





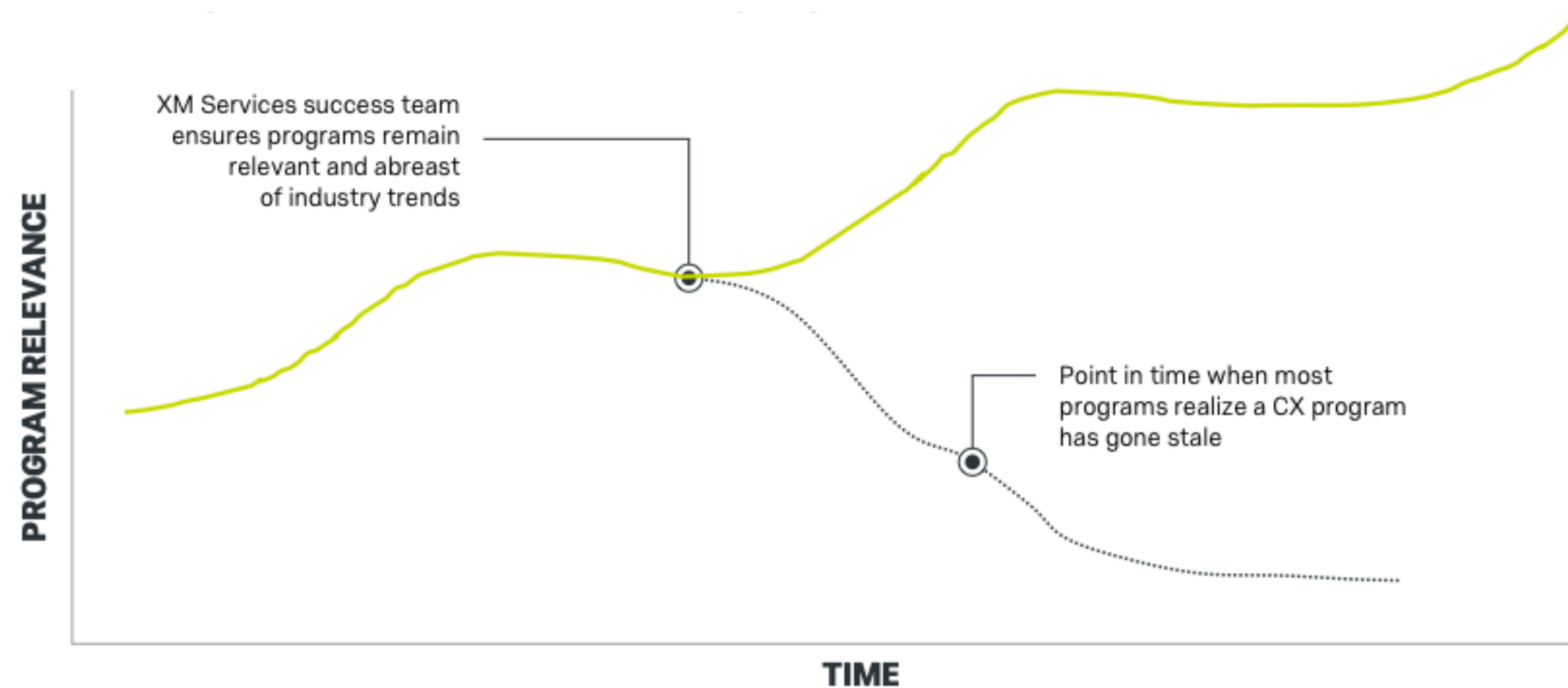
XM SCIENTIST, QUALTRICS

Léonie Brown

the future of feedback

“

Growing, maturing and adapting your CX program is critical to meeting the needs of a changing business environment.



customers are being bombarded



boost response rates

85%

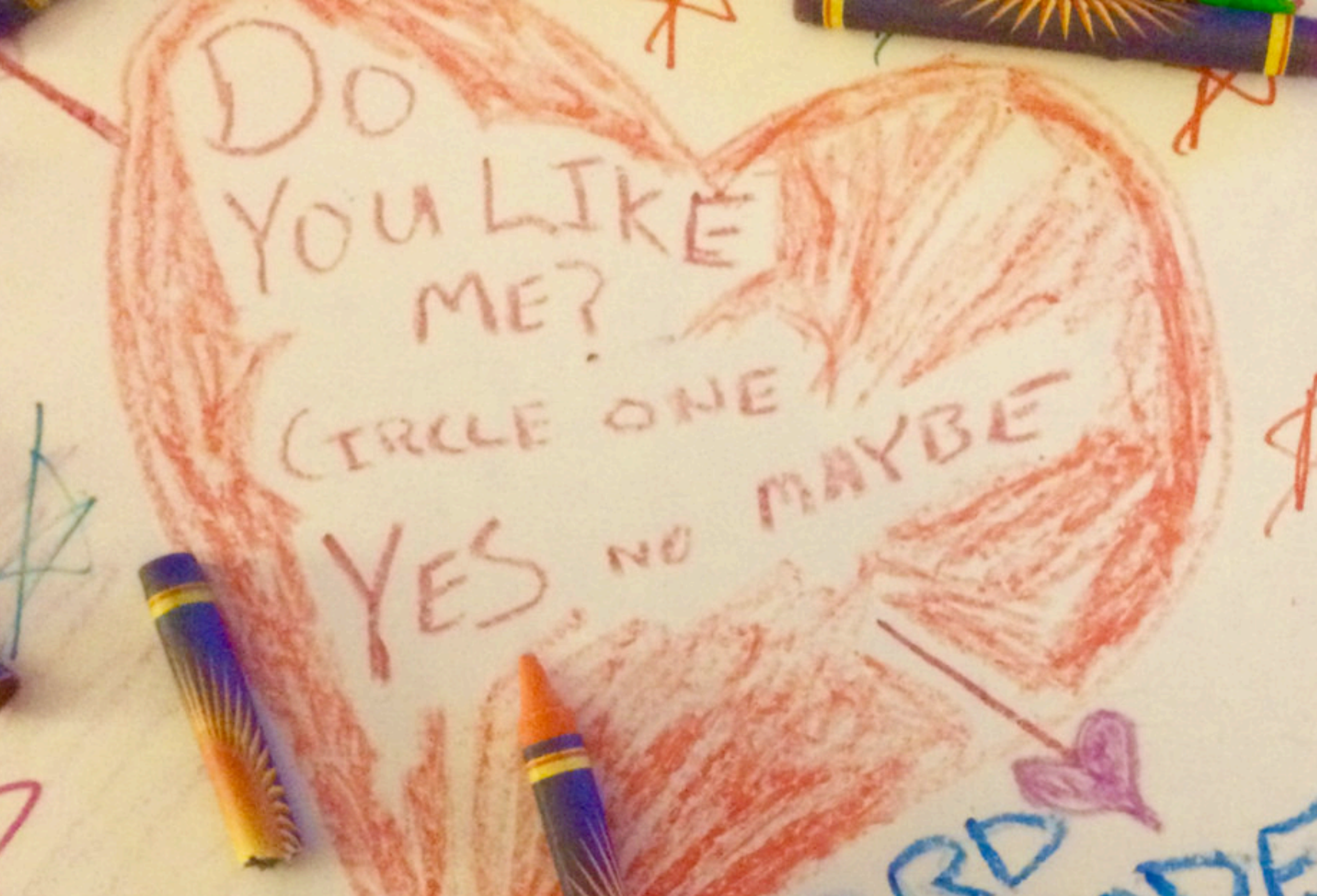
OF FAST FOOD CUSTOMERS
SAID THEY'D ANSWER
SURVEYS IF THERE
WERE BETTER METHODS



- + use the right channel
- + pay attention to methods
- + use the right O-data
- + tell people why you're asking

2

only ask for what you need



- + keep questions easy
- + keep interviews short
- + only ask about things you can change!

3

better sampling



- + pool or audience
- + current response rate
- + responses needed
- + mode / channel
- + exclusions
- + invitations / sample



Getting your sample size wrong, and not taking into account your average response rate, can derail any CX program.

Sample Size Calculator

Qualtrics offers a sample-size calculator that can help you determine your ideal sample size in seconds. Just put in the confidence level, population size, margin of error, and the perfect sample size is calculated for you.

Confidence Level:

95% ▾

Margin of Error:

5% ▾

Population Size:

10000

Ideal Sample Size:

370

4

mobile-first, always

52%

OF ALL WEB
TRAFFIC IN 2018
WAS ON MOBILE

get more from what you've got



get better-quality



- + integrate operational data
- + drive personalisation with embedded data
- + consider paradata metrics to assess survey health

2

look at non-response bias

3

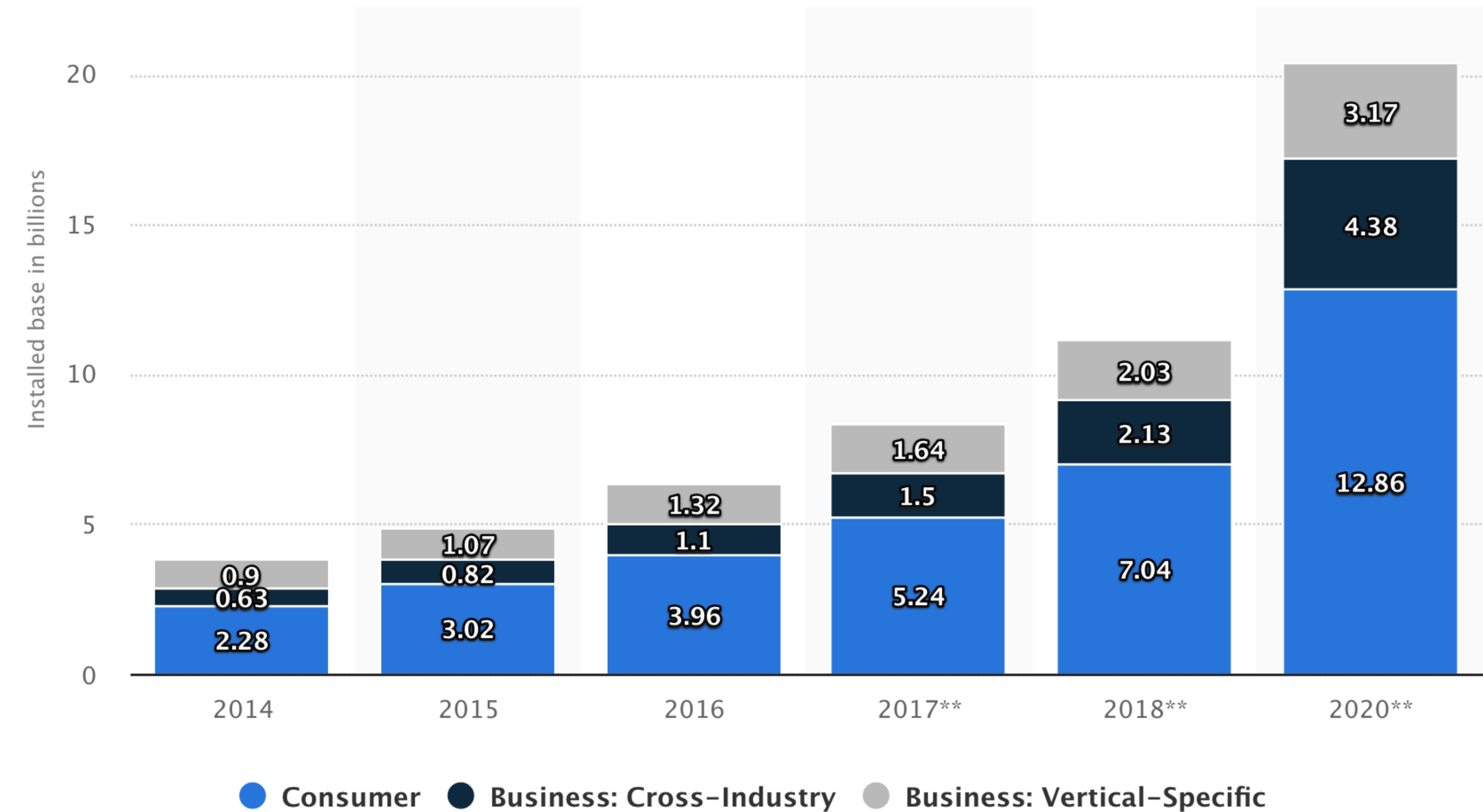
map out journeys

4

consider the context

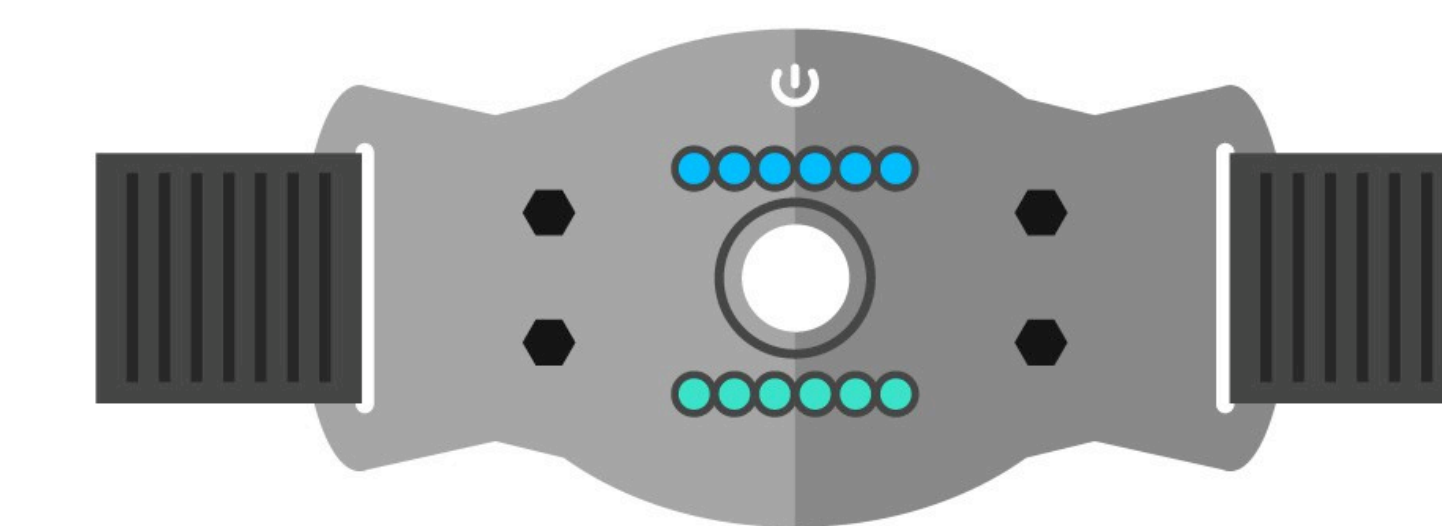
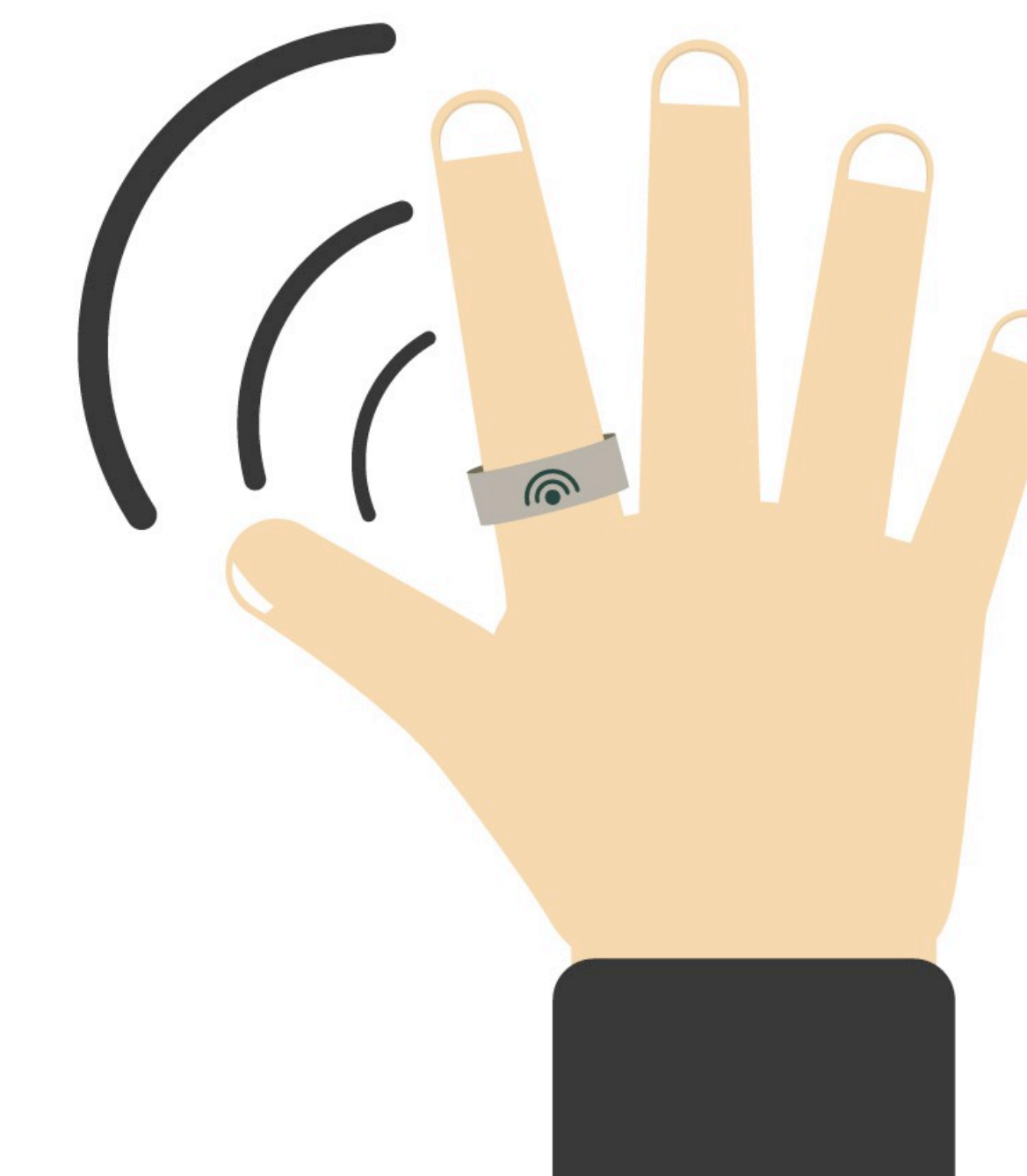


The IoT installed base in the consumer sector is forecast to amount to 13.5 billion by 2020.



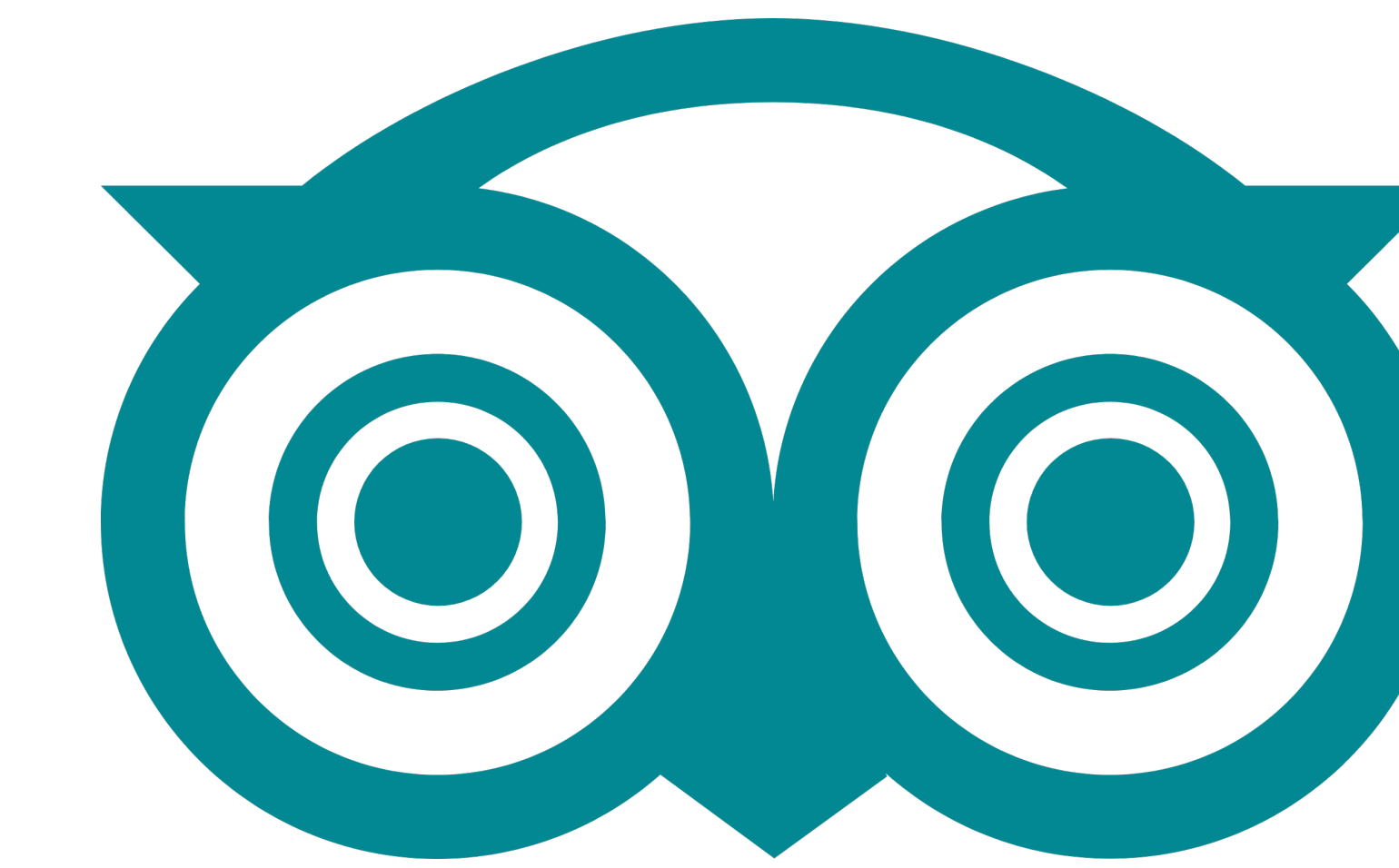


The global wearables market is estimated to be worth \$27 billion by 2022.





97% of online users look at customer reviews before finalizing their purchase.





Social listening can give you
a high-level view of how your
brand compares to others.



reports of VoC's death are
greatly exaggerated

see you
at main
stage

PETER LOVATT
BRUCE TEMKIN

UNILEVER

SIR RANULPH FIENNES

THE SHOWSTOPPERS