

# 80%



of buyers will pay more for a better customer experience

# by 2020

customer experience will overtake price and product as the key brand differentiator

# 87%



of customers think brands need to put more effort into providing a consistent experience\*

# 67%

of customers tell friends about their bad experience, but only 1 out of 26 unhappy customers actually complain. The rest, they leave for a competitor.

\* Source: McKinsey & Company 2013

\*\* Source: Harvard Business Review

## Enhancing the Customer Experience

*Take your customer on the ultimate journey*

Customer experience is your customers' perception of how a company treats them. It doesn't matter what kind of business you're in, improving the experience for your customers is the key to increasing sales and boosting customer loyalty.

Customers have more power and choice than ever before. Can you risk not investing in the customer experience?

New Metrics Customer Experience (CX) Programmes have been developed to provide organisations with the right tools to be proactive in delivering exceptional customer experience, addressing customer needs and ensuring positive perceptions of the brand.

## Why Improve CX

The top three reasons why businesses proactively manage and invest in customer experience are:



*Improve  
Customer  
Retention*



*Improve  
Customer  
Satisfaction*



*Increase  
Cross-Selling  
& Up-Selling*

Addressing each of top three reasons can positively impact bottom line revenue.

**Studies show that it costs 5 to 25 times more to attract a new customer than it does to retain an existing one and increasing customer retention by 5% could increase profits by 25% to 95%. The importance of building customer loyalty and establishing a positive relationship with customers is more important than ever before. \*\***

# Our CX Services



## Customer journey mapping

Understand your customer experience journey from initial contact and engagement to a long-term relationship and identify the gaps that could disrupt it.



## KPI alignment and measurement

Align your KPIs and measurements with an evolving customer experience



## Digital customer experience platforms

Work with our qualified professionals to gather valuable online customer experience data



## CEX workshops/training programmes

Allow your teams to gain the knowledge and professionalism to achieve a positive relationship with clients and earn customer loyalty through our hands-on customer service programmes

# Our Approach to CX

## Identify

that each customer is unique

## Build

a mutually beneficial relationship

## Differentiate

customer needs

## Adapt

products to meet customer needs



**20%** increase in employee satisfaction\*

**4**

### Sustain & monitor

- Cascade metrics throughout the organisation
- Monitor progress
- Implement the communication plan
- Continuous improvement
- Expand the definition of CX success

### Redesign the customer experience and engage the team

- Engage teams
- Create a customer-centric culture
- Re-design customer experience
- Prioritise improvements
- Engage customers
- Track the impact of the project
- Focus on creating value

**3**



**15%**

reduction in customer servicing costs\*

### Understand the current performance

- Think like the customer
- Diagnose the performance
- Identify the gaps in framework
- Prioritise opportunities
- Understand customer pleasure and pain points



**2**

**10%** increase in revenue growth\*



**20%** improvement in customer satisfaction\*

**1**

### Identify your Customer Journey and Needs

- Define clear objectives
- Conduct workshops and focus groups
- Map customer journey
- Identify touchpoints and moments of truth
- Research and analyse the customer experience
- Identify customer channels

# CX Training Workshops & Programmes

## Customer Service Training

- How to deliver great customer service
- The customer service mind-set
- Solving customer requests and complaints with ease
- Body language and emotional intelligence in service

## Customer Psychology Training

- Experience psychology
- The emotional & subconscious experience
- Reinforcement habits
- How customers make decisions



## Customer Experience Trainings

- How to build a great customer experience strategy
- How to run CX programmes
- Effective CX measurement
- Behavioural economics and CX
- OmniChannel experience
- Customer segmentation
- CX process, culture & leadership
- Many of the above topics can be certified on foundation and advanced level.

## CX Themed Excursions, Talks and Team Events

Take your team to visit the leading companies to review some of the best customer experiences in the world. Discover how companies have achieved great customer service and review what challenges they have faced and how you could become the leader in your field.

We can also arrange for the leading figures in the CX world to speak at your corporate and team building events about Customer Experience and world class service.



**Don't know what your customers are thinking?  
Run an in-depth CX survey or conduct Voice of Customer  
Research first.**

## Contact Details

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