



UNDERSTAND



# CE Dashboard Set-Up Perception & Performance Based Measures

A Customer Experience dashboard provides the business with a unified view of customer experience performance across all business touchpoints by combining external perception-based metrics, such as CSAT, NPS, CES and Brand Health scores; and internal performance-based metrics such as ASA, Churn/ Retention and Loyalty. We work with organisations on:

- Identifying the most appropriate internal and external metrics to feed into the dashboard
- Identifying the most appropriate dashboard design, including whether it should be broken down by touch point and/ or business function
- Identifying the data sources and, ideally automating the production and flow of data from the sources (e.g. reports, files, etc.) to the dashboard
- Identifying the business owners for every single business metric
- Where appropriate, agreeing performance targets for metrics with business owners

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