



INMOMENT PRESENTS

# The CX Metrics Cheat Sheet

*Ask any of our customer experience (CX) experts and they'll tell you, one of the most vital steps in standing up a new CX program is deciding which metrics will accurately measure the success of your program. As with most things, however, this is easier said than done.*

*Because we believe the right metrics can help you prove the value of your program, we've put together this cheat sheet. Here you'll find the 411 on the top three CX metrics. Happy tracking!*

## NPS

The Net Promoter Score, or NPS®, divides your customers into three categories (Promoters, Passives, and Detractors) by asking one simple question "How likely is it that you would recommend [your company] to a friend or colleague?" Customers respond on a 0-to-10 point rating scale with Promoters scoring 9-10, Passives scoring 7-8, and Detractors scoring 0-6. NPS is best for clients looking to do a brand-level tracking study or for publicly traded companies who need a single metric to measure their brand health.

### Pros

NPS helps brands adopt an easy-to-understand, common language by giving them one singular metric to keep track of. Additionally, surveys based on a single question generally mean higher response rates.

### Cons

NPS tells you how a customer feels about your brand as a whole, not a single experience, and therefore it lacks actionability. Other cons include that it is not a good post-transaction driver metric, nor does it work well across cultures and languages or with phone surveys due to 11 point scale which limits engagement methods.

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## CSAT

CSAT is based on a single question in a survey: Overall, how satisfied are you with your recent experience at BRAND X? It is a question that any scoring methodology can be applied to. CSAT is recommended for retail and location-based brands but is best suited to call centers. Using an CSAT question-based methodology, you can drive logic for the rest of the survey (callbacks, open-ended comments, and problem resolution).

### Pros

This metric is relatively easy to understand as it correlates to a single question on a survey. Also, it makes benchmarking against other brands simple and straightforward.

### Cons

CSAT is opposite from NPS in its weakness as it focuses on one experience vs. the overall health of your brand.

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## CES

Customer Effort Score or CES is a customer experience survey metric that allows brands to measure the ease of customer interaction and resolution during a request. CES appears on a survey by asking customers to rate whether they agree or disagree with this statement: The company made it easy for me to handle my issue. Customers answer according to a scale from 1-7 with 1 being “Strongly Disagree” and 7 being “Strongly Agree.” Organizations then take to number of those who responded with 5 and above then divide by the total respondents.

### Pros

CES is especially popular in contact centers, but it is becoming more popular with other industries. It also allows companies to focus on one goal: doing whatever it takes to make things easy for their customers. Therefore, they can unify their efforts and work toward that common end.

### Cons

Reducing customer effort is widely interpreted as removing customer obstacles, but while getting rid of inefficiencies may create easy experiences, it is not enough to create exceptional experiences. Additionally, it only measures one part of the buyer's journey.

While each of these metrics offers a way to measure your customer experience, you have to see past the numbers to truly understand your customers and create memorable experiences. To learn how CX Intelligence can help you go beyond the score in your industry, visit <http://www.inmoment.com/xi/>

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