

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 Gold: is it right for my company?**

One of the three pricing options available to iCustomerExperience clients, Gold is the perfect product for smaller companies or organisations who are just beginning to embrace customer experience as an important metric and as a means of securing profitable growth. Gold clients often have small marketing and customer service operations and look to iCustomerExperience to provide competency around customer experience metrics, to assist them in their customer service initiatives, and to assist them in devising strategies for service excellence and growth.

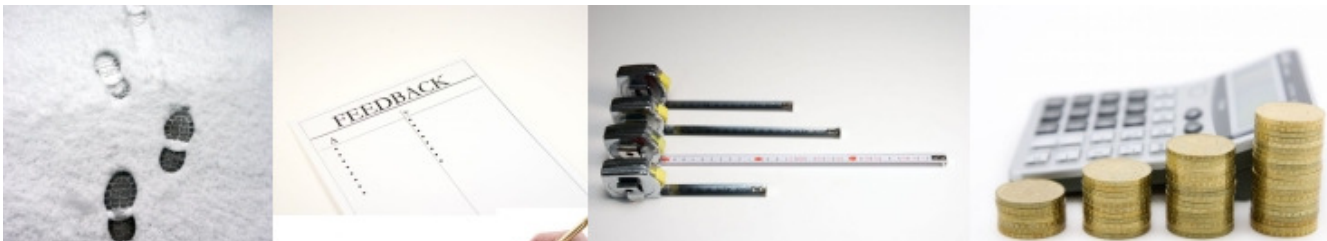
Unique to the iCustomerExperience Gold package is the **Discovery & Recommendations Engagement** which consists of a 3-day on-site discovery and observation period, Recommendations Report, and presentation of findings to senior management. The 3-day on-site period will include a combination of staff interviews and observation, process reviews, customer journey mapping, customer interaction and dialogue, as well as strategic business objectives review and alignment. This period is aimed at identifying areas where simple improvement strategies can be applied in order to significantly improve the customer experience, and as such secure loyalty, advocacy, and profitable growth.

"Are you just the safe option?  
How long before she defects?"



*"Customer experience is a leading KPI for the customer-centred organisation, and if it is to have its rightful place in your company it must precede and even supersede operational command and control metrics."*

**MyCustomer.com, 2008**



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

The iCustomerExperience Gold product is **£9,950**<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>
- ◆ The provision of a *Detailed Data Analysis Report* per survey. This report identifies commonalities and data correlation, in order to identify how various aspects of service provision are impacting on others and ultimately how they are impacting on your customers
- ◆ One *Discovery & Recommendations Engagement*, consisting of a 3-day on site engagement, culminating in a substantial Recommendations Report highlighting practical strategies and steps for improvement

<sup>1</sup> Equates to 23% 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)

