

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 Silver: is it right for my company?

The iCustomerExperience Silver product appeals to companies already embracing the concept of customer experience and actively pushing to establish it as a strategic performance indicator. These companies are already proactive in their approach to customer service and recognise the value in listening to their customers and learning about their ever evolving needs and demands. Because of their desire for service excellence they require more than a snapshot of their performance, and benefit from the very detailed data analysis iCustomerExperience Silver provides.

Silver clients typically have small to medium sized marketing and customer service operations; they look to iCustomerExperience to enhance their competencies and provide specific expertise around customer experience, loyalty, and advocacy.

Essentially the fact that iCustomerExperience is a fully outsourced service makes it appealing to any company where this kind of resource or expertise is stretched or lacking; or companies that quite simply want to focus on their core competencies and business whilst still reaping the benefits that a survey of this kind can deliver.

"Is she loyal? ...
or simply
complacent?"



"Your customer satisfaction levels do not exist in a vacuum. Customers are evaluating you in relationship to the rest of the marketplace. You need to understand how your metrics compare to your major competition to see whether your "good" scores are good enough to be competitive. ."

Forrester, 2008



iCustomerExperience Silver: what is included and how much does it cost?

The iCustomerExperience Silver product is **£6,695**¹ and includes the following deliverables:

- ◆ Two iCustomerExperience Indicator surveys distributed to an unlimited sample population using the *four-stage survey procedure*²
- ◆ 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 survey³
- ◆ The provision of an *Index Benchmarking Report* per survey³
- ◆ 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

¹ Equates to 15% discount on individually priced modules

² To be redeemed within 12 months

³ Download sample report from www.iCustomerExperience.com/SampleReports

