CDO Toolkit Series
Towards Flawless Customer Experiences
The Customer Journey
The Customer Journey

- Learn
- Buy
- Get
- Use
- Pay
- Support
- Promote
The Digital Agenda

To redesign business processes and supporting infrastructure to improve overall user experience.

Data quality improvement can be both an outcome and an enabler.
Data Defects Impact Experience

Supporting Data

0 1 2 3 4 5 6 7 8 9 10
100% invalid 70-80% correct 100% correct

Customer Experience

Data Quality Index
Measurement
The Net Promoter question:
On a scale of 0-10, how likely would you be to recommend [company] to a friend or colleague?

% PROMOTER  -  % DETRACTORS = NPS (NET PROMOTER SCORE)
NPS Linked to Growth

In this example from the banking industry, it’s clear that branches with Higher NPS outperformed others.

Growth In Operational Income

- All Branches (n=82):
  - 57% Growth
  - 14% Growth
  - 29% Growth

- All with NPS < 60% (n=46):
  - 41% Growth
  - 1% Growth
  - 54% Growth

- All with NPS 60% + (n=36):
  - 65% Growth
  - 27% Growth

Detractors More Likely to Leave

Detractors have a higher propensity for leaving your company as seen in this example from the insurance Industry.

Average Lapse and Surrender Rate Year Over Year

Rate of Lapse & Surrender Rate

Years Since Policy Issued

Detractors are 2.3X more likely to leave.
Intuitively, There is Some Relationship
Hypotheses

1. Flawless CX requires flawless data
2. DQI may be a leading CX indicator
What Might be Required to Prove This?

- Touchpoint Instrumentation
- Statistical Process Controls
- Data Transparency Tools
Instrumentation
A Means to Measure Data Defect Rates
Transparency
Data Transparency Tools
Example, Data Forensics Analysis
Statistical Process Controls
Statistical Process Controls as Leading CX Indicator

Percent Defective Service Orders

Date: 9/14/2015
Orders: 20,157
Defects: 1149
Total: $8,617

Defects 6.0%

- UCL: 5.79
- AVG: 5.13
- LCL: 4.47
Proposed Proof-of-Concept

**STEP 01**
Select a key touch-point system
Initiate data object monitoring

**STEP 02**
Perform root cause analysis
Take corrective action

**STEP 03**
Measure DQI improvement
Correlate CX/DQI metrics
Thank You!
Stay in touch with us…

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