

A still from the Star Wars franchise showing several Stormtroopers in white armor. In the center, the golden droid C-3PO stands prominently. To the right, the astromech droid R2-D2 is partially visible. The background shows a desert-like environment with industrial structures.

THE QUIRK'S EVENT

Russell RESEARCH

NPS IS NOT THE CX YOU ARE LOOKING FOR

Wednesday, January 31, 2018
Irvine, CA

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- Advertising & Account Planning
- Master moderator & researcher

 @MR_TallGuy

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Answers to Typical “Tall” Qs


- How tall are you? 6’8”
- Are your parents tall? Average
- Do you play basketball? Some



“NPS is not the CX you are looking for”

Leading the Market Research Transformation

And Now, A Word From Our Sponsor

The image shows a screenshot of the Russell Research CX Products landing page. The top navigation bar includes the Russell Research logo and links for ABOUT, CUSTOMER EXPERIENCE, EXPERTISE, and CONTACT. The main visual is a dark, semi-transparent overlay on a background image of hands pointing at a laptop screen. The text 'CX PRODUCTS' is prominently displayed in the center. Below this, a paragraph describes CX as a sophisticated way to understand, benchmark, and manage customer experience, highlighting its end-to-end scope and customization.

Russell RESEARCH

ABOUT CUSTOMER EXPERIENCE EXPERTISE CONTACT

CX PRODUCTS

CX is a more sophisticated way to understand, benchmark, and manage how customers experience your company. From focusing on a single event, the purchase transaction, to including a broad range of activities of an end-to- end experience. It's like going from a flat picture to a 3D Image. It leverages a Purchase Journey, made up of Touch-Points, and can be tailored to each Customer Persona.

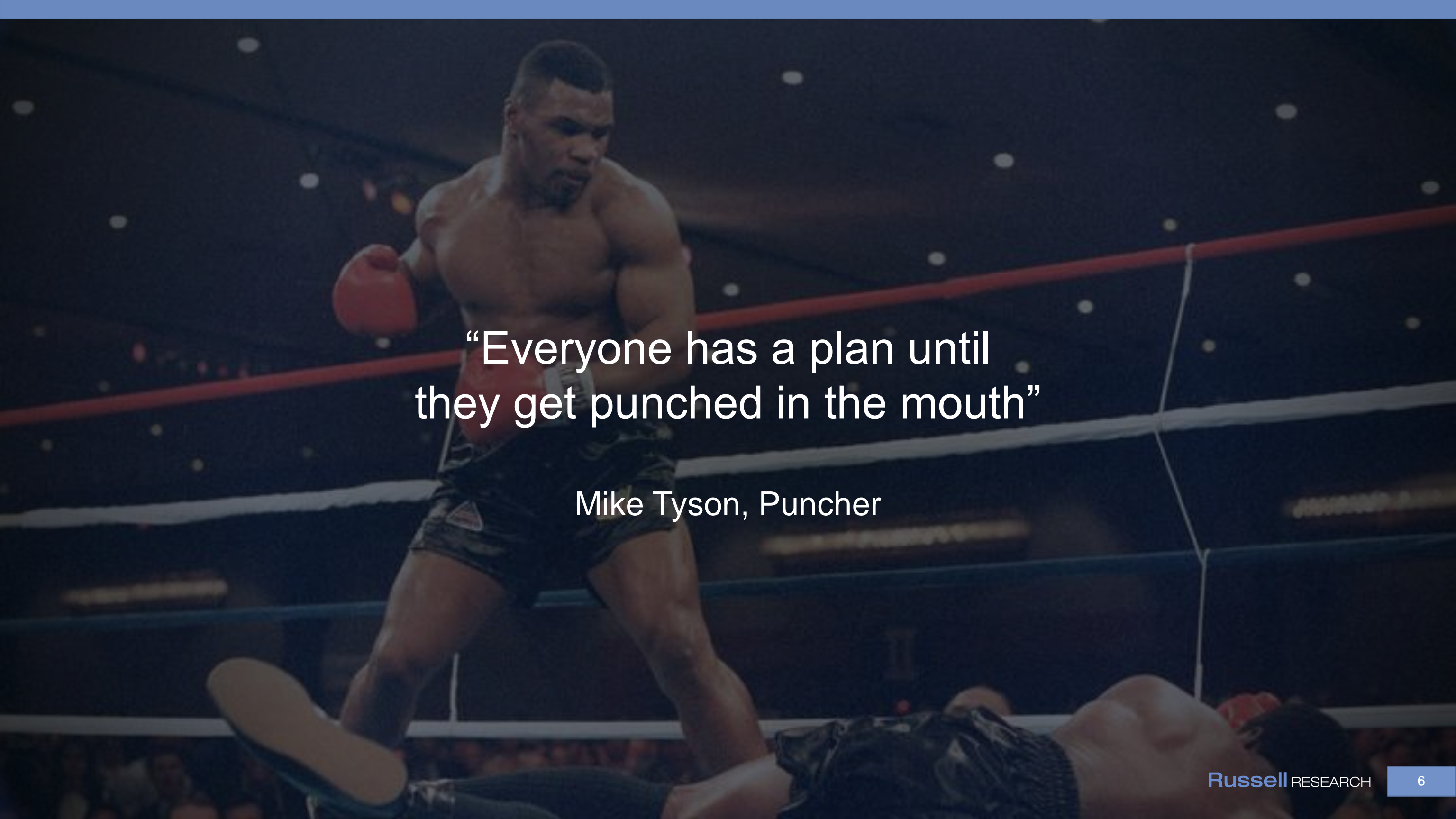
The Objectives for the Next 20 Minutes

- Market research transformation
- NPS & CX as case study
- Tactical tools



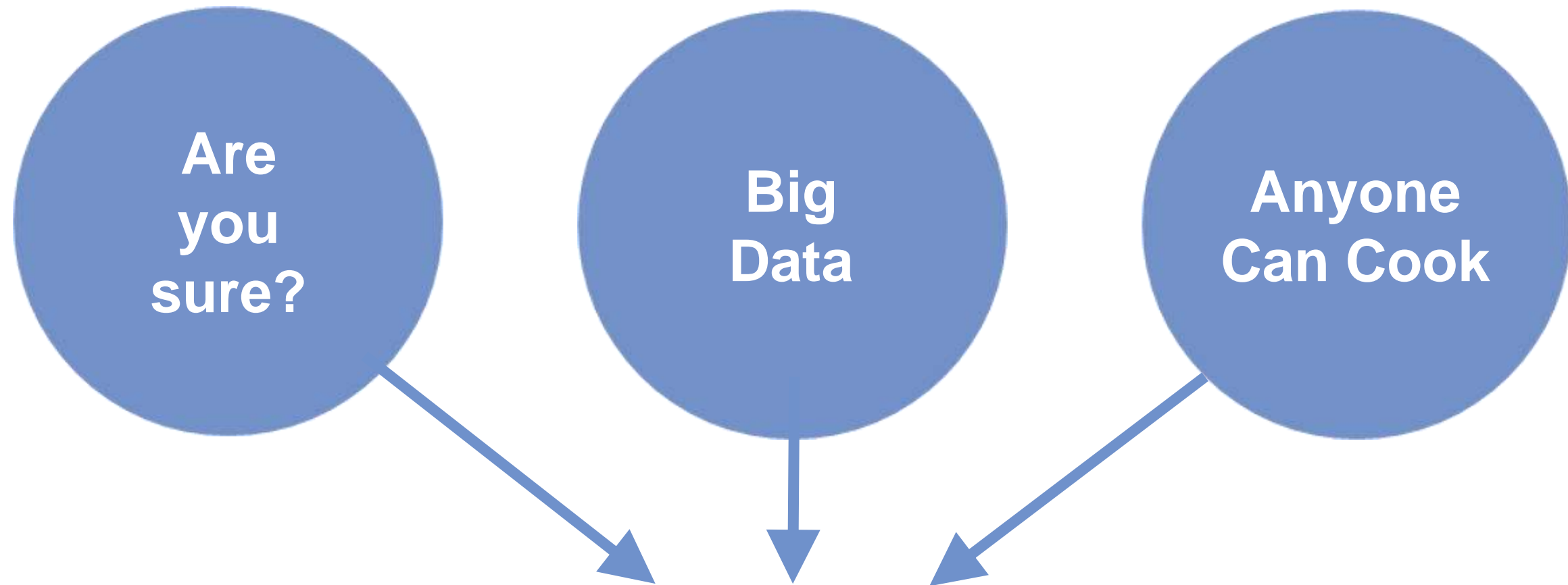
What Transformation Looks Like for P&G – CB Insights



A photograph of Mike Tyson in a boxing ring, shirtless and wearing red boxing gloves and black trunks. He is standing over an opponent who is lying on the canvas. The background shows the ropes of the ring and a blurred audience.

“Everyone has a plan until
they get punched in the mouth”

Mike Tyson, Puncher




Market Research is Well into Digital Transformation

How to get run over by market research transformation

Ignore it.

Oppose it.

Give up.

A large yellow bulldozer is shown in a desert landscape, pushing a large pile of sand. The bulldozer is equipped with a large front blade and a rear-mounted ripper. The background shows a clear sky and some distant palm trees.

Transformation is happening, both digital & CX.
Lead, follow, or get out of the way.

CASE STUDY

CUSTOMER EXPERIENCE & NPS



Customer Experience

“How a customer perceives & catalogs your company based on interactions with it”

Net Promotor Score

Created as a measure of
overall brand health

Leveraged as a central CX metric

Has become shorthand for CX



A person is holding a camera lens up to their eye, looking through it. The lens is a Nikon 80-200mm f/4.5-5.6 lens. The background is a blurred outdoor scene with trees and a building. The text is overlaid on the image.

Customer Experience & NPS

With this lens, market research should be at the center of everything, always. **Forever!**

Market Research Transformation

The combination of business transformation efforts,
digital & customer experience,
are overwhelming many market research departments.

TACTICAL TOOLS

A man with a beard and mustache, wearing a dark shirt with white floral embroidery, is speaking and pointing his right index finger upwards. The background is a blurred purple and blue wall.

“Ideas are cheap, execution is everything”

Chris Sacca, Angel Investor

Tactical Tools

- Embrace all research
- Proper thieving
- Insight workshops





1. Embrace All Research

Don't Be So Precious With “Market Research”

- “I did SurveyMonkey and...”
- “We did a couple of interviews ourselves”
- “That’s not what the analytics says”



Instead of “NO”

Help classify research using a simple screen

1. What is the question you want answered? **(Objective)**
2. Who do you want to answer it? **(Sample)**
3. How do you expect them to answer? **(Hypothesis)**
4. What will you do with the answers? **(Methodology)**

3. PROPER THIEVING

“Talent Borrows.
Genius Steals.”

Oscar Wilde



A close-up photograph of a hand holding a paintbrush, applying blue paint to a white surface. The brush has a wooden handle and black bristles. The paint is being applied in a series of horizontal strokes, creating a cloud-like or wavy pattern. The background is slightly blurred, showing more of the white surface and the hand. The overall tone is artistic and creative.

“Steal more, steal better, and then
create something worth stealing.”

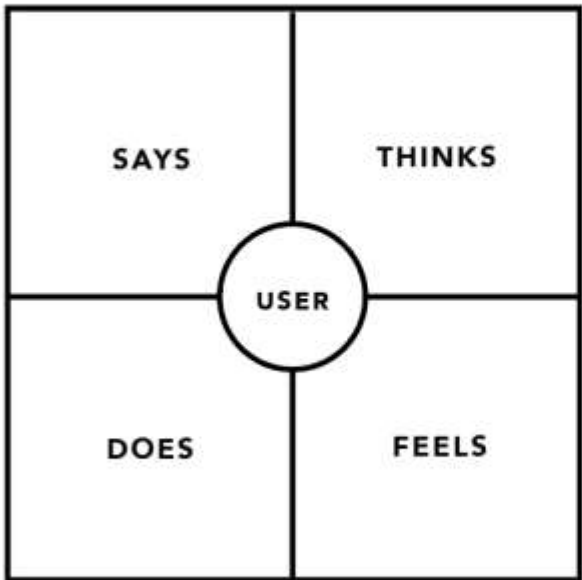
Eric Hunter?!

Advanced Thieving: The Process

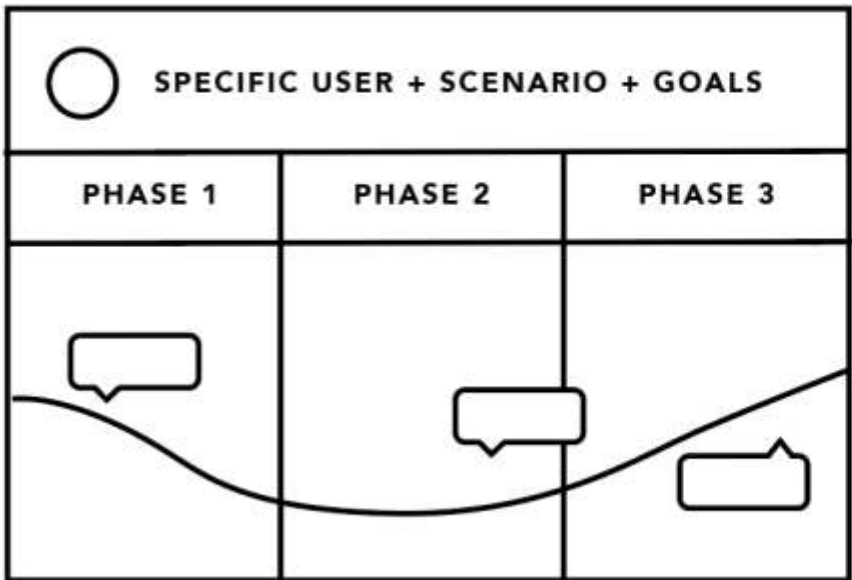
1. Continually search for new & interesting
2. Apply to your findings
3. List the ways it doesn't work
4. Tweak to fit OR throw it away



EMPATHY MAP

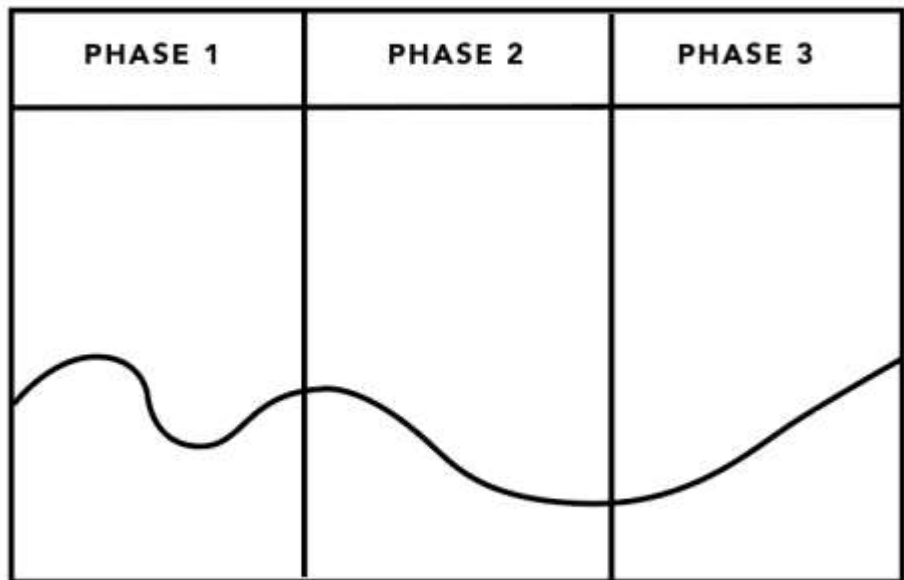


CUSTOMER JOURNEY MAP



UX MAPPING: CHEAT SHEET

EXPERIENCE MAP



SERVICE BLUEPRINT

EVIDENCE	
CUSTOMER ACTIONS	
FRONTSTAGE	
BACKSTAGE	
SUPPORT PROCESSES	

Customer Experience (CX)
Was Stolen From
User Experience (UX)

Where to Start?

- UX
- Business Model Canvas
- Jobs-To-Be-Done
- Kanban Boards
- Design Thinking

SlideShare | Customer Experience

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Page 1 of 1,789,849 results for Customer Experience

mapping the customer experience
@joyce_hostyn

Joyce Hostyn
Mapping the customer experience: innovate ...

133 slides, 770 likes

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Craig Martin
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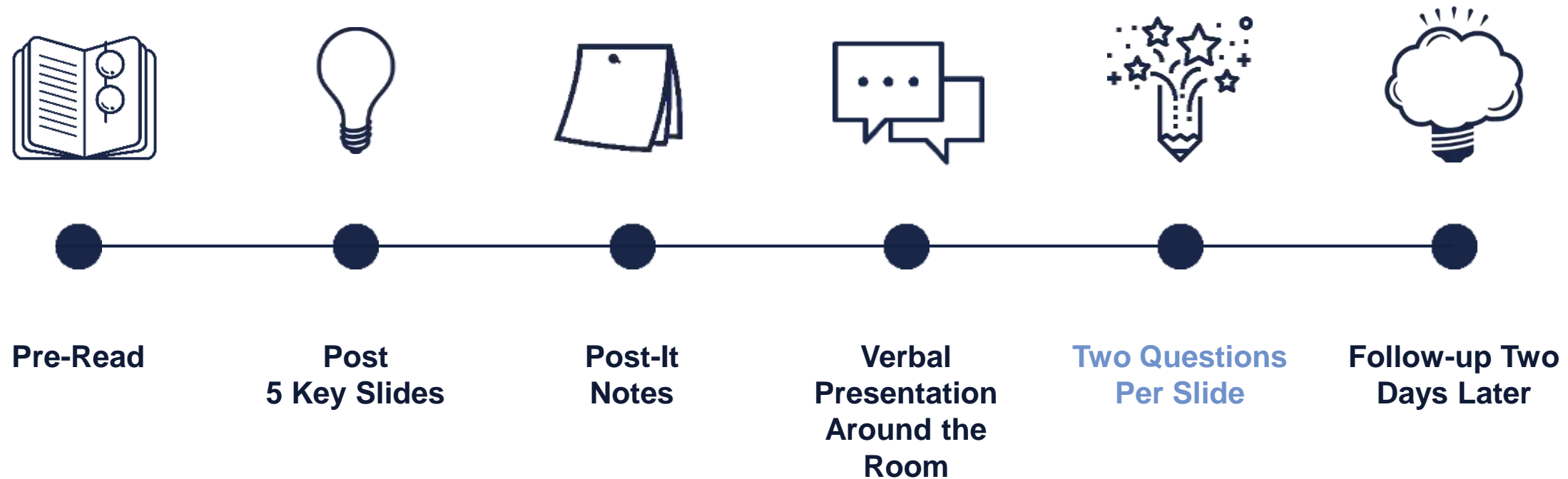


3. Insights Workshops

- “Slide Monkeys”
- A bit of an “eye chart”
- Preaching from the front

Stop using reports as “deliverables”

Insights Experience Workshop



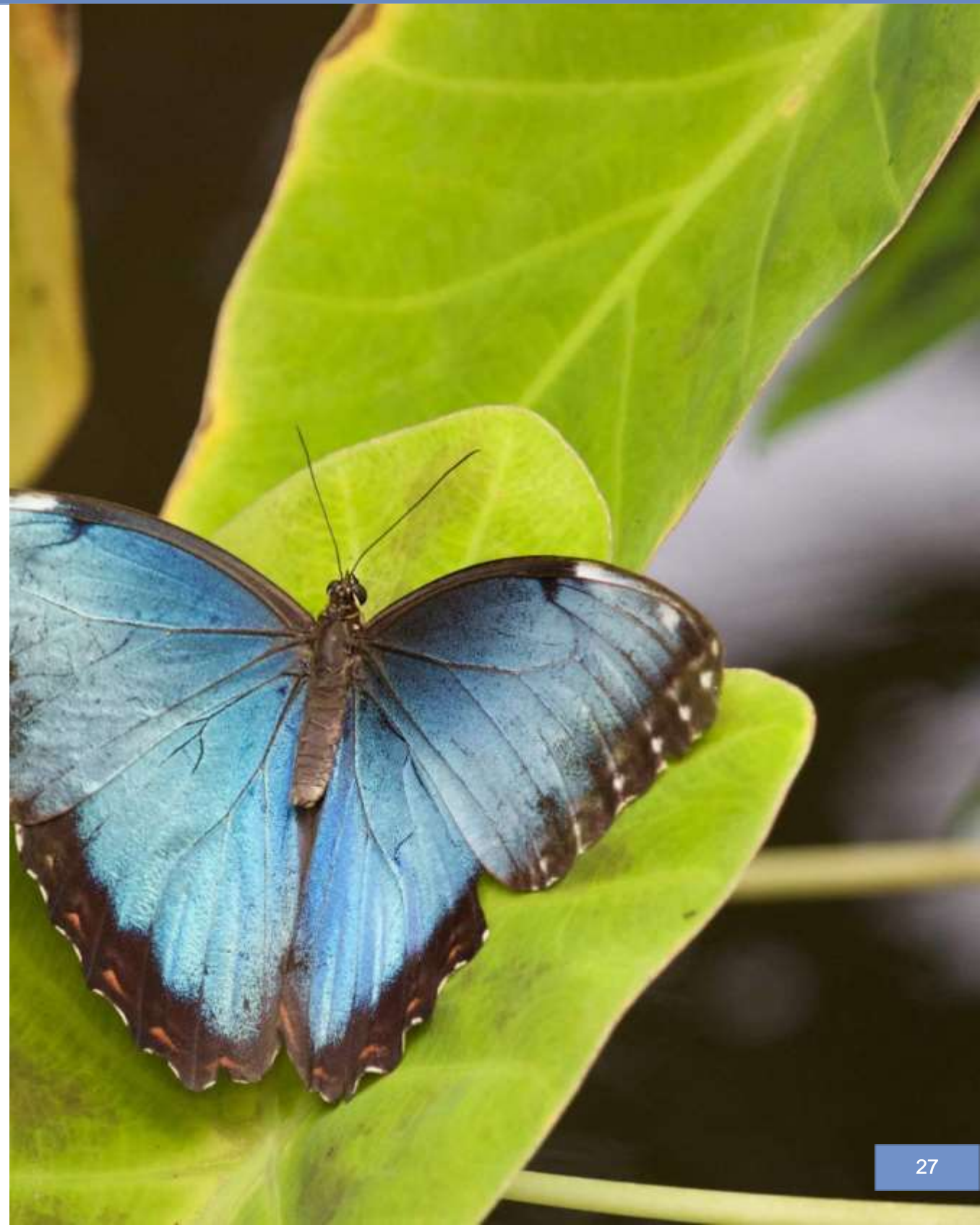
Two Questions

- (1) Does this fit with what you are seeing?
- (2) How would you apply this right now?

NPS is not the CX you're looking for, but...

You can lead the Market Research Transformation!

- Embrace all research
- Proper thieving
- Insight workshops



Questions?



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