CUSTOMER EXPERIENCE JOURNEY

Understand and manage the drivers of customer satisfaction and loyalty, and increase customer retention.
INSIGHTS

How strong are my customer relationships? How do I compare to the competition?

What is the structure of my customer base in terms of satisfaction?

Which actions and touchpoints are crucial to building a great customer experience?
Independent academic and commercial research has confirmed the strong correlation between customer satisfaction, loyalty, retention on one hand, and business performance – revenues and profits - on the other.

What do loyal customers do? They:

- Happy customers
- Increased spend
- Word-of-mouth
- Fewer complaints

- Great customer service
- Consistent communication
- Value for money
- Attractive offer
- Competitive prices
- Convenient purchase process

- Spend more
- Buy more often
- Are less price-sensitive
- File fewer complaints
- Generate additional revenues via recommendations
OUR ANALYTICAL APPROACH R:N CSL

**PRIMARY FOCUS**

- Measurement and diagnostics of customer retention, loyalty, and commitment
- Identification and prioritization of key areas and factors for improvement:
  - Prevent customer churn and manage retention decline efficiently
  - Motivate competitors’ customers to switch brands
- Continually monitor and adjust your organization’s long-term strategy based on reliable data and science-backed knowledge.

**THE THREE KEY BUILDING BLOCKS**

**Overall evaluation**
Mainly retention & behavioral loyalty, satisfaction, commitment, NPS

**Performance evaluation of all areas & attributes**

**Importance**
Implicit / derived & explicit / declared of individual factors affecting customer experience
ACTIONABLE, FULL-SCOPE INSIGHTS

Our framework is designed to measure the strength of the relationship as well as diagnostics of the key drivers of customer satisfaction.

Figure:

- **Overall Relationship**: Aggregate customer experience
  - NPS
  - Retention/Loyalty
  - Overall Satisfaction

- **Diagnostics of Individual Areas**
  - Client Service
  - Products/Services
  - Information
  - ... (omitted)

- **Factors** = the building blocks of customer satisfaction and loyalty
  - Hotline
  - Personnel
  - Offers
  - ... (omitted)
# SAMPLE: OVERVIEW OF BASIC QUESTIONS

**Overall satisfaction**
Based on your experience, how satisfied or dissatisfied were you overall with (THE COMPANY) and its products and services? (SCALE 0 - 10)

(SCORED 6 AND LOWER) For what reasons did you take away points?

**Net Promoter Score (NPS)**
How likely are you to recommend (THE COMPANY) to your friends and colleagues? (SCALE 0 - 10)

(SCORED 6 AND LOWER) For what reasons did you take away points?

**Expectations fulfillment**
How would you evaluate your experience with (THE COMPANY) in comparison with your expectations?

(IF WORSE THAN EXPECTED) In what respect has your experience with (THE COMPANY) been worse than expected?

**Linking**
Would you say that you like or dislike (THE COMPANY)?

**Retention**
Would you use the products or service of (THE COMPANY) again?

**Satisfaction with specific attributes of customer experience**
How satisfied or dissatisfied were you with [THE COMPANY] in the following areas?

Attributes are defined based on your needs, products and services, and industry itself. Alternatively, you can use predefined attributes from the list. Some examples: Speed of delivery, waiting time, staff attitudes during in-store visit, quality of information, staff proficiency, etc.

**Rating of specific attributes of customer experience**
How well do the following statements fit [THE COMPANY], based on your experience?

Degree of agreement with a set of diagnostic statements defined by you or selected from the predefined list prepared for different companies and situations. Some examples: Has great customer service, has very friendly staff always willing to help, values loyal customers, always tells the truth, etc.

**Suggestions for improvement**
What 2-3 suggestions for improvement would you anonymously propose to (THE COMPANY)?
OUR CUSTOMER EXPERIENCE CLIENTS

- O2
- Raiffeisen BANK
- KPMG
- MOLSON Coors
- HOME CREDIT

... and others
MORE RESPONSE:AI CLIENTS

- Marks & Spencer
- Google
- Raiffeisen Bank
- Home Credit
- McCann
- YIT
- Mastercard
response:AI

ANALYSIS USED & EXAMPLES
Each measure of customer relationship strength is reported clearly, in an easy-to-understand way. Optionally, two or more individual measures can be grouped and reported as an aggregate customer experience index.

Brand A

Q: How likely are you to recommend BRAND A to your friends and colleagues? (SCALE 0-10)
NPS - CONTINUOUS TRACKING IN TIME

Our continuous tracking projects report shows comparison to previous waves.

**Wow improvement**

compared to H1/2018 among customers of all client’s brands.
STRAIGHTFORWARD PRIORITIZATION

Not all parts of the business process contribute to overall performance equally. Budgets and resources are limited for most businesses, emphasizing the need for a clear understanding of investment priorities.

The chart links absolute and relative satisfaction with the measured attributes of a brand versus their implicit (derived) and explicit (declared) importance.
SATISFACTION VS. LOYALTY SEGMENTATION

There are exceptions, but most industries see most of their revenue generated through loyal, repeat customers. In short, retention is key. Blindly focusing only on customer satisfaction may not be cost effective, or may even be in direct conflict with, your main business objective - profit maximization.

The chart links satisfaction and loyalty to a brand and segments the target group based on their mutual relationship.

Apostles
High satisfaction and loyalty. Customers essential to your long term success. Positive word-of-mouth. How can you retain them in a profitable way?

Mercenaries
Medium to high satisfaction, low loyalty. Always looking for better options, and highly likely to switch if presented with a more attractive alternative.

Hostages
Medium to low satisfaction, but high loyalty. Tied to the company by convenience, contract, or other barriers to change.

Terrorists
Dissatisfied and not loyal. Negative word-of-mouth.

The chart segments customers into four categories based on their satisfaction and loyalty levels:

- **Apostles**: High satisfaction and loyalty.
- **Mercenaries**: Medium to high satisfaction, low loyalty.
- **Hostages**: Medium to low satisfaction, but high loyalty.
- **Terrorists**: Dissatisfied and not loyal.

Each category is represented in the chart with different colors and labels to visually distinguish them.
MEASURING THE STRENGTH OF CUSTOMER RELATIONSHIPS

OVERALL SATISFACTION

OVERALL RATING / SATISFACTION

High overall satisfaction of Brand A readers, more than half is completely satisfied (score 9 or 10). On the other hand, almost no one is dissatisfied (score 0 to 6). Women and people below 40 y/o are the most satisfied customer.

Index = average of respondents who agree or strongly agree (e.g. of respondents who agreed)

Base:
- Men: 82%
- Women: 18% (low base)
- 18-39 y/o: 32%
- 40-49 y/o: 34%
- 50-65 y/o: 34%

NPS

NPS / WILLINGNESS TO RECOMMEND

BENCHMARK COMPARISON

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LIKEABILITY

Highly positive attitude of readers towards Brand A - almost everyone likes it and nearly 80% likes it a lot.

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STRENGTHS & WEAKNESSES

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Strengths:
1. reports from expeditions, travel book and articles from abroad
2. photos and graphic design

Weaknesses:
none relevant - perhaps readers would appreciate more articles for amateurs and higher issue frequency

LIKES

- Report from expeditions, travel book and articles from abroad: 99%
- Photos and graphic design: 99%

DISLIKES

- Report from expeditions, travel book and articles from abroad: 0%
- Photos and graphic design: 0%

SATISFACTION WITH ATTRIBUTES

High satisfaction with all aspects of Brand A content and graphics. No important weaknesses.

SATISFACTION WITH CONTENT AD GRAPHIC DESIGN

Highest satisfaction: 1. graphic design, 2. reports from domestic and foreign expeditions

SUGGESTIONS FOR IMPROVEMENT

No relevant suggestions for improvement. The most mention, but still low importance is to feature more articles from the home country.
**KEY FINDINGS: SUMMARY**

**OVERALL RELATIONSHIP**

- **LOYALTY & WILLING. TO RECOMMEND**
  - NPS: +56
  - Share of “promoters” (%): 63%
  - Share of “detractors” (%): 7%

- **SATISFACTION**
  - Average satisfaction [index]: 86%
  - Share of completely satisfied (%): 54%
  - Share of completely dissatisfied (%): <1%

- **LIKING**
  - Average liking [index]: 94%
  - Share of positives (%): 79%
  - Share of negatives (%): 0%

- **Very strong and positive relationship of readers with Brand A:**
  - Very high satisfaction, liking, loyalty and willingness to recommend of Brand A readers – clearly above the benchmark and category average.
  - Top rated by women and people younger than 40 years old.
  - In terms of content readers enjoy the most graphic design and articles from expeditions.
  - Relatively lower satisfaction with product reviews. Also roughly 15% of readers would appreciate more articles for amateurs and more information about domestic locations.
  - Readers associate Brand A with unique reports from expeditions and interviews. The brand is less associated with product reviews and practical information.

**DRIVERS OF RELATIONSHIP**

- **Content and execution**
  - Average satisfaction [index]:
    - Reports from expeditions: 91%
    - Interviews with professionals: 86%
    - Attractive content: 85%
    - Magazine price: 85%
    - Informational value of content: 85%
    - Practical tips and instructions: 80%
    - Reviews of new products: 78%

- **Attributes / benefits**
  - Degree of association [index]:
    - Reports from expeditions: 94%
    - Interviews with professionals: 87%
    - Practical tips and instructions: 80%
    - Reviews of new products: 78%

**Green emoji** indicates comparison with benchmark or competitors.

**Strengths & weaknesses**

- **Strengths**
  - Articles f/ foreign expeditions
  - Photos

- **Weaknesses**
  - Not enough articles for amateurs
  - Low frequency

- **Suggestions for improvement**
  - More topics about domestic expeditions & locations

**BENCHMARK COMPARISON**

- Very high satisfaction, liking, loyalty and willingness to recommend of Brand A readers – clearly above the benchmark and category average.
- Top rated by women and people younger than 40 years old.
- In terms of content readers enjoy the most graphic design and articles from expeditions.
- Relatively lower satisfaction with product reviews. Also roughly 15% of readers would appreciate more articles for amateurs and more information about domestic locations.
- Readers associate Brand A with unique reports from expeditions and interviews. The brand is less associated with product reviews and practical information.

**Our recommendation:**
- Consider including more articles about domestic locations and more, rather practical, information for amateurs.

Readers demand more articles from domestic expeditions and locations they can visit.
MEET RESPONSE: AI
HOW IT WORKS: A SIMPLE, EASY PROCESS

We are a next-generation, full-service market research company. Not a do-it-yourself solution

You order a study online

We check the details and prepare a questionnaire

We collect the data

We make the necessary analyses

We provide a comprehensive report

You don't need to worry about anything. We do it all for you. We check the data, process it, and conduct statistical analyses.

Use our configurator or send us an email with what you need, and we'll prepare an offer for you. You can customize it by defining your target audience and the number of respondents.

We inquire online, by telephone or in person. We proceed according to international quality standards, so the reliability of our data is the same as with other top agencies.

We turn sophisticated analytical techniques into meaningful conclusions. In addition to annotated graphs and tables, the report contains a summary and recommendations, so you can make the right decisions.
FLEXIBLE TARGET GROUP DEFINITION

RESEARCH TYPES

Pre-testing - e.g. ads, products, packaging, logos, websites
Test in advance and improve new commercials, products, packaging, POS materials or any other concepts.

Brand equity and image analysis or tracking
What is your brand equity, and how does it stack up against the competition? Pinpoint your strengths and weaknesses and measure trends.

Campaign effectiveness measurement
Is your advertising successful? Measure and increase its reach, resonance, impact and effectiveness.

Customer satisfaction and loyalty
Are your customers loyal to you? Improve the quality of your product or service and enhance their experience.

Price sensitivity and optimization
Do you know your market’s price sensitivity? Optimize your prices to maximize your profits.

Market and consumer analysis
Do you know what motivates consumers and drives their behavior? Determine the size and potential of your market.

TARGET GROUPS

- All target groups, same as traditional research
- Option to use your own database or customer list
- All data collection methods online, phone or in person
# HOW WE COMPARE: BEST OF BOTH WORLDS

<table>
<thead>
<tr>
<th>RESPONDENT SELECTION &amp; INTERVIEWING</th>
<th>RESPONSE:AI</th>
<th>DO-IT-YOURSELF</th>
<th>TRADITIONAL STUDY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Complex definition of target audience</td>
<td>✔️</td>
<td>n/a</td>
<td>✔️</td>
</tr>
<tr>
<td>Option of using your own databases</td>
<td>✔️</td>
<td>partially</td>
<td>✔️</td>
</tr>
<tr>
<td>All main data collection techniques (CAWI, CATI, CAPI)</td>
<td>✔️</td>
<td>n/a</td>
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<tr>
<th>METHODOLOGY AND OUTPUT</th>
<th>RESPONSE:AI</th>
<th>DO-IT-YOURSELF</th>
<th>TRADITIONAL STUDY</th>
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<tbody>
<tr>
<td>Flexible “turnkey” parameter setup &amp; custom questionnaire</td>
<td>✔️</td>
<td>partially</td>
<td>✔️</td>
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<tr>
<td>Prevention of errors made by the client</td>
<td>✔️</td>
<td>✗</td>
<td>✔️</td>
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<tr>
<td>Cutting-edge research techniques</td>
<td>✔️</td>
<td>✗</td>
<td>✔️</td>
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<tr>
<td>Complete final reports, including interpretation</td>
<td>✔️</td>
<td>✗</td>
<td>✔️</td>
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<tr>
<th>BUSINESS ASPECTS</th>
<th>RESPONSE:AI</th>
<th>DO-IT-YOURSELF</th>
<th>TRADITIONAL STUDY</th>
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<tbody>
<tr>
<td>Client service provided by market research experts</td>
<td>✔️</td>
<td>✗</td>
<td>✔️</td>
</tr>
<tr>
<td>High speed</td>
<td>✔️</td>
<td>✔️</td>
<td>✗</td>
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<tr>
<td>Low cost</td>
<td>✔️</td>
<td>✔️</td>
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RESPONSE:AI ADVANTAGES

PRICE
Thanks to our automates system, you get market insights up to THREE TIME CHEAPER than usual.

SPEED
You get actionable insights up to THREE TIMES FASTER. We only need four hours - the rest is just data collection.

REPORTS
We deliver EVERYTHING YOU'VE COME TO EXPECT - summaries, benchmarks, recommendations - all in clear, comprehensible, visualized form.

SIMPLICITY
Our online app helps you set up your research in just THREE MINUTES. Challenges? Our experts are always available to help!

METHODOLOGY
Just like other renowned agencies, we use FIRST-CLASS RESEARCH TECHNIQUES. No compromises.

FOCUS ON RESULTS, NOT PROCESS
Less work on research execution leads to more capacity to implement the results to practise.

FULL-SERVICE, NOT A TURNKEY, NOR DIY