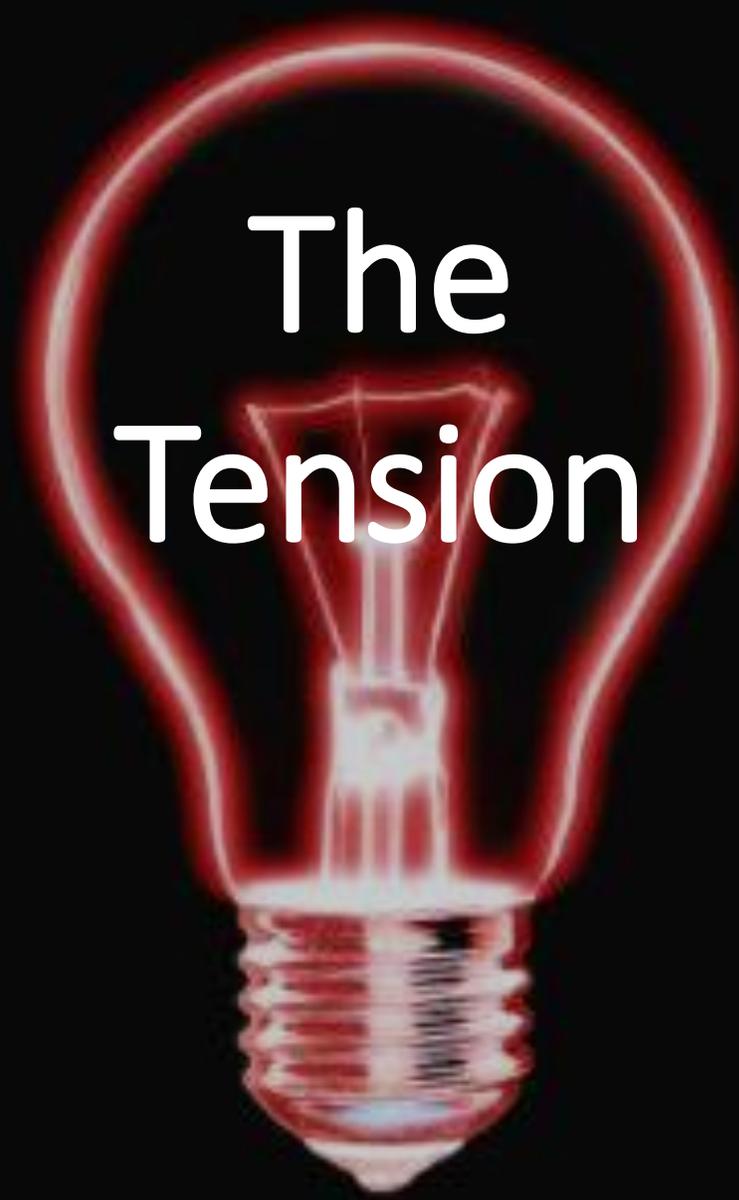




Balancing Efficiency with the Cost of Customer Experience

Yuko Araki Prichard
VP, Experience Change Capability & Metrics



The
Tension

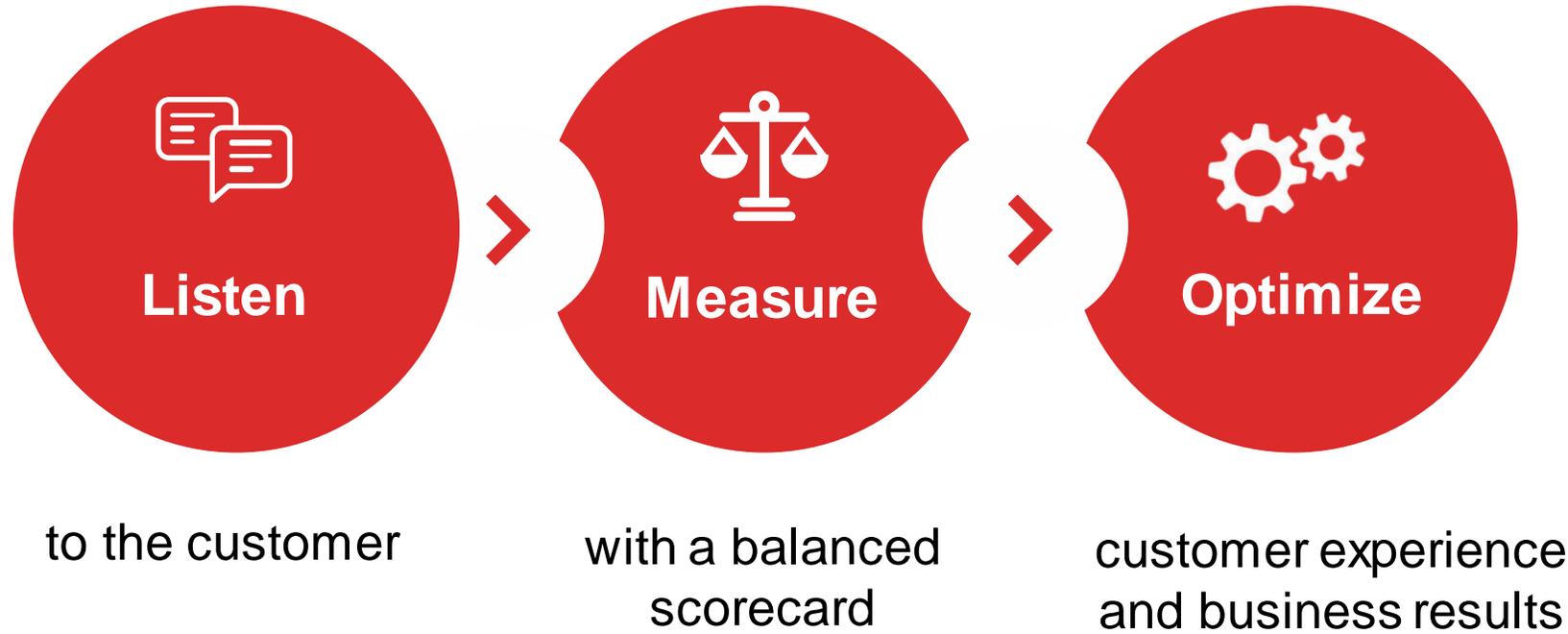


Improved
Experience

Cost Savings

ROI

Balancing CX and Business Results



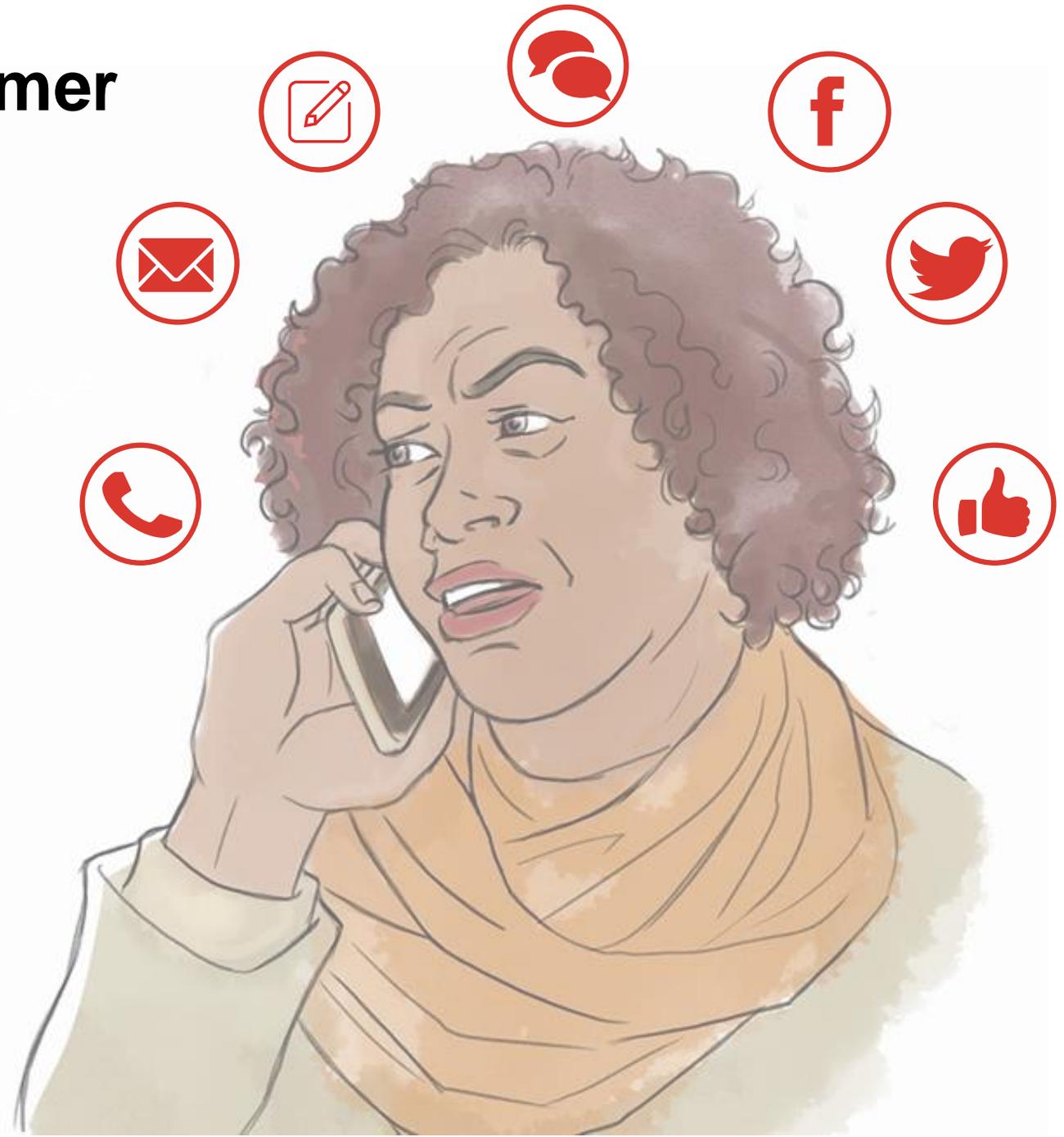
Step 1: Listen



to the customer

Step 1: Listen to the Customer

- Listen to what your customers are saying



Step 2: Measure



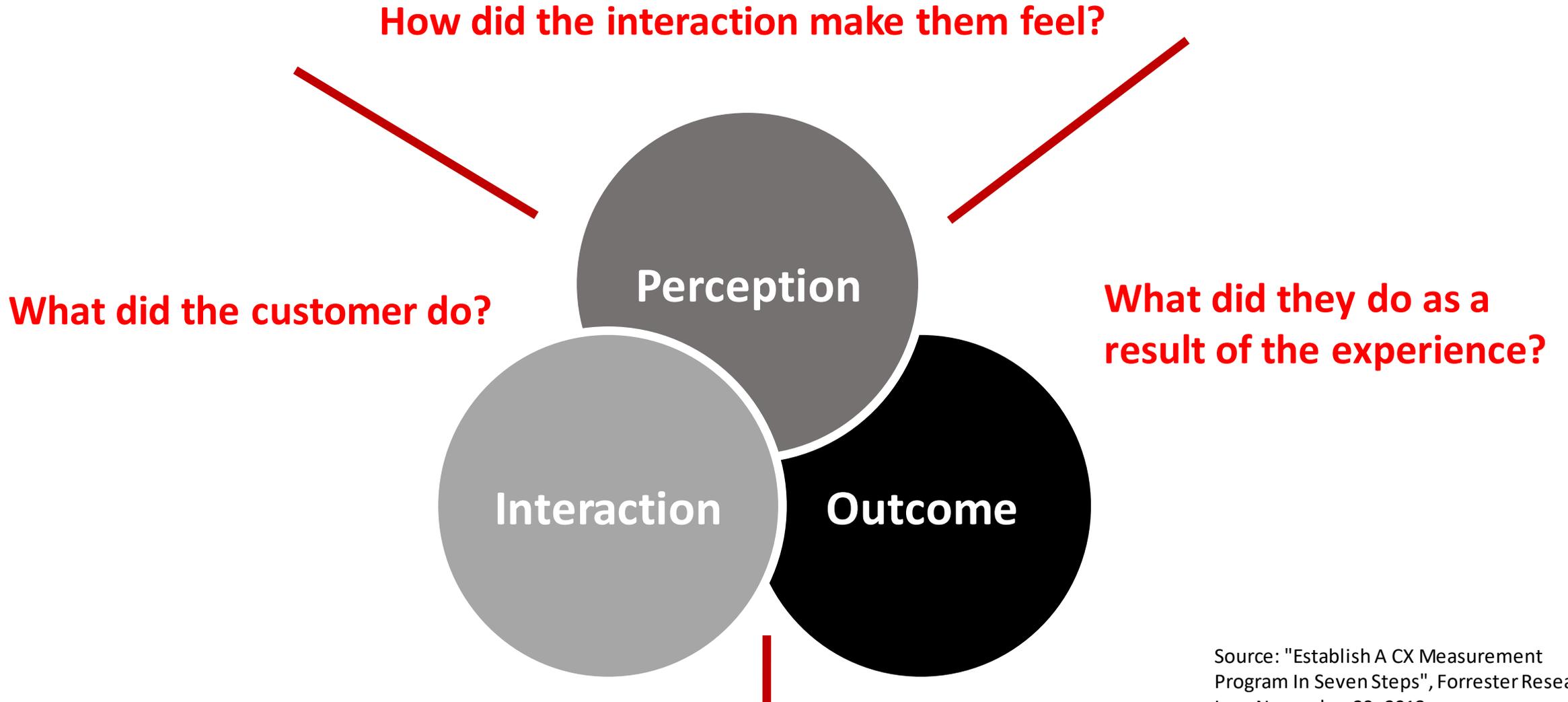
with a balanced
scorecard



What is a balanced scorecard?



Step 2: Measure Experience with a Balanced Scorecard



Local Event



Balanced Scorecard Example



How did the interaction make them feel?

- CES (customer effort score) for registration process
- VOC sentiment & volume about registration & event
- CSAT (customer satisfaction) with the event

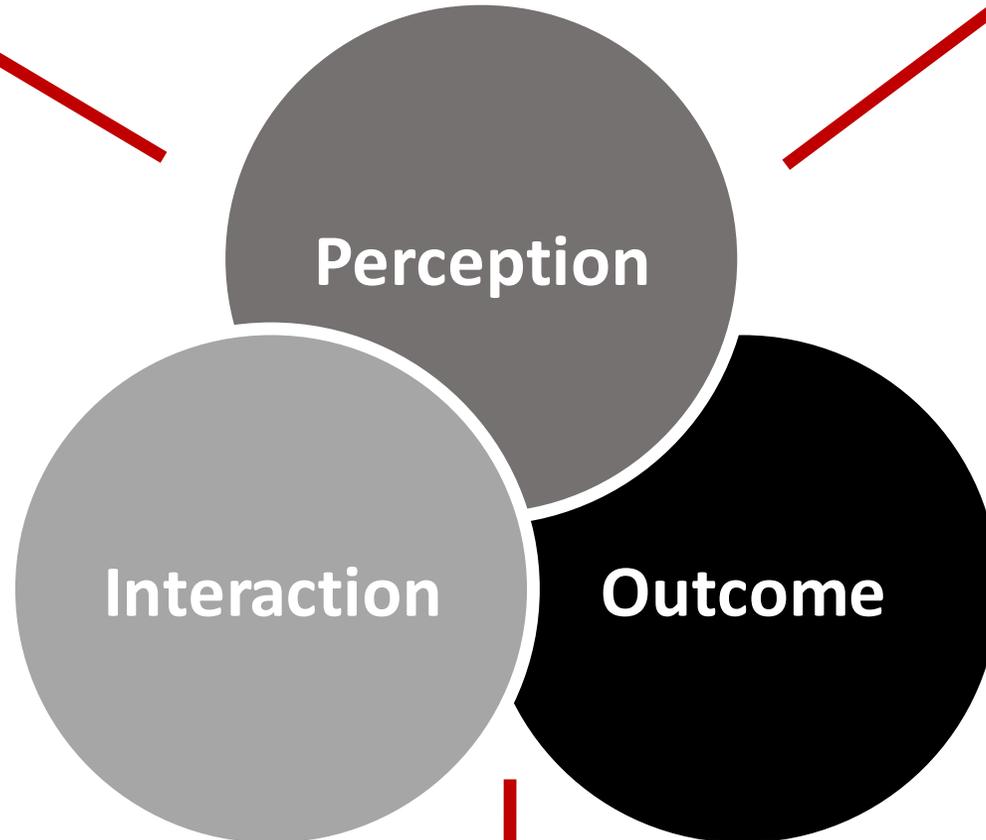


What did the customer do?

- Email click through
- Website visits & paths
- Registrations
- Time spent to register
- Calls to Contact Center

What did they do as a result of the experience?

- Attendance rate
- Repeat attendees
- Revenue from event
- Purchased other services

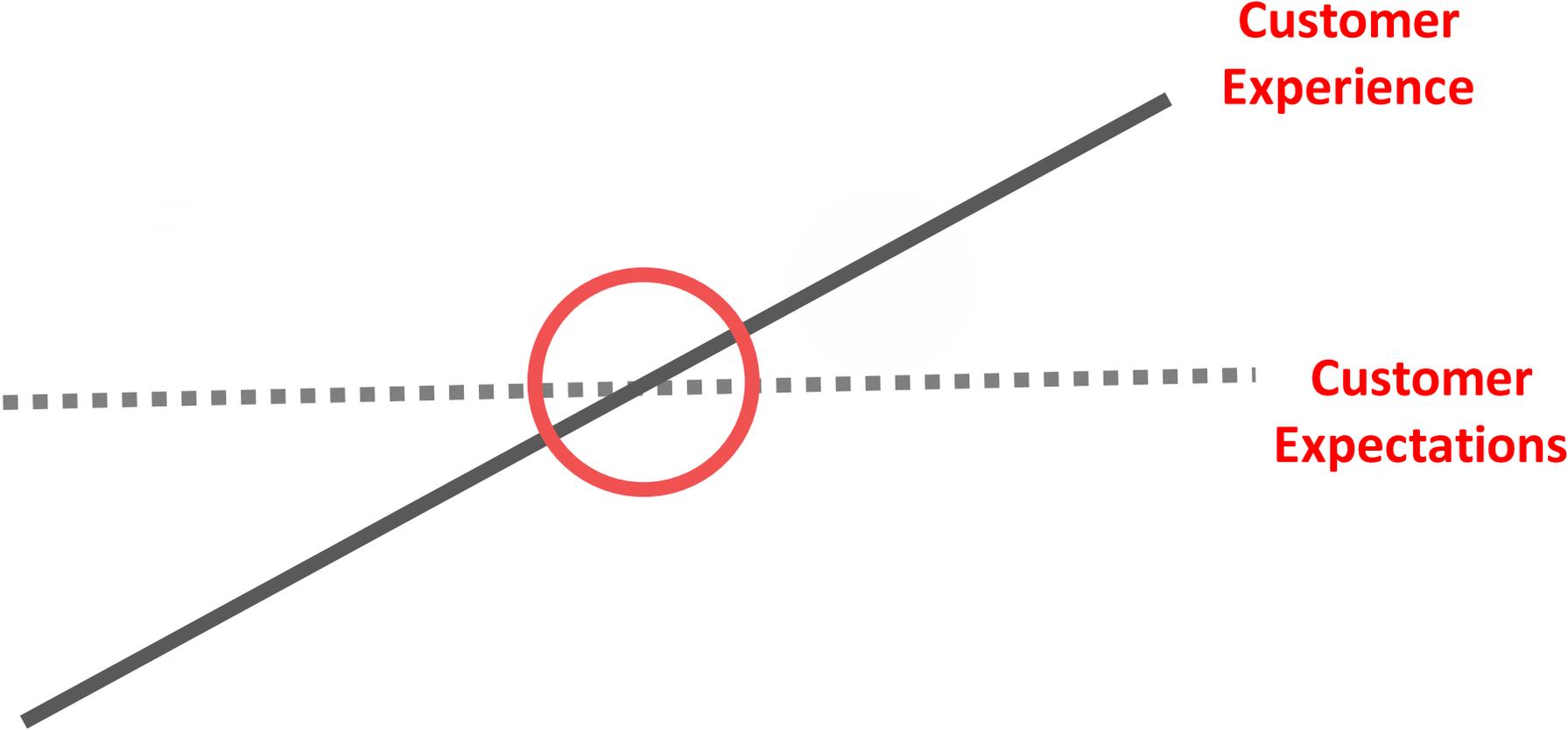


Step 3: Optimize



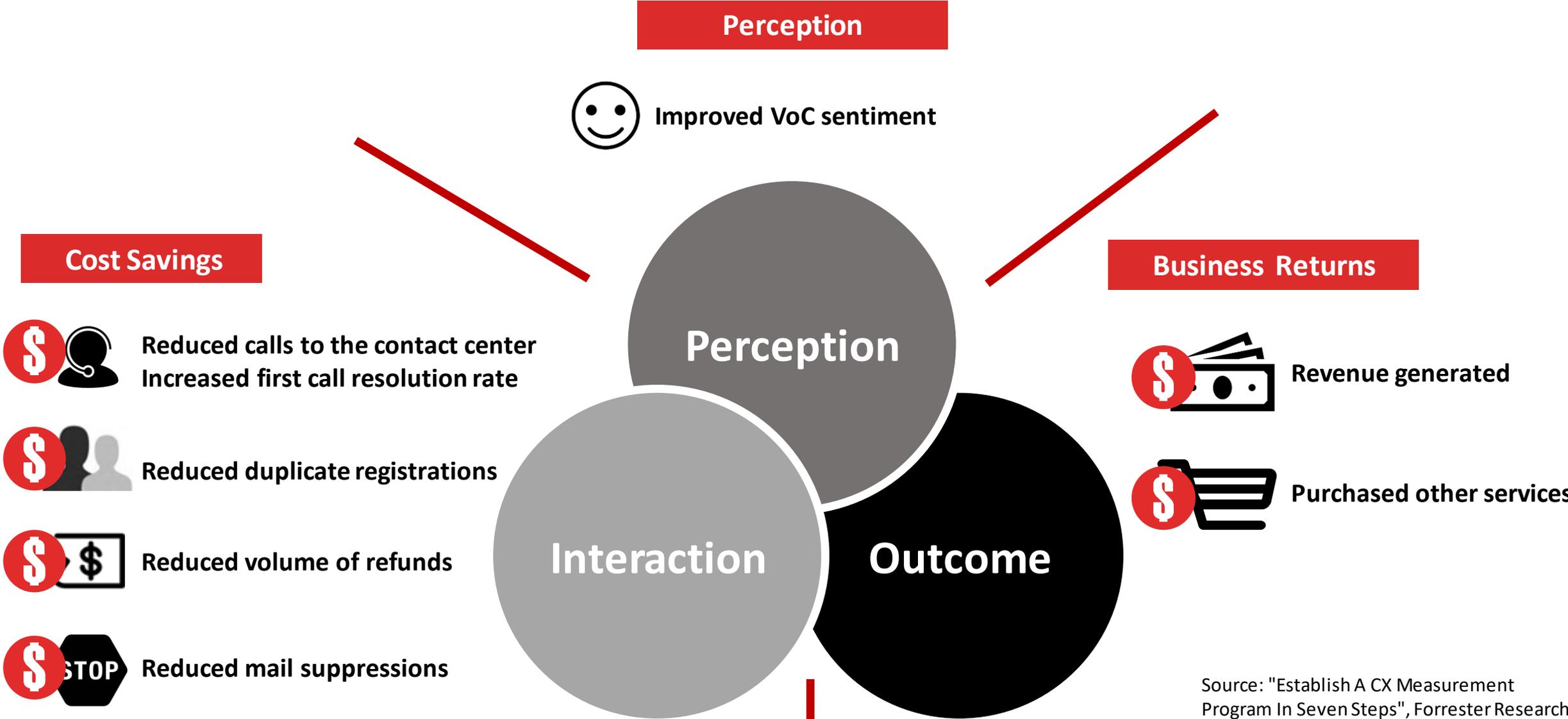
customer experience
and business results

Strike the Right Balance



Source: "How much is customer experience worth? ", KPMG LLP, September 2016

Step 3: Optimize Customer Experience & Business Results



Perception

Improved VoC sentiment

Cost Savings

Business Returns

Reduced calls to the contact center
Increased first call resolution rate

Revenue generated

Reduced duplicate registrations

Purchased other services

Reduced volume of refunds

Interaction

Outcome

Reduced mail suppressions

Source: "Establish A CX Measurement Program In Seven Steps", Forrester Research, Inc., November 29, 2018

Key Takeaways



Listen to the customer



Measure with a balanced scorecard



Optimize customer experience and business results

Thank You

Yuko Araki Prichard

VP, Experience Change Capability & Metrics, AARP

[linkedin.com/in/yaraki](https://www.linkedin.com/in/yaraki)