine Primary KPIs
  - **Net Promoter Score (NPS)**
  - Custom Scoring
  - Resolution Time
- Set Realistic Goals & Benchmarks
- CXM should be central to all levels of organizational culture

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- Gain executive sponsorship
- Publish CX values
- Align departments
- Benchmark against competitors

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- Capture feedback at every key touchpoint & moment
- **Close the loop**

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## CLOSE THE LOOP



- Derive a system to immediately address pain points
- Create automated system to assign follow up to relevant departments
- Track and manage issue resolution across organization
- Manually create tickets for non-standard issues requiring resolution
- Empower staff to “make it right” in real time
- Set goals and track over time
- Measure impact of resolution programs

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## Close the Loop

Full Record

Full Record

Record Tickets Send Email

Regarding T-283 Guest Comment Alli... ▾

To Email Address

Reply-To Email kurt.kinscherf@ryansolutions.co

From Name Kurt Kinscherf

Subject

Message

Sans Serif NORMAL B I S U

Close

Close

# 5 PILLARS OF CX SUCCESS



- Capture feedback at every key touchpoint & moment
- Close the loop
- **Manage with role-based views of performance**

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# 5 Pillars of CX Success

## Qualtrics Vocalize Role Based Dashboards





# 5 PILLARS OF CX SUCCESS



- Capture feedback at every key touchpoint & moment
- Close the loop
- Manage with role-based views of performance
- Integrate with CRM and operations

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# 5 PILLARS OF CX SUCCESS



- Conduct the research to drive strategic decision making
- Measure key relationships
- **Segment customers and drivers of performance**

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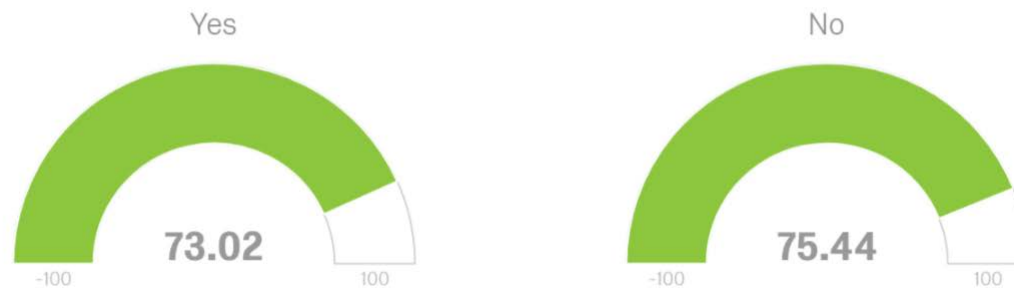
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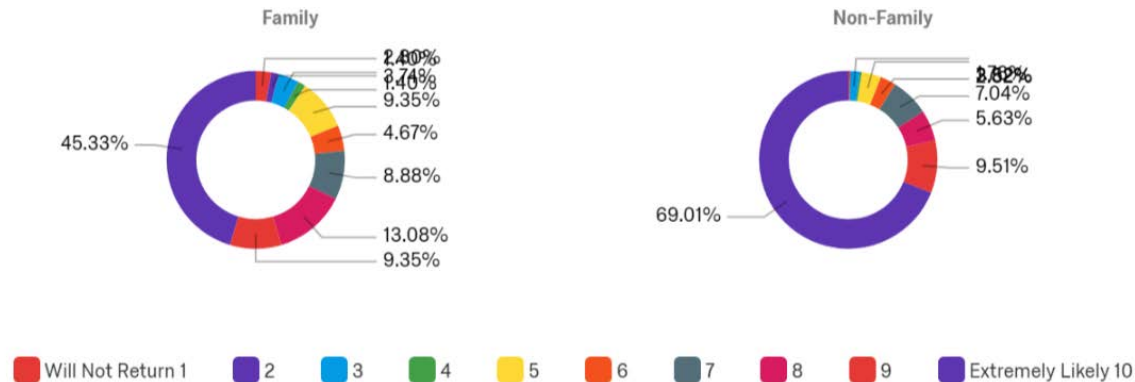
# 5 Pillars of CX Success

## Who is driving performance

Net Promoter Score



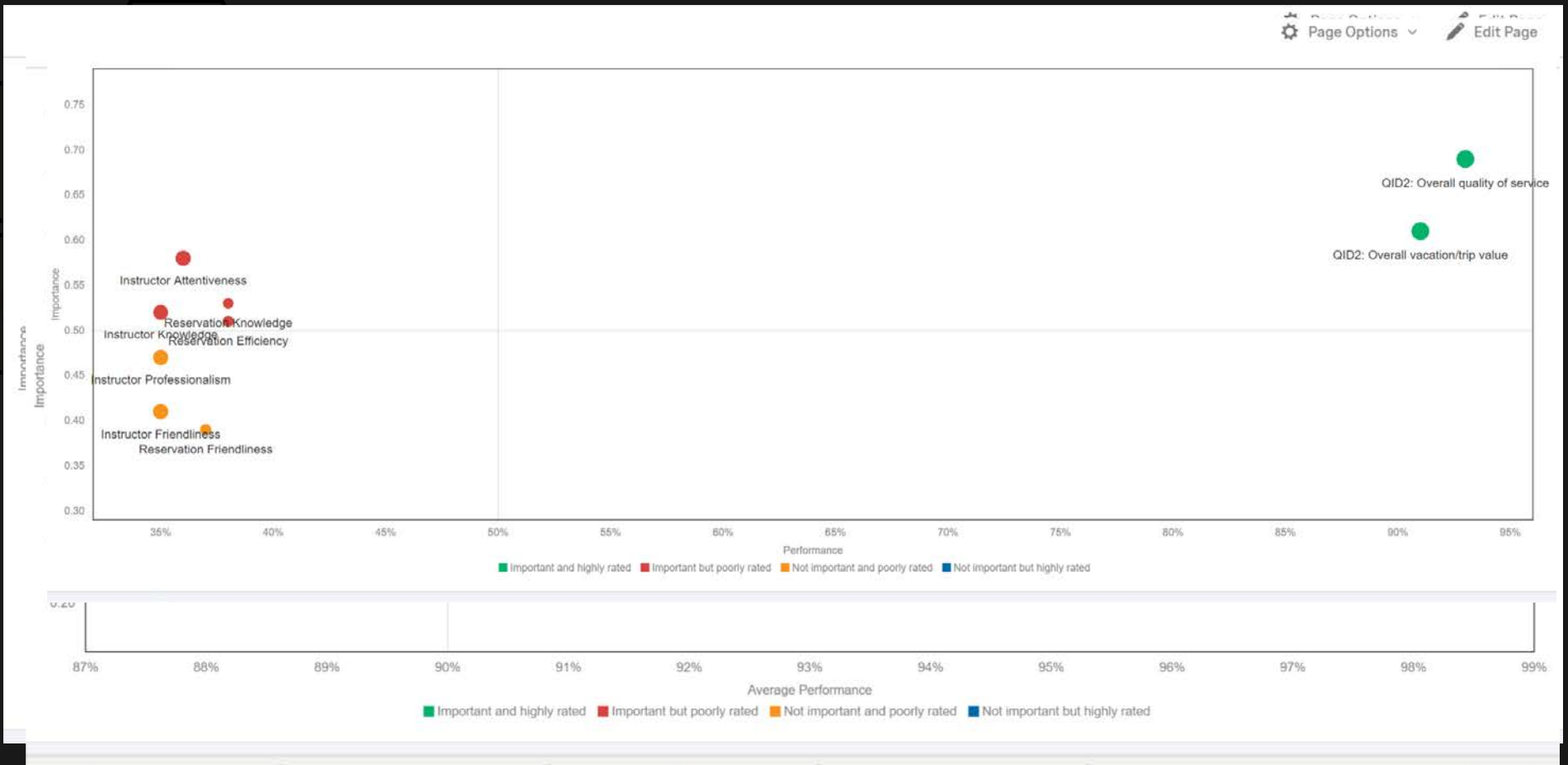
Intent to Return



# 5 PILLARS OF CX SUCCESS

## Measure Key Relationships

### Qualtrics Vocalize Key Drivers



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- Conduct the research to drive strategic decision making
- Measure key relationships
- Segment customers and drivers of performance
- Drive cross-functional change

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# 5 PILLARS OF CX SUCCESS



- Drive improvement at every level of organization
- **Regularly communicate progress to company objectives**

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# 5 PILLARS OF CX SUCCESS



- Drive improvement at every level of organization
- Regularly communicate progress to company objectives
- Collect employee feedback across lifecycle
- Understand drivers of employee engagement across all departments

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- Focus on data quality
- Reporting reflects dynamic business needs
- Program optimization for methods and best practices
- Innovating sustainable competitive advantage

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# Cliff Notes Version

## YOU CAN DO IT

- Get buy-in from the top down
- Start with KPIs
- Develop survey to show factors that impact KPIs – key drivers & segmentation
- Go beyond the post-departure
- Close the loop
- Share performance across the organization
- Never stop evaluating and improving
- Lather, Rinse, Repeat

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“It’s all about ensuring that the messages that you want to convey to your key audiences – whether that’s customers, or employees, or partners – are done so correctly, consistently and effectively. This cannot be just a veneer; it needs to run through your entire business and be imbued into every single touch point across your operation.”

**Iain Shorthose,**

*Director of Customer Experience, Interserve*

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