



CX & Online Longitudinal Studies: Riding Shotgun on Your Customer's Journey

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CX TALKS
CHICAGO

WHY CX?

5 KEY REASONS

Voice of the Customer has become more important than ever

C-Level mandates in transforming company philosophies

Continual feedback/touchpoints over the customer journey

Creating empathetic relationship with customers

Gets people out of the Ivory Tower and into the real world



CX IS HOT

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“Customer experience will overtake price and product as the key brand differentiator.” - *Forrester*

“The consumer’s decision to buy a product or service is impacted by their overall enjoyment of their experience.” - *Deloitte*

“86% of those who received a great customer experience were likely to repurchase from the same company.” - *The Tempkin Group*

“Engaged and satisfied customers buy 50% more frequently, spend 200% more each year, and are five times more likely to display brand loyalty.” - *Rosetta*



WHY ONLINE QUAL & CX

Uniquely positioned to embed yourself in customers lives *over time*

Technology has given us a direct line to the customer in many ways:

- Intimacy
- Immediacy
- Emotional connectivity
- Visual (video and pics)
- Actual connection both live and asynchronous

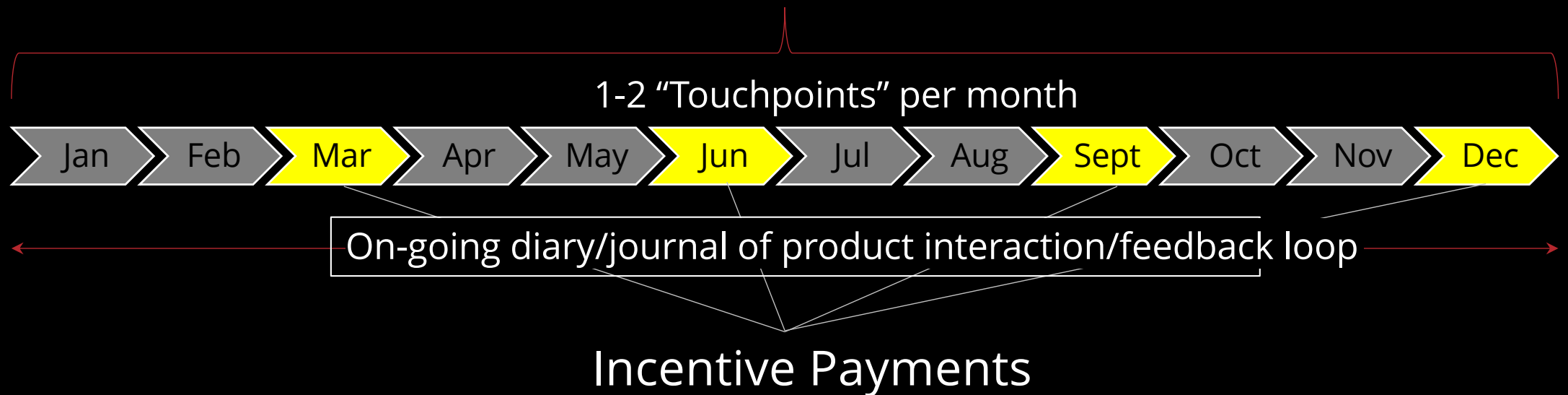


HOW... MANAGING A STUDY

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12-month Journey – Multiple Touchpoints

On-going Community Manager/Moderator Communication



HOW... DESIGNING A STUDY

Keep the Journey Unique & Creative



BUILDING COMMUNITY: ENGAGEMENT

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Maintaining engagement is critical

- the longer the study the more important this is



Understand going-in that you will have attrition

FINAL **THOUGHTS**

CX is HOT

Online Qual is uniquely suited to CX

Get cozy with your customer

Killer studies use multiple methods

Human Engagement is critical to success





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