

Service Standards

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InMoment's latest masterclass brought together industry professionals to explore the transformative potential of multi-source data integration in enhancing service standards and customer experiences (CX). Led by **Derek Eccleston**, **Roman Weinand**, and **Ben Daubney**, the session provided actionable insights into how businesses can leverage diverse data sources to move beyond traditional metrics and deliver exceptional service.

Key Topics Covered

1

Integrated CX:

A Holistic Approach

2

Service Standards:

Creating Predictable Excellence

3

The Impact of Service Standards

Real-world examples from leading brands

4

Moving Beyond Traditional Metrics:

AI & Predictive Analytics

5

Strategic Alignment of CX with Business Goals

Key Topics Covered

1

Integrated CX: A Holistic Approach

- Bringing together all data sources for a unified CX strategy.
- Connecting survey feedback, operational data, AI-driven insights, and social reviews to improve business performance.
- Real-world applications demonstrating how businesses gain a comprehensive view of customer experience by integrating multiple data types.

2

Service Standards: Creating Predictable Excellence

- Establishing measurable KPIs to ensure service consistency and drive operational improvements.
- The SOS Framework: Combining Service Excellence and Operational Effectiveness to drive Sales Performance.
- Case studies demonstrating how brands align service expectations with customer needs to boost satisfaction and retention.

3

The Impact of Service Standards

Real-world examples from leading brands:

- A premium retail network improved customer-centricity through store-level compliance programs.
- A franchise retail brand saw +22% higher sales and a 2.4x revenue growth rate through a customer-first strategy.
- Automotive and hospitality brands refined pre-sales and in-service engagement to enhance CX and increase conversions.
- SLB (formerly Schlumberger): Transformed their “Safety Moment” into a “Customer Moment” to drive retention and CX transformation.
- Brakes (food service provider): Enhanced customer loyalty through real-time stock availability updates.
- A major airline improved first impressions by tweaking cabin crew training to focus on a warmer, more engaging welcome.
- An automotive brand boosted test drive uptake by aligning policy changes with customer expectations, leading to higher sales and CX scores.

Key Topics Covered

4

Moving Beyond Traditional Metrics: AI & Predictive Analytics

- AI-powered “Spotlight” insights: Identifying critical service moments through smart summaries.
- Experience Mapping: Pinpointing bottlenecks in the customer journey to optimize key interactions.
- Predictive Simulations: Measuring the impact of operational improvements on NPS, retention, and revenue.
- Conversational Intelligence: AI-powered tools capturing insights from call logs, chat transcripts, and customer interactions across multiple channels.
- Best practices for linking CX insights to business results, ensuring that CX efforts translate into tangible financial outcomes.

5

Strategic Alignment of CX with Business Goals

- CX as a business driver: Service standards should be aligned with operational goals to drive retention, sales, and customer trust.
- Innovating through Data Integration: Combining traditional survey metrics with unstructured data sources to uncover hidden insights and improve service delivery.
- Customer Feedback as a Continuous Improvement Tool: Using surveys, reviews, and complaints to identify and close service gaps.
- Cross-Sector Best Practices: Learning from other industries to enhance service delivery and customer engagement.



Key Takeaways

- ✓ **Service Standards** must be built around **world-class yet achievable goals**.
- ✓ Focus on **operational data that links directly to CX outcomes**.
- ✓ **Integrated CX** goes beyond survey data—**leverage all customer interactions** for deeper insights.
- ✓ **AI-driven insights and predictive analytics** enable smarter, data-driven decisions.
- ✓ **Customer journey mapping** helps identify inefficiencies and frustrations, leading to more streamlined touchpoints.
- ✓ **Connecting data signals** allows businesses to **prioritize service standards** that drive the most **significant impact on satisfaction, loyalty, and revenue**.

Final Thoughts

By setting clear, dynamic service standards, businesses can create memorable, impactful customer moments that drive loyalty, revenue growth, and long-term business success.

If you'd like to discuss your unique requirements, we'd be delighted to assist: [Contact us](#) →

About InMoment

InMoment is the leader in improving experiences and is the highest recommended CX platform and services company in the world. It is renowned for helping clients collect and connect customer experience data from everywhere—from surveys and social reviews, to conversational chat logs and transcripts. As the pace setters in AI and text analytics, its over 3,000 clients activate and understand every byte of structured and unstructured data, breaking down data and team silos to take the smartest actions. This award-winning technology combined with in-house industry experts empower brands to gain ROI from their CX programs in half the time as its competitors. Unlock the true potential of every piece of customer data with InMoment.