





HEAD OF RESEARCH AND DATA SCIENCE
QUALTRICS

Carol Haney



Predicting CUSTOMER EXPERIENCE

80%

OF CEOs
BELIEVE THEY
DELIVER A
SUPERIOR
EXPERIENCE

THE EXPERIENCE GAP

8%

OF THEIR
CUSTOMERS
AGREE

high **STAKES**

qualtrics^{XM}

\$1.6T

annual cost of
customer churn
due to poor
experiences

\$55B

lost productivity
for employees
each year due to
lack of
engagement

\$499B

annual spend on
U.S. product
development in
2015

\$40B

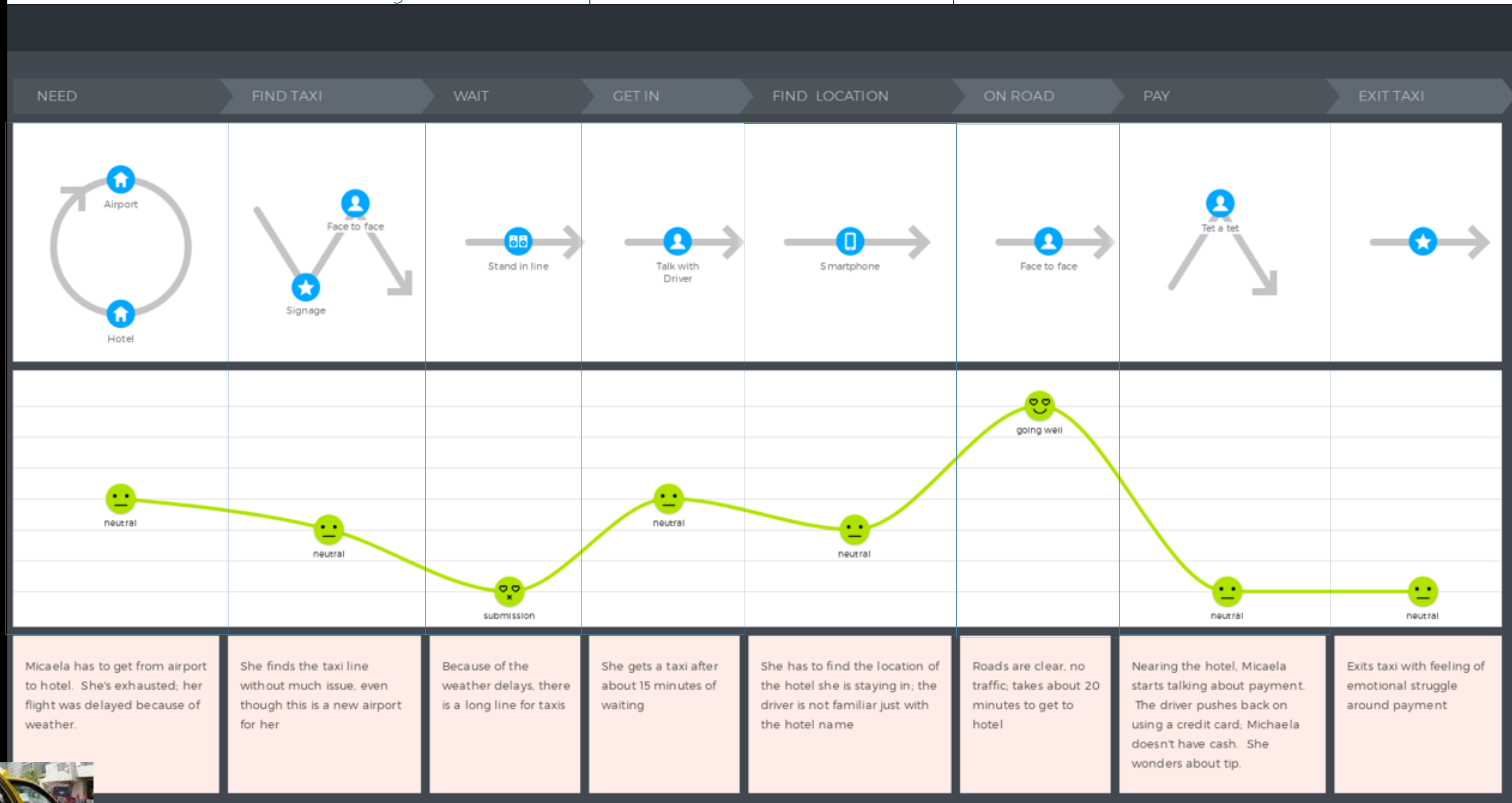
a year spent on
outsourced
market research

WHAT COUNTS AS CUSTOMER EXPERIENCE?



Micaela works in a bank and travels on a bi-weekly basis through her region. She might go to from plane to hotel using public transport, but landing in evening she takes a taxi or Uber/Lyft to the hotel

Customer Journey made up of individual steps



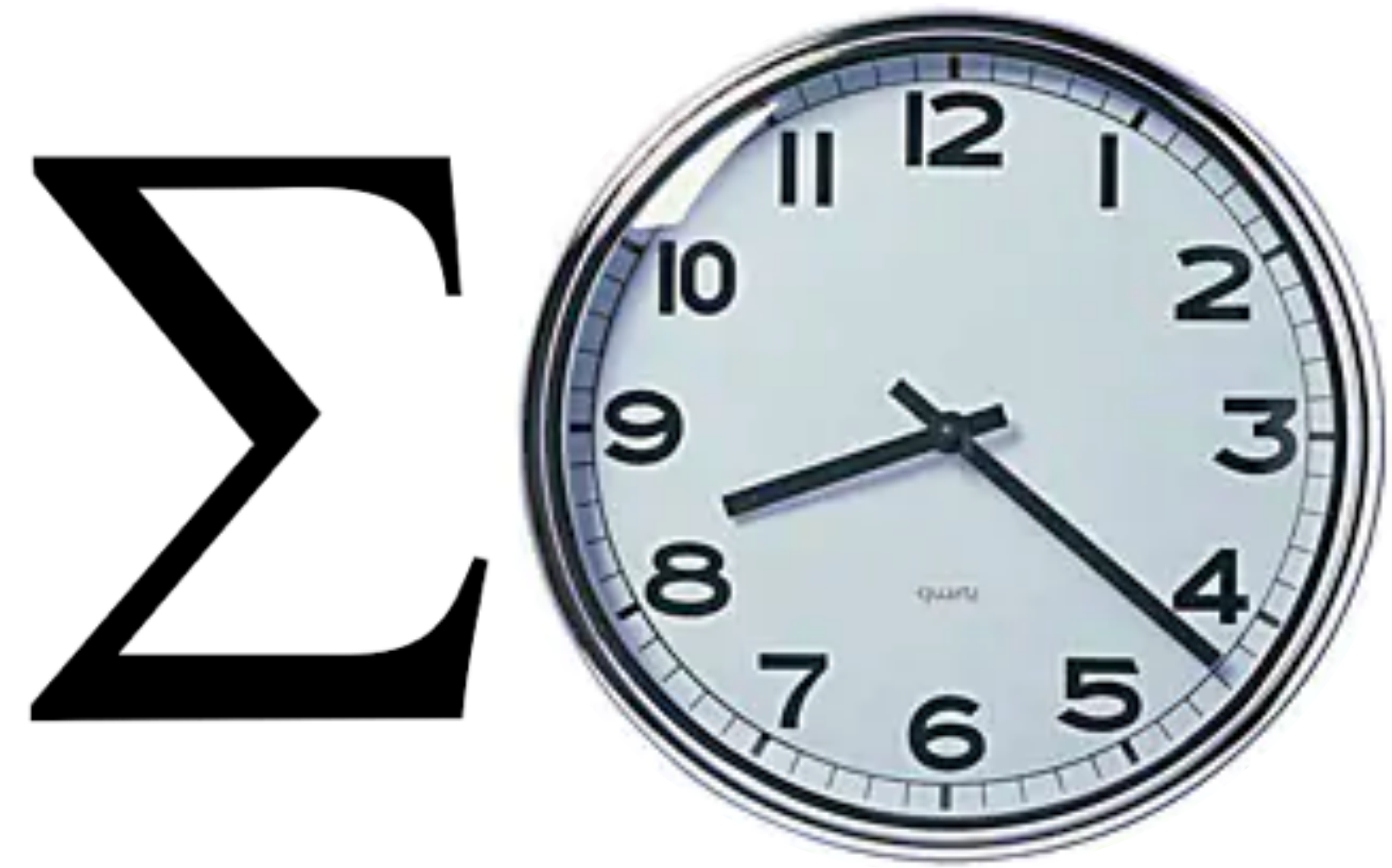
Taxi



Experiencing self

Moment-by-moment

Sum of all experiences within a perceived event



and

Remembering self

Initiation/Expectation

Peak Experience

Last (End) Experience





Experiencing self

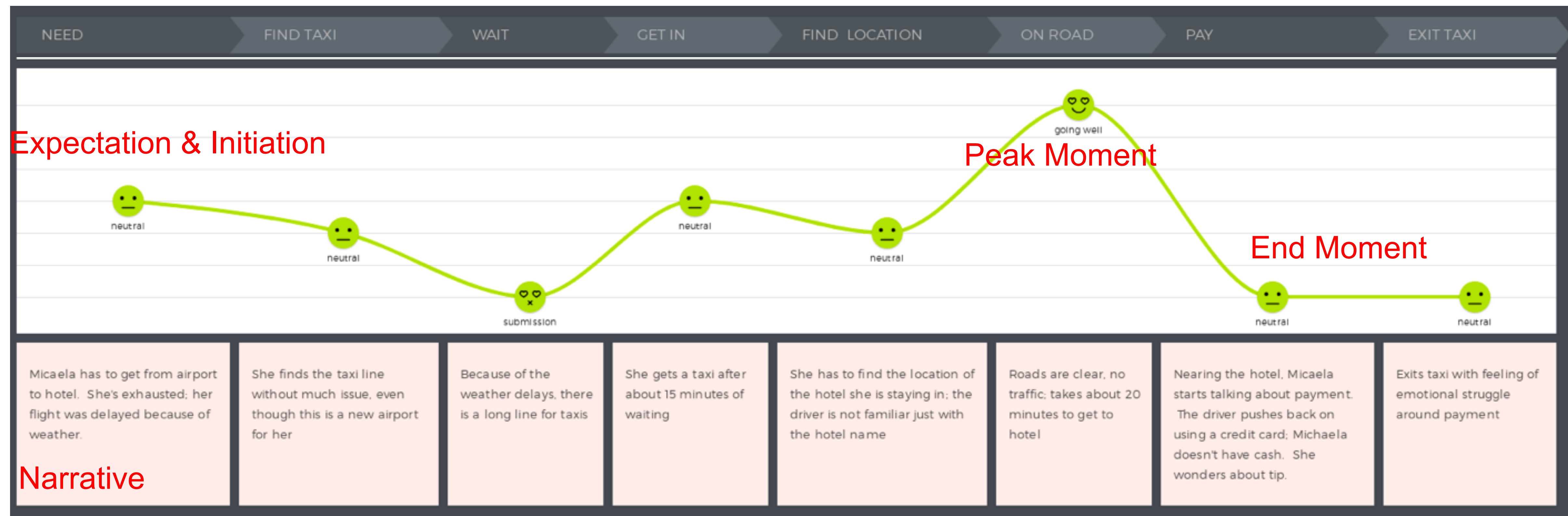


Time, experienced as individual moments





Remembering self



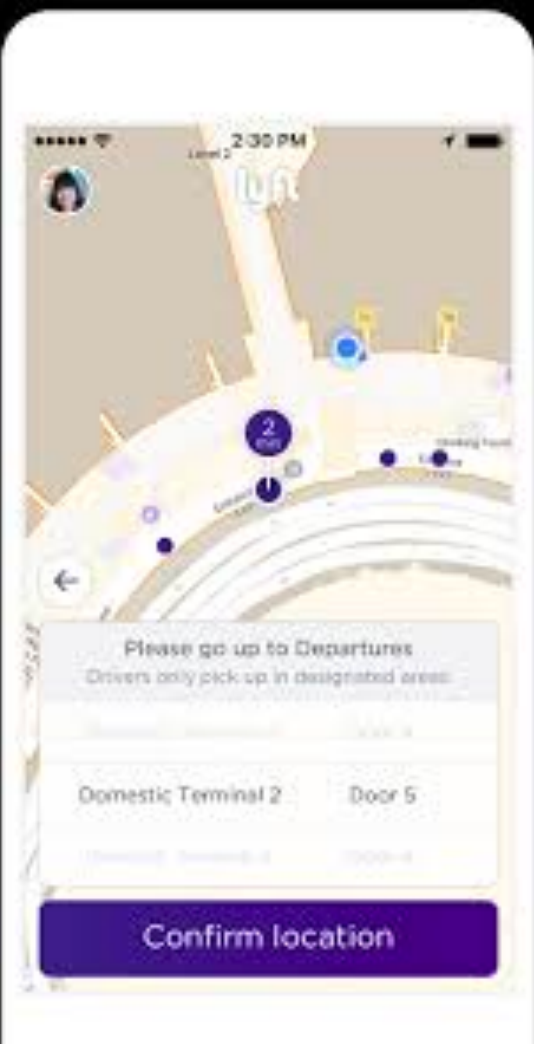
Time, experienced as Expectation, Peak (+/-) Moment and End Moment, creating a revised Narrative





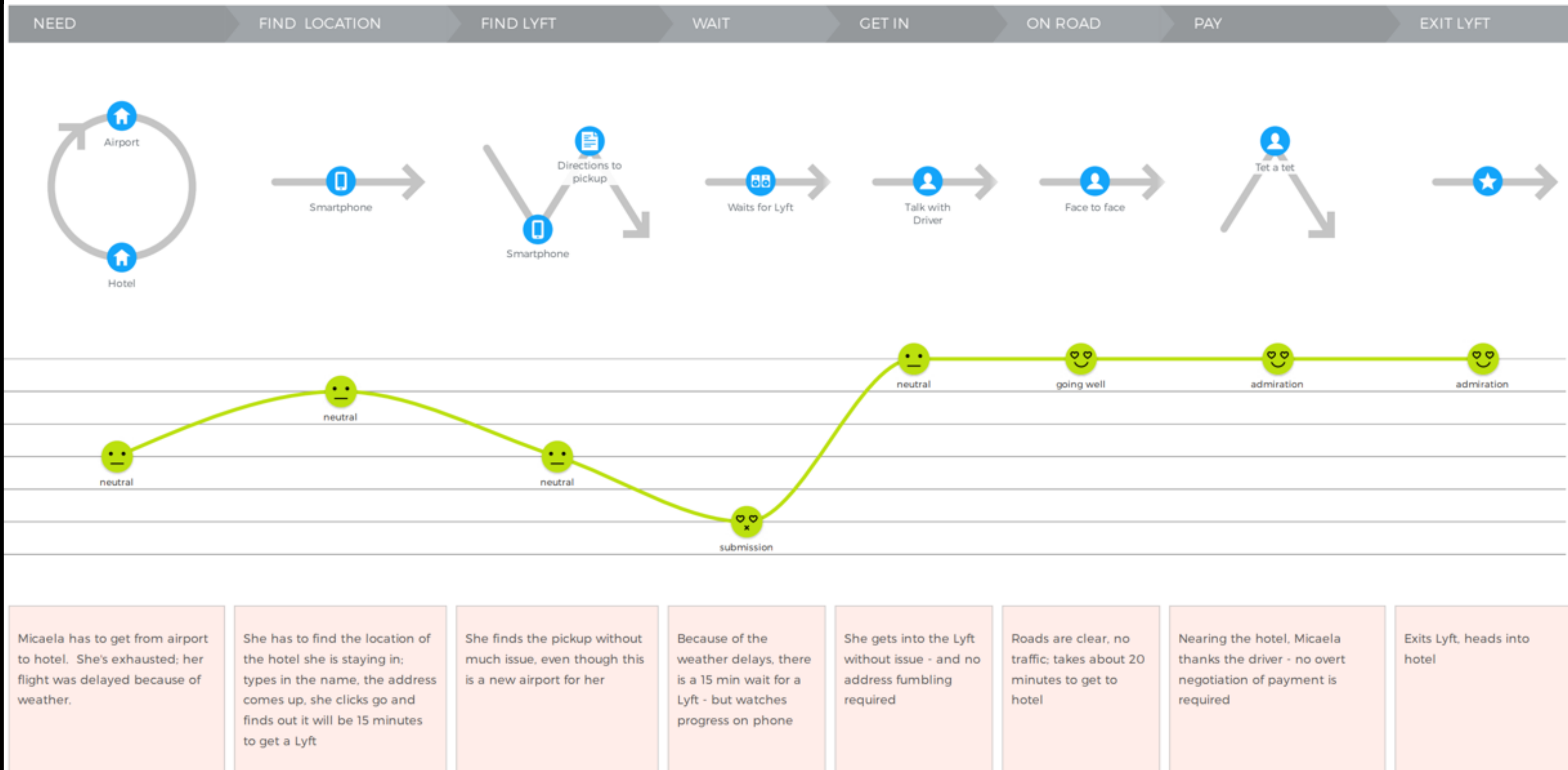
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Uber/Lyft



Customer Journey made up of individual steps

qualtrics^{XM}





Experiencing self

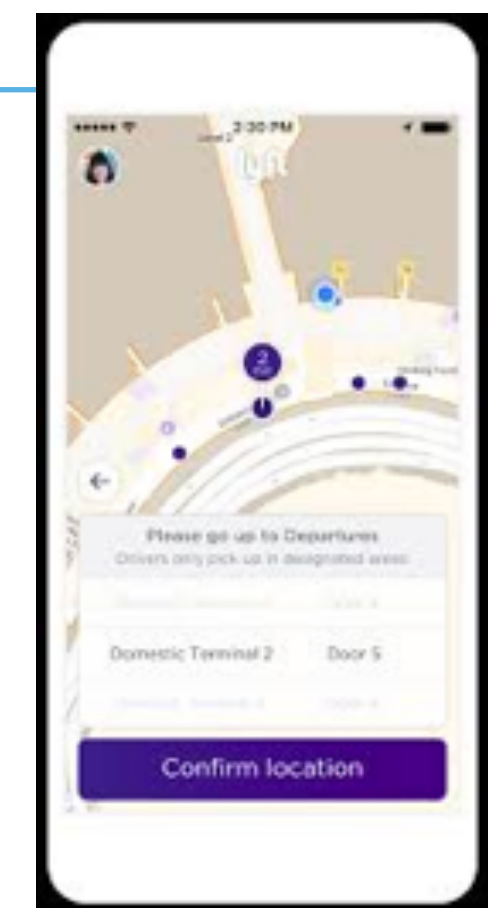
qualtrics^{XM}



Micaela has to get from airport to hotel. She's exhausted; her flight was delayed because of weather.	She has to find the location of the hotel she is staying in; types in the name, the address comes up, she clicks go and finds out it will be 15 minutes to get a Lyft	She finds the pickup without much issue, even though this is a new airport for her	Because of the weather delays, there is a 15 min wait for a Lyft - but watches progress on phone	She gets into the Lyft without issue - and no address fumbling required	Roads are clear, no traffic; takes about 20 minutes to get to hotel	Nearing the hotel, Micaela thanks the driver - no overt negotiation of payment is required	Exits Lyft, heads into hotel
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Actual Narrative

Time, experienced as individual moments

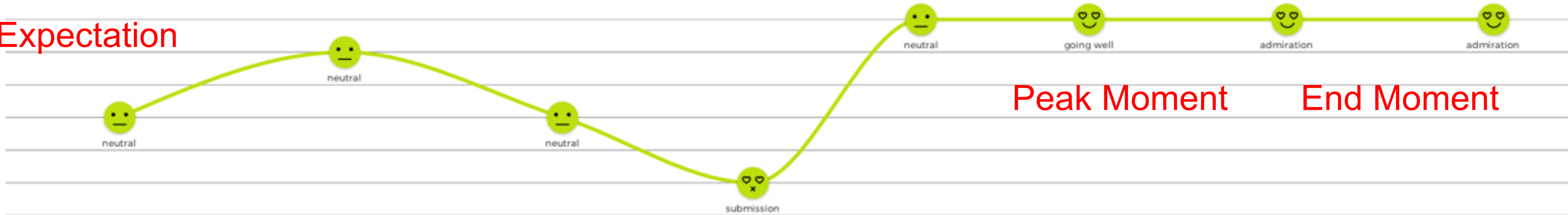




Remembering self



Expectation



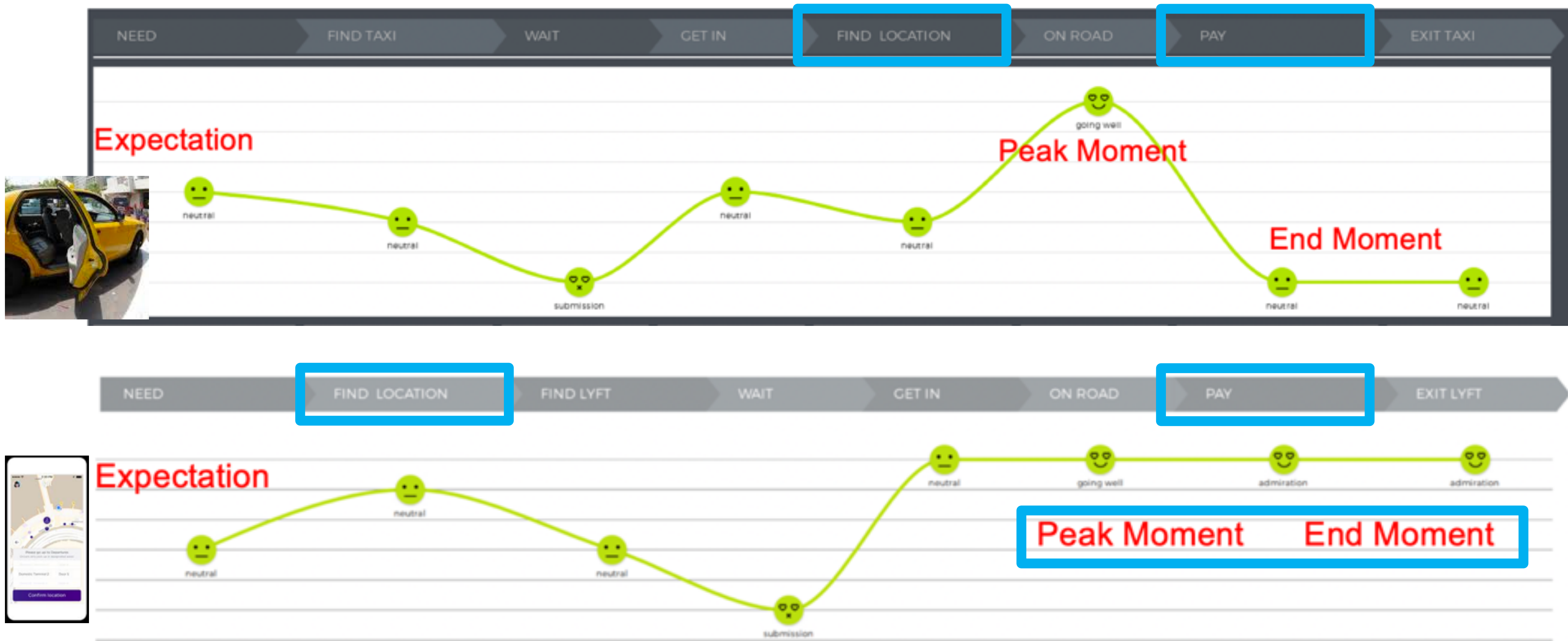
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Revised Narrative



Time, experienced as Expectation, Peak (+/-) Moment and End Moment, creating a revised Narrative

Future decisions are based on Remembering Self



Time, experienced as Expectation, Peak (+/-) Moment and End Moment, creating a revised Narrative

FUTURE DECISIONS ARE BASED
MORE ON REMEMBERING SELF:
SPECIFIC MEMORIES
DRIVE CUSTOMER EXPERIENCE

Future decisions are based on Remembering Self



Revised Narrative

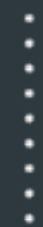


ASKING FOR FEEDBACK FROM
CUSTOMERS IMPACTS THEIR
CUSTOMER EXPERIENCE.

Creating a best-in-class CX
experience by connecting the
right data to the right people at
the right time



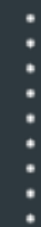
1 engage customers
on their own terms



PERSONAL

Remembering Self

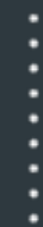
2 remove roadblocks
to insights



PREDICTIVE

Experiencing Self

3 activate your
organization



EMBEDDED

Learn and Improve

Let's do it right now...

Exercise:

MOMENTS TO MEASURE
MOMENTS TO REMEMBER

Exercise steps:

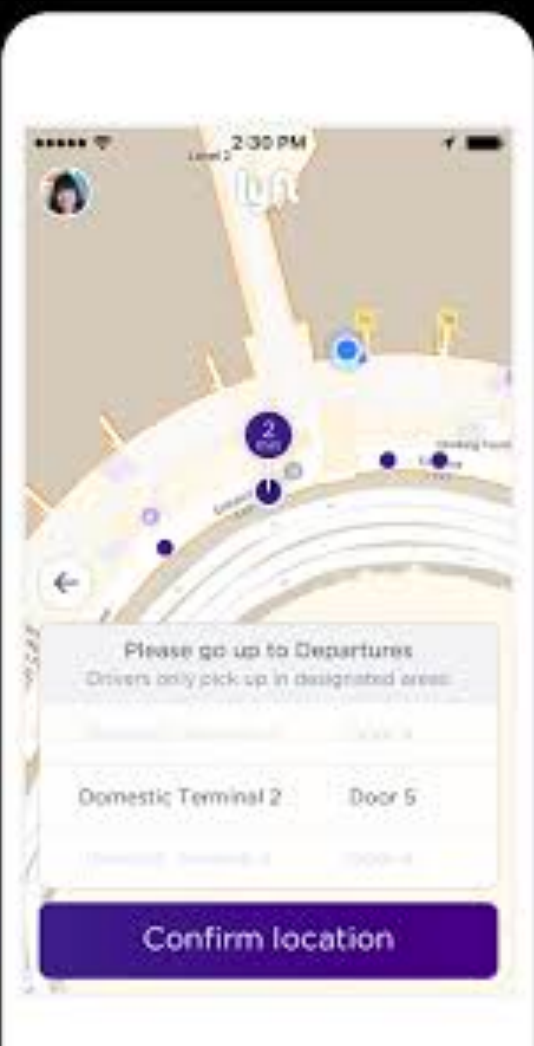
1. Pick a product or service that the Customer Care Center supports, using direct experience from someone at each table
2. Define the high-value segment as a persona – who do you want to make sure that the \$9-\$15 absolutely creates the right customer experience?
3. It is a support call – so future churn may be high if things don't go well. Define a process that creates a great narrative for the Experience Self, no matter what.
4. Now map the experience to the Remembering Self, identifying:
 - Expectation/Initiation Moment
 - Peak Experience
 - End Experience
5. Once you have done this, when is the best time to measure the Revised Narrative of the Remembering Self?
6. What would you ask to measure the Remembering Self? The Experiencing Self?

Micaela Silva

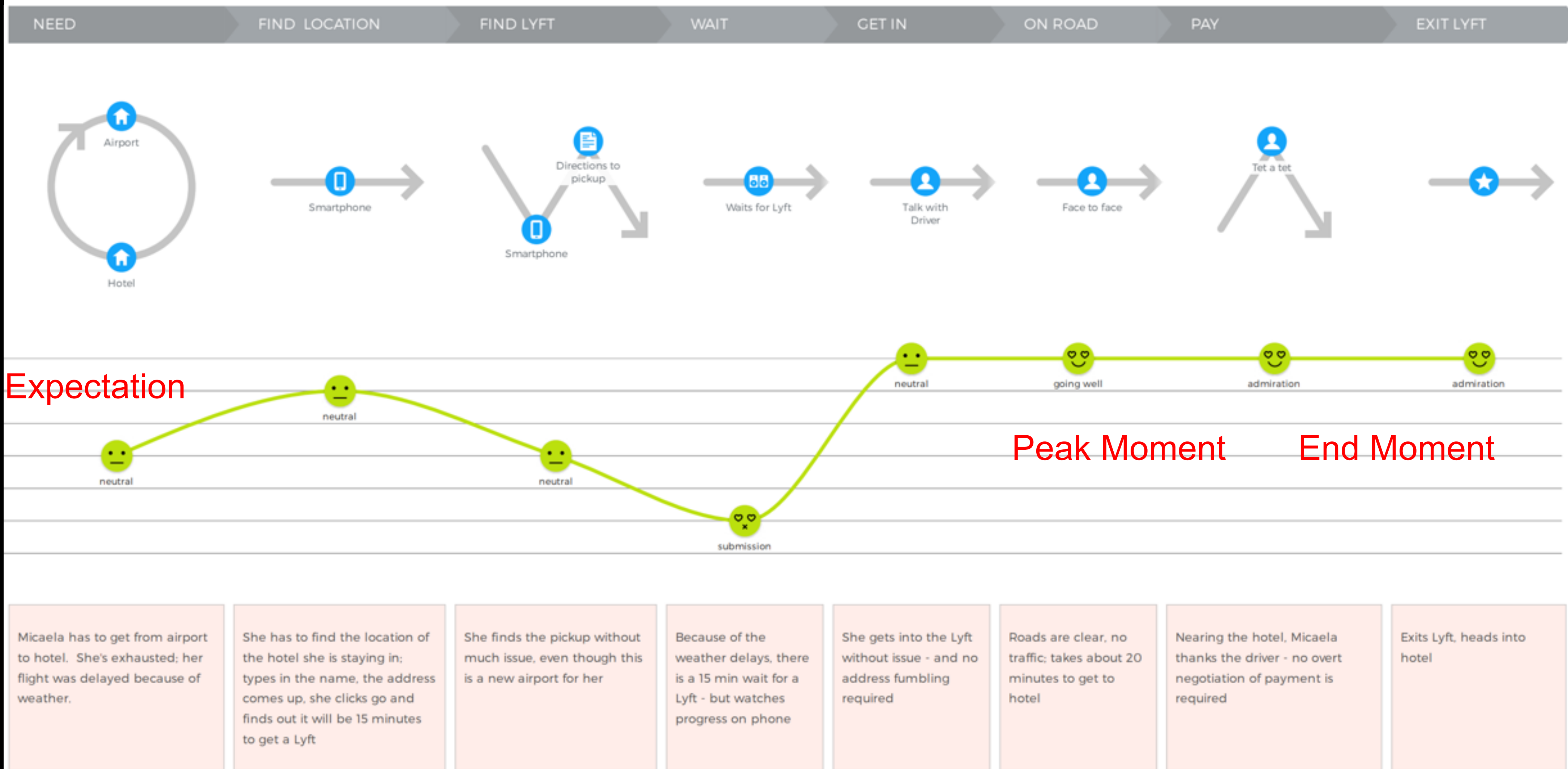


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Uber/Lyft



Customer Journey made up of individual steps



Revised Narrative

Review

- how do I
- collect great
- **FEEDBACK?**

**Legacy
Survey
Providers**

technology **GAP**

**Modern
Feedback
Programs**

71 questions with an email survey

- 15 potential open-end questions
- 12 questions with grammatical conjunctions
- 112 statements across 18 matrix (grid) questions

Results:

- Open rate 16%
- Completion rate 33%
- Response rate 1%



5 questions asked in real-time

- 40 operational data points
- 1 key outcome measure (CSAT)
- 3 follow-up single select questions
- 1 open-end, focused on “unknowns”

Results:

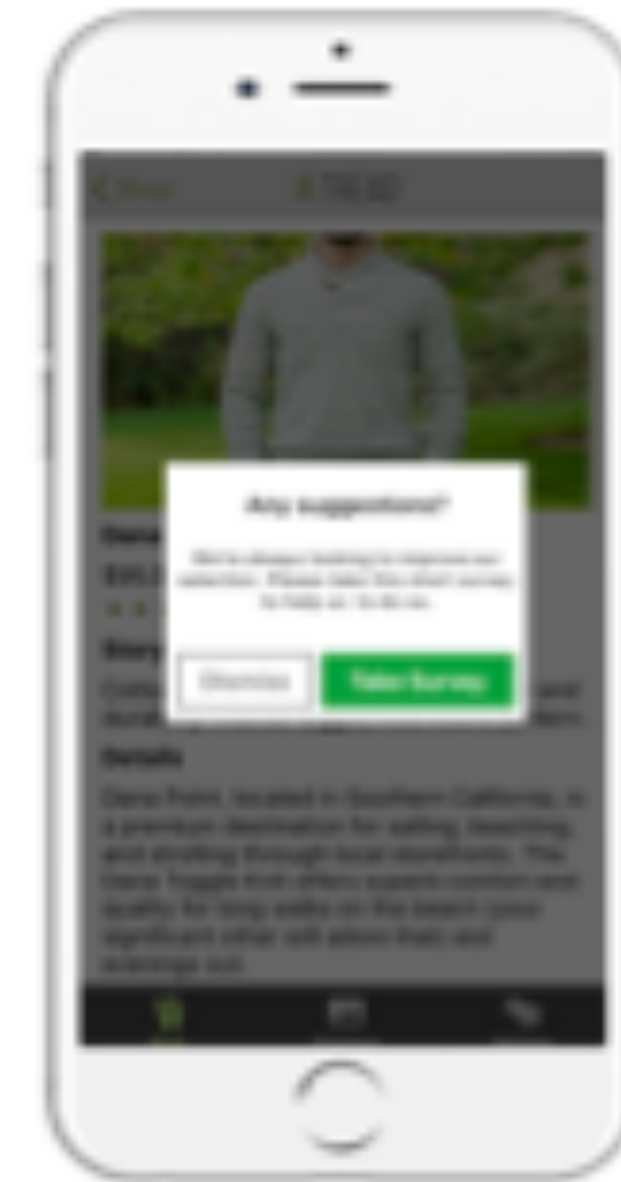
- 50% response rate
- Completion rate > 90%

Continuous Measurement

- Never leave the field; gather touchpoint-driven feedback all the time
- Measure at the right touchpoint to gather remembering self feedback
- Proper coverage for organization population
- Statistically relevant and actionable feedback



Mobile Web

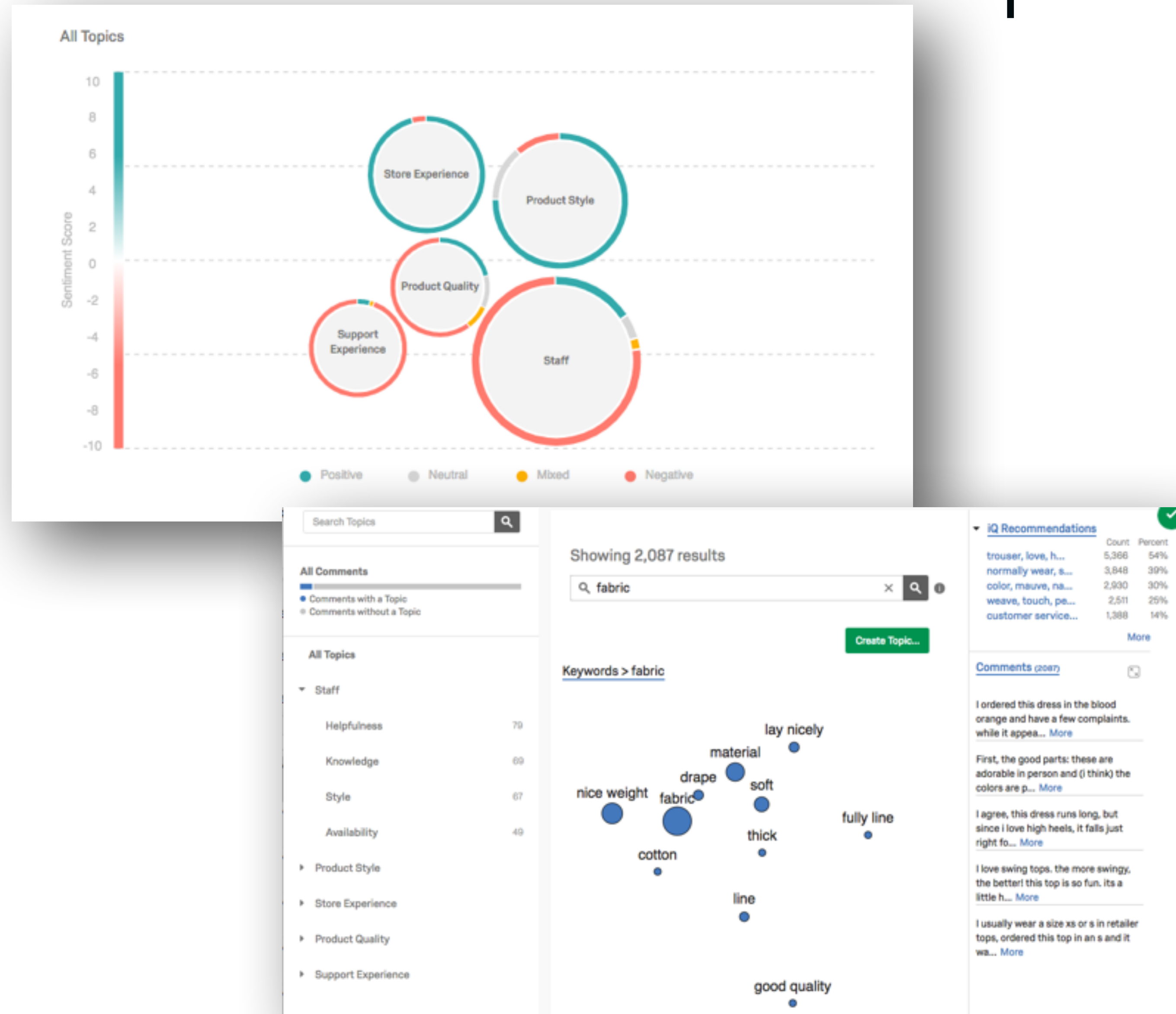


Mobile App



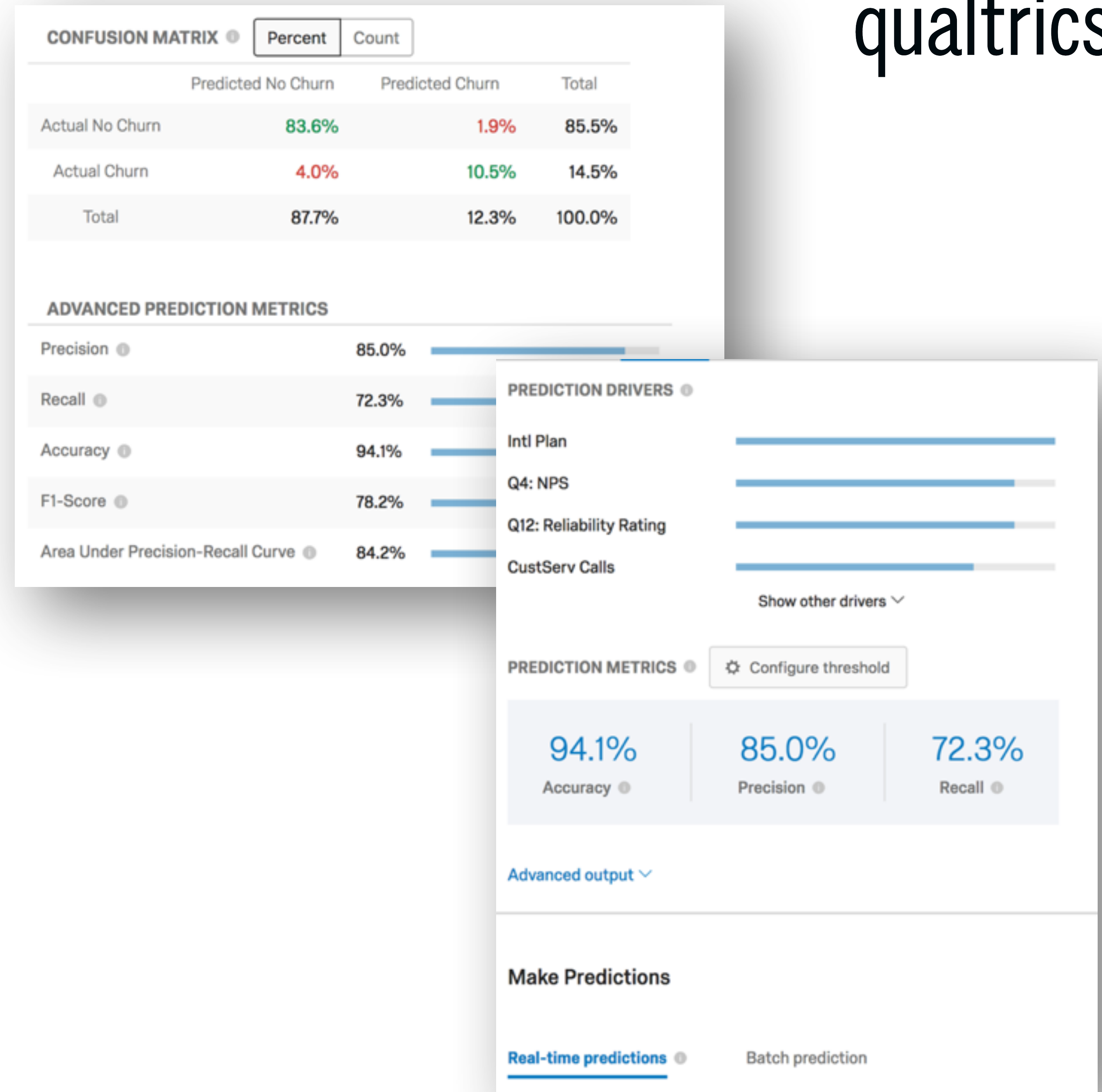
Uncover deeper insights in your qualitative data

Use the latest in artificial intelligence and natural language processing to automatically uncover insights hidden deep in open text and predict the things that matter most to your customers and employees – in their own words.



Predict customer needs and wants with intuitive analytics

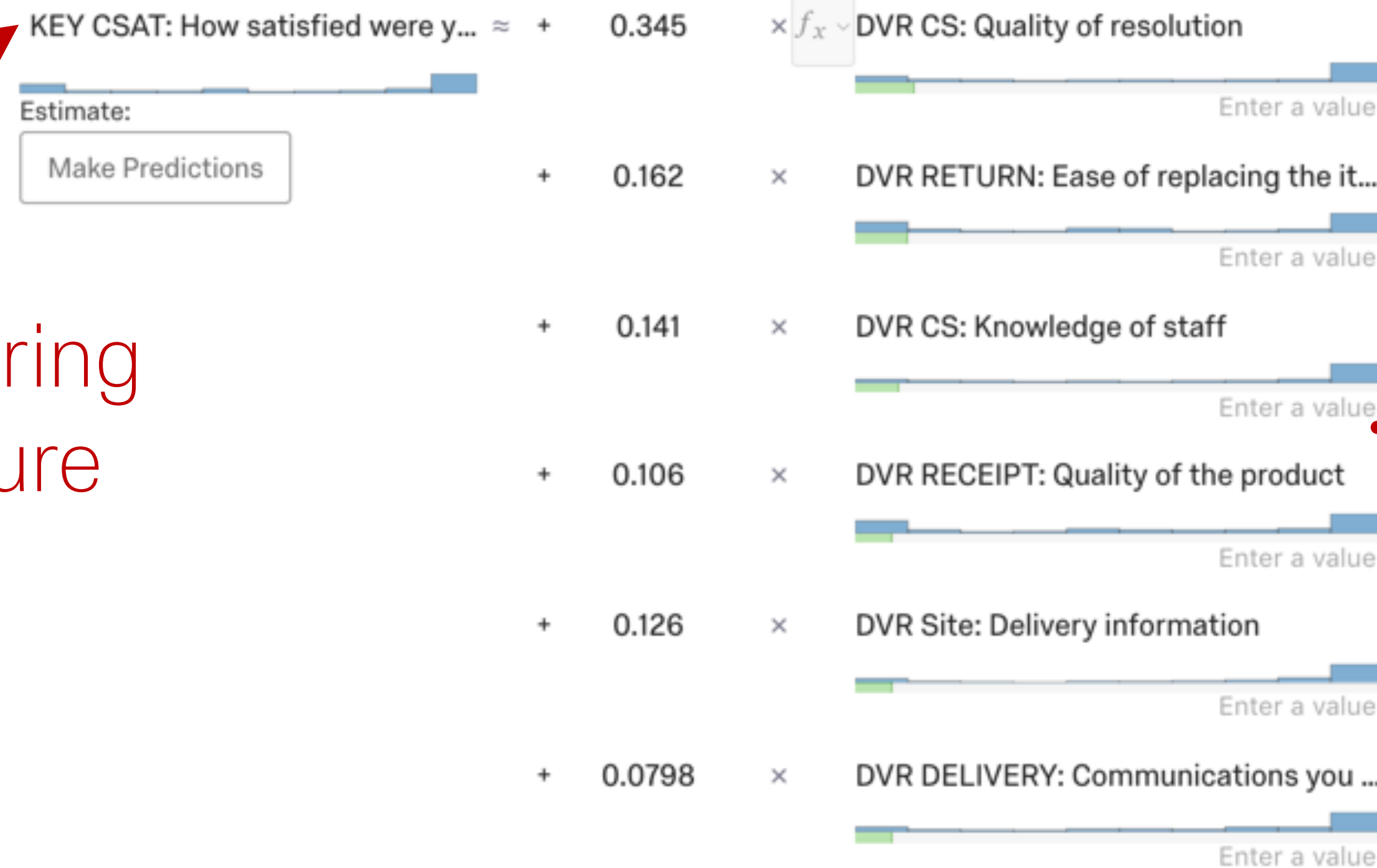
Leverage deep learning neural networks to identify customers and accounts likely to churn, and get insights as to what is driving that behavior so you can take action before it's too late.



Regression of **KEY CSAT: How satisfied were you with treadmill.com overall?** with 16 explanatory variables

[Guide to Linear Regression](#)

Sample Size ⓘ	Method	R-Squared ⓘ	Standard Error ⓘ	Coefficient of Variation ⓘ	Model Fit (AICR) ⓘ
1,201	M-estimation	0.746	1.69	0.257	1,737



Clearly significant

Controlling for other variables in this regression, when *DVR CS: Quality of resolution* increases by one, *KEY CSAT: How satisfied were you with treadmill.com overall?* increases by 0.345 on average.

The size of the green bar indicates the influence this variable plays within this model.

Impact of driver on outcome

Remembering Self Measure

Potential Drivers

how are others engaging
THEIR CUSTOMERS?

1800 contacts®

Leveraging a
customer-centric
culture to directly
impact business





1800 contacts[®]

- Identified drivers of low satisfaction
- Identified opportunities to surprise & delight
- Closed the loop on customers

“

We're inherently a highly human-centric company... we're going back to our roots, trying to make our customer connections personal again.”

Thomas Rohrer,

MARKETING

THE RESULTS

13 point
increase
in NPS

\$3.2M increase
in product
reorders

3^x increase in
social media
engagement



Leading all federal agencies in
modernizing the end-to-end
customer experience





INDUSTRY Federal Government
COMPANY SIZE Enterprise
USE CASES CX, Site Intercept, SFDC Integration



- Consolidated & centralized all customer feedback
- Democratized dashboards for actionable insights across the organization
- Closed inner and outer loop, driving improvements in the UX of the GSA website

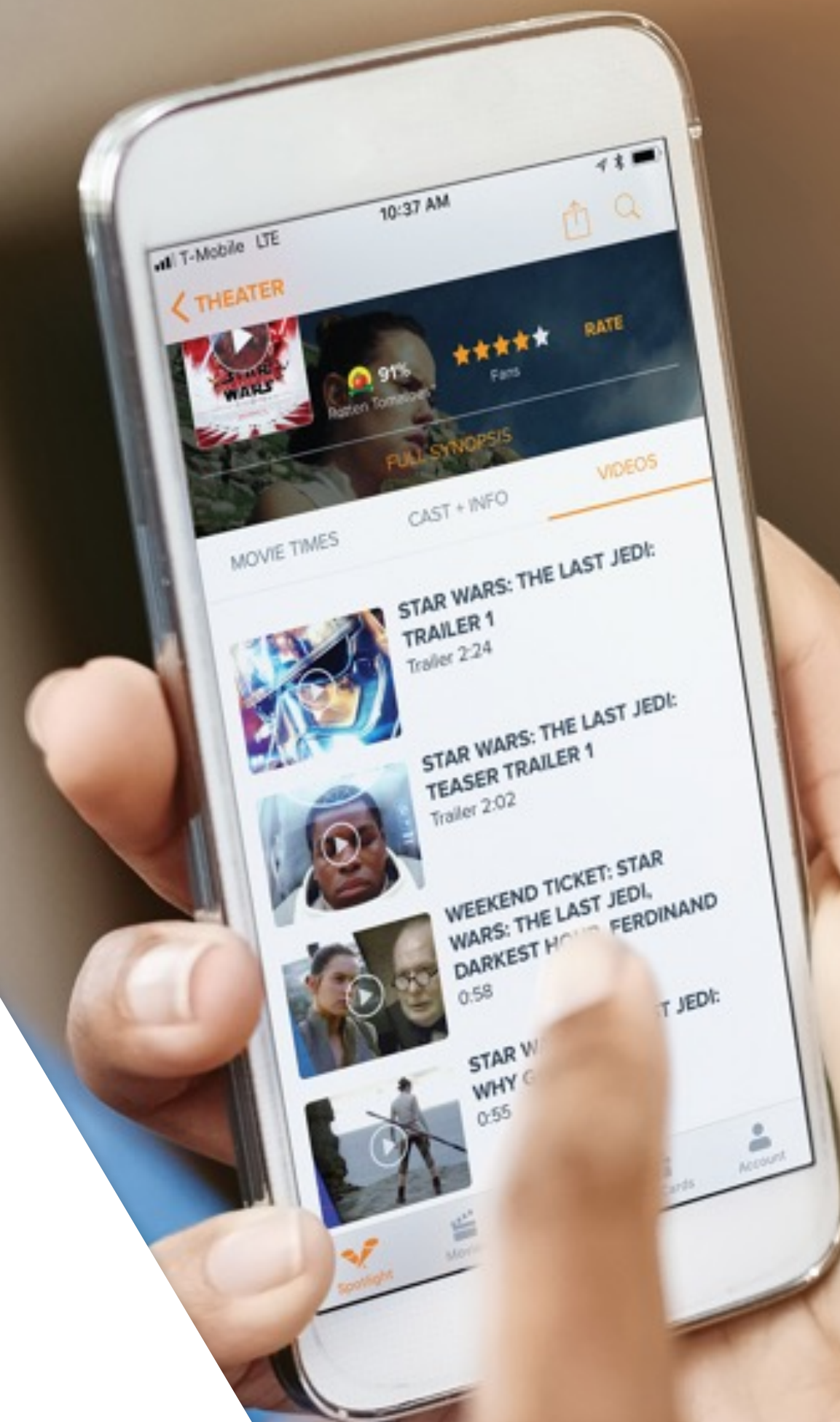
”

The GSA is the first federal agency to establish a Chief Customer Officer – and we are leading the government sector in end-to-end agency-wide customer experience management.”

ANAHITA REILLY, GSA CHIEF CUSTOMER OFFICER

THE RESULTS

5^x efficiency in customer feedback **\$3M** savings through consolidation **1st** cross-agency end-to-end CX office



Fueling the magic of the
movie fan experience
with real-time action



- Made insights accessible throughout the organization
- Connected the right data to the right people – for action
- Rolled out the process across all their brands



Instant and real customer feedback is essential to our product experience – without knowing what customers are feeling and experiencing, we'd be shooting in the dark."

LORI YAMADA, SR. DIRECTOR OF PRODUCT COMMERCE

THE RESULTS

4^x increase
in speed
to action

2^x increase
in digital
traffic

9 point
increase
in NPS



HEAD OF RESEARCH AND DATA SCIENCE, QUALTRICS

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Your success is important to me.
Contact me anytime, and I will help you succeed.



SEE YOU AT MAINSTAGE

PETER LOVATT
BRUCE TEMKIN
UNILEVER
SIR RANULPH FIENNES
THE SHOWSTOPPERS

We'll be back on the main stage at **3:30PM**
In the meantime, head to the XM Lounge
for food, drink, and a chance to demo new
tech in the Test Drive area.