

Deliver a High Quality Customer Experience

CEB Quality Leadership Council

Nearly 70% of Quality professionals admit that their company delivers products and services that do not meet customers' expectations—at least some of the time. This under-delivery can lead to higher complaint rates, lower Net Promoter Scores (NPS) and lower customer satisfaction. To drive customer experience improvements, leading Quality organizations focus on Customer Understanding, Delivery Management, and Expectations Setting.

New Resources and Upcoming Events

- Deliver a High Quality Customer Experience *Research Findings*
- Total Customer Experience Diagnostic
- Issue and Crisis Management Benchmarking Survey *July 2015*
- Customer Complaint Spot Benchmarking *August 2015*
- Sustain a Consistent Customer Experience *Webinar 17 September 2015*

Customer Understanding: Leading Quality organizations translate customer voice into unique and actionable insight that the business can use.

Members use best practices to do the following:



Isolate customer preferences and deliver actionable data to the business.



Align the business on one understanding of the customer goal.

Moving from the 25th percentile to the 75th percentile in Customer Understanding can boost your NPS score by up to 24%.

Delivery Management: Leading Quality organizations give the business support tools that enable them to make experience improvements.

Members use best practices to do the following:



Develop a process for collecting and distributing customer voice.



Create a governing structure to establish functional ownership and accountability.

Moving from the 25th percentile to the 75th percentile in Delivery Management can boost your NPS score by up to 20%.

Expectations Setting: Leading Quality organizations ensure the business delivers a consistent message to customers about products and services.

Members use best practices to do the following:



Validate brand messaging against product performance.



Create consistent messages across customer touchpoints.

Moving from the 25th percentile to the 75th percentile in Expectations Setting can boost your NPS score by up to 20%.



Contact Us to Learn More

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