The future of customer experience measurement: Data gathering

Examining how the methods of data gathering may evolve in the years to come.

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Voice analysis

Advancements in automated voice analysis are starting to produce stress indicators. In real time, this could be used to moderate the call handlers' responses and approaches, leading to empathy in action. With long-term analysis, themes of where stress occurs in processes can be identified and addressed as either specific product or process issues, or as systemic problems.

The joining-up of operational data

If we see the future of customer experience measurement being a truly integrated approach and not isolated 'market research', the evolution of CXM will see operational data being merged with customer feedback. With API linkages to CRM systems, CXM will provide a holistic view of the customer, and the ability to analyse with wider parameters, such as products purchased, channel contact strategy, and tenure. For service recovery, this will lead to the creation of automated 'reactions' to feedback.

Expanding this idea to include cost-to-serve, data could then allow analytics to look at how CXM can affect bottom line growth and KPI measurement, whilst informing strategies based on hard business metrics.

Employee experience

In the realms of joining external and internal data, employee feedback is a future consideration for CXM. By breaking down silos within organisations, and seeing the employee feedback as part of the integrated approach to uncovering business-critical issues, the merging of employee and customer feedback could provide extremely powerful evidence for growth. By applying similar codeframes for unstructured data organisation and root cause analyses, we can uncover patterns of data which affect employees and customers, highlighting those areas which are pain points for both. This could ensure that resources are focused in the right place for maximum effect. "Look after your employees and they'll look after the customers."

Mobile and wearable tracking

There are many examples of exciting data gathering approaches, particularly in retail. We see innovations through companies such as RetailNext, Nomi and ShopperTrak. We also see companies tracking which store displays consumers pause to look at, including which paths they take through stores, and how often they stop without purchasing anything. They do this by tracking unique signals from the communication signature of consumers' phones via the mobile network, Bluetooth and other communication protocols.

This incredible source of behavioural information will help retailers to tailor their displays, store layouts, and even how customer interactions are managed. Building mobile location data into CX, therefore, is a new and exciting frontier for the industry.

Where next?

In summary, the future of customer experience measurement is rooted in the collection of data in new and exciting ways, but also in recognising that CXM has the power to influence business change and growth.

In essence, the clarity of decision-making and the potential efficiences lie within successful integration. Also, by creating the consistent measurement framework, we reduce the need for project management and allow the insight teams to concentrate on telling the key stories, and becoming the lead on future thinking within their organisations.

Having worked with complex organisations with complex needs, working to develop integrated measurement, I have consistently seen that a crucial part of the CXM answer is in developing a connected view of the customer through multiple data feeds, and a clear governance strategy to allow the organisation to use the information effectively.