

CUSTOMER EXPERIENCE METRICS

Up to 80% of Future Revenue Comes from Current Customers

BENEFITS

CUSTOMER RETENTION

- Happier customers
- More revenues
- Better brand reputation
- Reduced expenses
- Reduced service costs
- More opportunity to up-cross sell

CUSTOMER RENEWAL

- Happier customers
- More revenues
- Better brand reputation
- Reduced expenses
- Reduced service costs
- More opportunity to up-cross sell

AVERAGE ORDER SIZE

- More revenue
- More opportunity to up-cross sell

AVERAGE ORDER FREQUENCY

- (repeat orders)
- More revenue
 - Increased loyalty

CONVERSION RATES

- More revenue

CUSTOMER LOYALTY

- (retention + referrals)
- More revenue
 - More customer value
 - Better brand reputation
 - Increased loyalty

Customer/Revenue Impact

HIGH

BENEFITS

CROSS-SELL

- More revenue
- More customer value
- Increased loyalty

UP-SELL

- More revenue
- More customer value

CUSTOMER PROFITABILITY

- Increased loyalty
- More revenue

CUSTOMER LIFETIME VALUE

- More revenue
- More customer value
- Better brand reputation
- Increased loyalty

PRODUCT OR SERVICE

- ### ADOPTION AND USAGE
- More revenue
 - More customer value
 - Increased loyalty

Customer/Revenue Impact

MEDIUM-HIGH

BENEFITS

CUSTOMER REFERRALS

- ### OR ADVOCACY
- More revenue
 - More customer value
 - Better brand reputation
 - Increased loyalty

NET PROMOTER SCORE

- (NPS)
- More customer value
 - Better brand reputation
 - Increased loyalty

Customer/Revenue Impact

MEDIUM

BENEFITS

CUSTOMER SATISFACTION

- More customer value
- Better brand reputation

CUSTOMER EFFORT SCORE

- Increased customer satisfaction
- Higher loyalty
- Better brand reputation

Customer/Revenue Impact

LOW-MEDIUM

BENEFITS

TOTAL COST OF OWNERSHIP

- (TCOS)
- More Customer Value
 - Better brand reputation

Customer/Revenue Impact

LOW

Lori Carr
&
ASSOCIATES
Customer Centered Experience

(401) 954-8088  loricarrassociates.com  lori@loricarrassociates.com