



CE Dashboard Tune-Up

Perception & Performance Based Measures

A company may have already established a Customer Experience dashboard, however may want to enhance and optimise their unified view of customer experience performance. We work with organisations on:

- Ensuring the business has a complete view of customer experience across all business touchpoints
- Identifying the most appropriate internal performance-based metrics such as ASA, Churn/ Retention and Loyalty; and external perception-based metrics, such as CSAT, NPS, CES and Brand Health scores 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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