

The **iCustomerExperience Indicator** enables you to “*take a walk in your customers' shoes*” by providing a very unique and objective insight into your customers' experiences of interacting with your company.

Complimenting this insight is the **iCustomerExperience Index** which provides a unique and unparalleled medium for base lining and benchmarking your company's performance in the domain of customer experience, loyalty, and advocacy against peer companies in your sector and in the wider market place.

### **iCustomerExperience Bronze: is it right for my company?**

The Bronze product is just one of the pricing options available to iCustomerExperience clients.

This package presents a superb option for customer-centric organisations who have already fully embraced customer experience, but who now need to benchmark their performance against other companies. These organisations will regard customer experience as a leading KPI and imperative to future growth and profitability, but will also recognise that in order to remain competitive they require an indication of how the wider market is performing in this area. Since these companies recognise that customer experience demands are not static, they are driven to “keep listening” and leading the way in terms of customer service excellence, they will look to incorporate the iCustomerExperience Indicator surveys as part of a continuous improvement programme.

Bronze clients typically already have some level of in-house customer experience knowledge or expertise; they may even be working with an incumbent partner on customer experience initiatives; but they look to iCustomerExperience for its unparalleled benchmarking capability and benefit greatly from the insight it provides.

"Do you exceed his expectations?"



*"To maintain or increase market share, firms need to dramatically raise the bar on the customer experience they provide by obsessing about customer needs, reinforcing brands with every interaction, and treating customer experience as a competence."*

**Forrester, 2008**



### **iCustomerExperience Bronze: what is included and how much does it cost?**

The iCustomerExperience Bronze product is **£3,695**<sup>1</sup> and includes the following deliverables:

- ◆ Two iCustomerExperience Indicator surveys distributed to an unlimited sample population using the four-stage survey procedure<sup>2</sup>
- ◆ The collating of each survey's responses and analysis of quantitative data
- ◆ Ranking on the iCustomerExperience Index: *Customer Experience Rating (CER)* and *Customer State Analysis (CSA)*
- ◆ The provision of a *Management Summary Report* per survey<sup>3</sup>
- ◆ The provision of an *Index Benchmarking Report* per survey<sup>3</sup>

<sup>1</sup> Equates to 7% discount on individually priced modules

<sup>2</sup> To be redeemed within 12 months

<sup>3</sup> Download sample report from [www.iCustomerExperience.com/SampleReports](http://www.iCustomerExperience.com/SampleReports)

