



CX Nirvana: *The Frictionless Experience*



Voice of Customer Measurement Methods

Curating a frictionless experience starts with customer listening



Survey Channel



Customer Advisory Boards



Close Loop Management

Secret / Mystery Shopping



Interaction Measurement

Gauge ease of interactions & make improvements



Empathy & Stress Testing

Understand how employees interact with customers under various circumstances



Company Value Testing

Ensure employees treat & assist customers in a manner that aligns with your company values

Technology & Personal Support Balance



**Implement tech to streamline services
AND
Ensure agents are available for support**



**Use feedback to improve products/services
AND
Communicate situational-pivoting with customers**



**Provide plenty of resources/content
AND
Set follow-ups with customers**

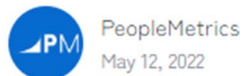


Need More Background on Customer Experience?



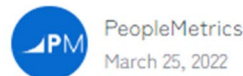
What's a Customer Journey Map? Template & Crash Course

This introductory guide to customer journey mapping will give you everything you need to know to start driving serious CX...



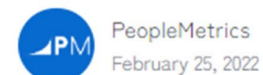
Customer Advisory Boards (CABs): Frequently Asked Questions

Customer advisory boards (CABs) will help you gather invaluable feedback, increase customer loyalty, and give your business a...



What is Customer Experience? Complete Introduction to CX

Customer experience (CX) has quickly become a key differentiator of leading businesses. Learn all the essentials with our complete...



[Click to Here View Blogs](#)

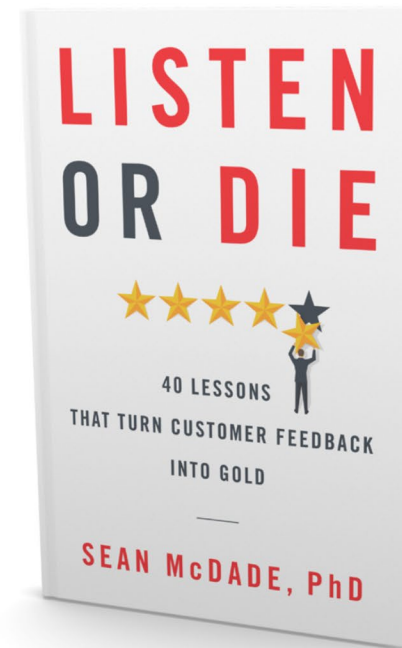
Listen or Die

40 Lessons That Turn Customer Feedback Into Gold

LESSON #1



**EVERYONE WANTS TO BE
CUSTOMER-CENTRIC, BUT NO
ONE KNOWS WHAT THAT MEANS.**



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