

Keynote Presentation | **[CX Measurement]**
Measuring ROI of CX: Proving Value of Customer Experience



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Measuring ROI of CX: Proving Value of Customer Experience

How organizations can
effectively measure ROI
of their CX initiatives

29 October 2024

Critical role of CX in today's competitive landscape

Challenge of proving CX ROI to stakeholders

Understanding effective
measurement of CX ROI

Identifying **key metrics** to
monitor

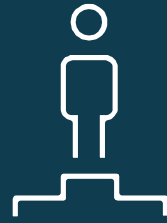
How **data articulates CX
value** to key stakeholders

CX as a Key Differentiator

Key Statistics:

74% of Thai consumers are prepared to pay more for a better customer experience
(Ipsos Global Trends 2024)

42% of consumers say they will buy less or stop buying because of experiences worse than promised.



Impact on Financial Performance

Exceptional CX boosts brand loyalty and bottom-line results



Customer Expectations

Today's customers are demanding seamless, personalized experiences across all touchpoints.

Positive Outcomes Driven by Exceptional CX

RETENTION AND LOYALTY

Committed Thai customers spend more and stay longer

ADVOCACY

Thai consumers value word-of-mouth; satisfied customers influence others

OPERATIONAL EFFICIENCY

Improved CX streamlines processes, reduces costs, and improves satisfaction

Recognizing the Measurement Gap

1. Perceived decline in CX

55% of Thai consumers feel their experiences are worse than companies have promised

(Ipsos Global Trends 2024)

2. Automation concerns

73% agree that customer service is getting too automated and impersonal

(Ipsos Global Trends 2024)

3. Lack of Advanced Analytics

Only 19% have models linking CX to business performance

(Ipsos Voices of CX 2023)

ROCXI Framework

To effectively measure ROI of CX initiatives, organizations can adopt the Return on Customer Experience Investment (ROCXI) framework.

Effectively measure the ROI of CX initiatives

Retention
Customers are retained
and at-risk customers are
recovered



Share of Spend
Customers choose you
more often



Advocacy
Customers share their
positive experiences with
others



Operational Efficiency
Customers are served in
a quality-driven, cost-
effective way



Why adopt ROCXI Framework



Financial Justification

**Demonstrate the
financial return of
improving CX**



Strategic Decision Making

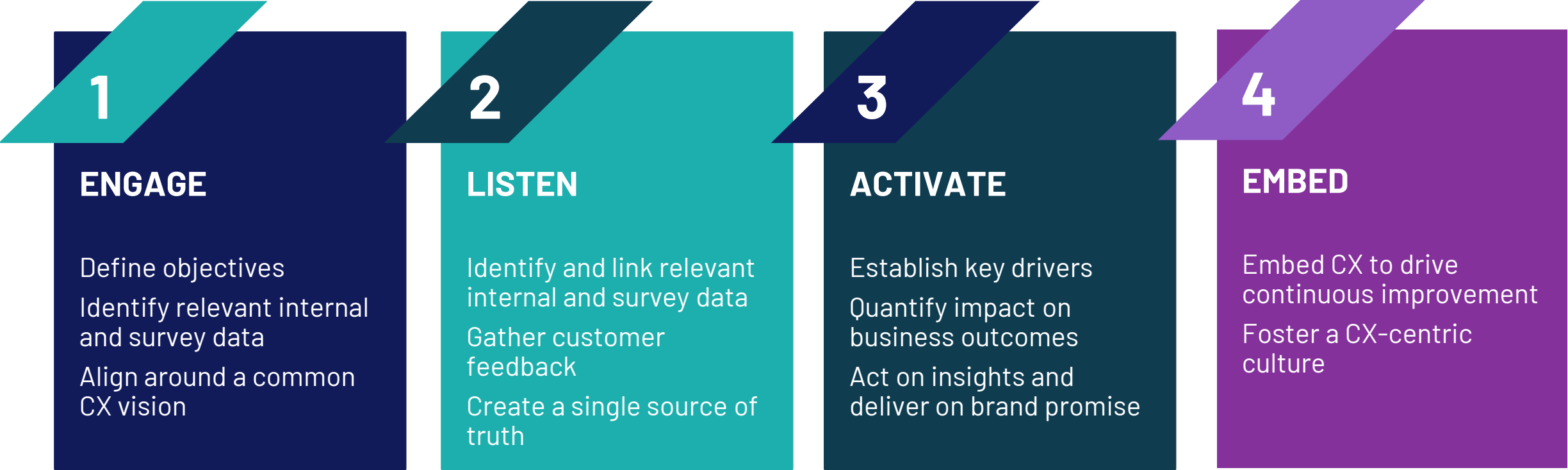
**Prioritize
initiatives
yielding greatest
ROI tailored to
Thai consumers**



Data Integration

**Leverage Thai
market data for
deeper insights**

Steps to Success for Thai Organizations



Focusing on Key Metrics Aligned with ROCXI

1. RETENTION & LOYALTY

- Customer Retention Rate
- Churn Rate
- Repeat Purchase Rate

2. ADVOCACY

- Net Promoter Score (NPS®)
- Customer Referrals
- Social Media Mentions

3. SHARE OF SPEND

- Share of Wallet
- Average Order Value
- Customer Lifetime Value (CLV)

4. OPERATIONAL EFFICIENCY

- First Call Resolution (FCR)
- Customer Effort Score (CES)
- Service Response Time

A 1% Difference Adds Up to £75 Million in Sales

Quantifying the value of improving
poor customer experience



ENHANCING 'GREAT' EXPERIENCES
1% = £45 MILLION IN FUTURE SALES

IMPROVING 'POOR' EXPERIENCES
1% = £75 MILLION IN FUTURE SALES

Quantifying the Value of Improving Poor Customer Experience

CHALLENGE

Understand how customer experience influences sales and profitability.

Evaluate the impact of improving poor customer experiences.

SOLUTION

Gathered feedback from over 500,000 customers in 133 markets.

Integrated NPS ratings with commercial data.

Created a CX impact simulator to show the effect of every 1% change in performance.

RESULTS

Improving 'poor' experiences by 1% equated to £75 million in future sales.

Demonstrated that focusing on improving poor experiences yields better returns than enhancing already great experiences.

Enhancing 'great' experiences 1% = £45 million in future sales

Improving 'poor' experiences 1% = £75 million in future sales

What CX leaders do differently

Setting yourself up for success

Drive Engagement at All Levels

Senior leadership commitment is critical

Know Customer Journeys

Map and analyse journeys specific to Thai consumers

Close the loop

Embedding action into operational DNA; this includes inner and outer loop

Understand Financial Value

Recognize that even small NPS improvements translate to revenue

Empower Employees

Train staff to meet Thai customers' expectations for personal service

Develop a living roadmap

Aligned to strategy and communicate with customers

Recap:

Measuring CX ROI is essential for demonstrating value



Call to Action:

Implement the ROCXI framework to enhance CX and drive growth

Final Thought:

Failing to plan is planning to fail

Benjamin Franklin

THANK YOU

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