

Competitive CX Benchmark FAQ's

Q: I have an existing NPS/CSAT measurement I run with another vendor. How do I ensure comparability of results?

To ensure comparability of results between your existing NPS/CSAT measurement and the **Competitive CX Benchmark**, we follow these steps:

Alignment of measurement parameters: We make sure that the data collection methods, question-wording, and scoring scales used by the **Competitive CX Benchmark** are consistent with your current NPS/CSAT measurement.

- 1. Define the same target audience:** We make sure both measurements focus on the same target customer segments, allowing for a direct comparison of the results.
- 2. Comparable data collection periods:** We advise conducting both measurements during the same time frame or similar periods to account for any potential seasonal or cyclical fluctuations in customer sentiment.
- 3. Benchmark calibration:** If possible, we calibrate your existing NPS/CSAT measurement with the **Competitive CX Benchmark** by comparing historical data or running a pilot study to ensure the two measurements align.

Q: How does the Competitive CX Benchmark solution integrate with other ongoing programmes?

The **Competitive CX Benchmark** can be combined with your existing CX data, such as NPS or CSAT scores (e.g. Relationship NPS and Transactional NPS), to provide a comprehensive view of the market and to compare your performance against competitors.

Integrating **Competitive CX Benchmark** and existing **NPS programmes** (Relationship and Transactional) facilitates a holistic **CX programme** delivering:

- 1.** Localised initiatives, driving improvement across local and customer-specific touchpoints.

2. Strategic direction and top management steering, navigating the competitive environment, and improving the overall market position.
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Q: What are some examples of use cases of companies utilising Competitive CX Benchmarking programmes?

Organisations from multiple industries leverage insights from the **Competitive CX Benchmark** programme to inform data-driven decisions and drive operational improvements. Leading examples include:

1. **Identification of strengths and weaknesses in the journey:** Outline specific areas where the company excels or lags competitors, leading to a better understanding of where to focus growth efforts for current and new business.
 2. **Customer segmentation and relevant targeting:** Segment and improve understanding of the customer groups and design a better loyalty targeting approach for the customer groups.
 3. **Strengthening competitive messaging:** Develop a refined and resonating competitive messaging with a clear understanding of customer's preferences and needs.
 4. **Activation of strategic CX insights:** Set market-level workshops, to identify CX areas to streamline, leading to cost savings, and better go-to-market strategy, marketing, and operations.
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Q: What are the usual project timelines?

When we first set up the benchmark for you, the time to insights from the first wave is approximately **14 business weeks**. Subsequent quarterly updates usually take between **10 and 12 business weeks**.

Q: Do you cover B2B industries that require hard-to-get target groups?

We specialise in programmes for organisations with B2B models and hard-to-get target groups. We have many years of experience running **Competitive NPS** and **Competitive CX Benchmark** programmes for the world's biggest medical device manufacturers, construction materials manufacturers, B2B services, logistics providers, and many others.