



# Measuring Customer Experience: How to Develop and Execute the Most Profitable Customer Experience Strategies

*Klaus*

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"We need to deliver a great customer experience.' How often have you heard these or similar statements? And how often has a manager given a clear and meaningful definition of what a great customer experience (CX) actually is, or even proposed an idea about how to accurately measure it? In many organizations CX has become a meaningless buzzword, a vague and ephemeral 'theory of everything' that fails to deliver on its promise to drive improved performance.

So why is CX so hard to pin down? It focuses on customers' value-in-use and so blurs traditional distinctions between products and services, and it exists in emotional and instinctive responses rather than rational and cognitive choices. But, as Professor Phil Klaus argues, although it may be hard, it's not impossible. And it is essential. If you can't measure it you can't manage it – but how can you hope to measure it if you can't even define it?

If you're serious about measuring customer experience (and you should be) you need to define it in hard measureable terms that are connected to consumer behavior and firm performance. Blending the findings of rigorous scientific research from a multitude of global studies with practical tools and techniques developed and tested in the real-world, *Measuring Customer Experience* shows you how to really focus in on what parts of the customer experience drive behavior and, ultimately, business profits.

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