

MEASURING CUSTOMER AND EXPERIENCE RETURN OF INVESTMENT (CEX-ROI) AND CUSTOMER AND EMPLOYEE LIFETIME VALUE (CEX-CLV & ELV)

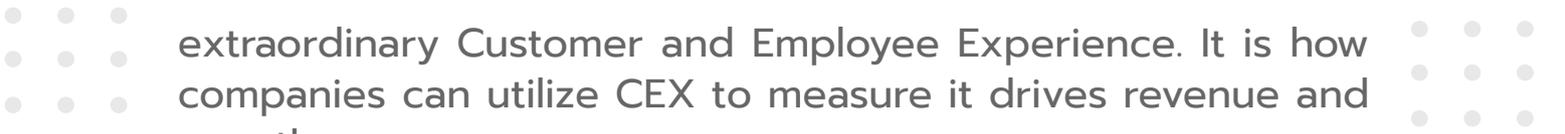
The primary reason people invest in a business is to create money and have a significant impact on society and the environment. Business needs to measure and convert an investment into profit. Therefore, it is essential to projecting a business venture using the Return of Investment (ROI) to adjust and to make sure if the company is running smoothly.

And for the companies to hit this peak of financial success there are two schools of thought surrounding customer service experience, the first company's needs to focus on customers. The second makes your employees feel special and happy so that your business will succeed in an extraordinary. But due to its distinctive complexities and countless conflicts in building a Customer and Employee Experience (CEX) program, it can feel like the equivalent of losing

investments. That because although there are some approaches to customer and employee experience, there isn't a short cut or one way to succeed at it.

Also, there's the problem of providing measurement to prove that the resources and time necessary to build and manage CEX experience programs are worth the investment. However, customer and employee experience have several initiatives where they need to spend money. Before launching programs and any investment, companies want to see a bird's eye view and clear forecast, counting the numbers of the Return on Investment for a dependable and effective CEX initiative.

All companies know that the success of a business significantly relies on its ability to provide



extraordinary Customer and Employee Experience. It is how companies can utilize CEX to measure it drives revenue and growth.

Investing and calculating your customer and employee experience ROI cannot be overlooked, because how will you build, measure, and regularly improve your customer experience efforts if you don't know the return on your CEX investments?

Companies need to capture significant moments, understand the different touchpoints, and the interactions to measure the impact on the customers and employees. Prioritizing to measure, when to measure, and how to measure determines whether the resources or CEX initiatives are being used optimally and what your ROI is.

Master planning CX program is not enough to develop and compete with other CEX programs; the company's most likely need to calculate and show the numbers.

Digital business companies like Amazon and Zappos have successfully structure their engagement around optimizing customer and employee experience and have a set the bar high across in this industry. These companies have been able to forge a deeper customer and employee understanding by measuring data that integrated and accessible to their customers and employees which ensures a seamless return of investment from start to finish.

Some of the metrics that can effectively calculate the touchpoints are Net Promoter Score (NPS), Cross-Sell and Upsell lift, Customer Retention, cost-to-serve, and Churn Rate. Identifying the metrics using these metrics and understanding CEX better and tying them to ROI not only helps improve overall customer and employee experiences but demonstrates its impact on business outcomes.

Monitoring and measuring customer experience and its effects are some of the vitally important aspects

of every business. The fact that effective use of metrics can provide you with incredibly useful information, such as the current level of the company's customer experience, the connection between good CEX and increase in Return of Investment, the severity of impact that poor CEX has on changes in ROI and the strengths and weaknesses areas with the customer and how to improve strategies.

When we speak of Customer and Employee ROI, we also need to look at the value of measuring customer and employee lifetime value (CEX-CLV and ELTVE, which essential metrics to measure at any growing or stabled company. Measuring CEX- CLV and ELTVE can help companies to estimate how long it takes to regain its investments.

When your customer and employee lifetime value increases, you know you're making a better impression on your existing CEX program. You can then re-create the experience for future customers and employees. Furthermore, you can continue to calculate this metric over and over again to establish map as your business grows. Customer and employee lifetime value is definitely essential because the higher the number, the greater the profits. You'll always have to spend money to acquire new customers and to retain existing ones.

Customers and employees aren't just worth the amount of money they spend on your business today. They have future value if you're able to retain them as customers and as an employee. Customer lifetime value matters more than you think. It impacts customer retention rates, reveals the level of brand loyalty you command, and helps your business stay in the game.

Measuring and integrating customer and employee ROI and lifetime value can be used to demonstrate positive impacts, and that can be scaled up after being proven useful and successful. No doubt providing a quality customer and employee experience brings a worthwhile return on investment, even if that's often difficult to conceptualize and calculate.

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