

WEBINAR

The impact of COVID-19 on VoC programs

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OCXCognition™



**+ OUR
SPEAKERS**



FEDERICO CESCONI

Co-founder and CEO

sandsiv+



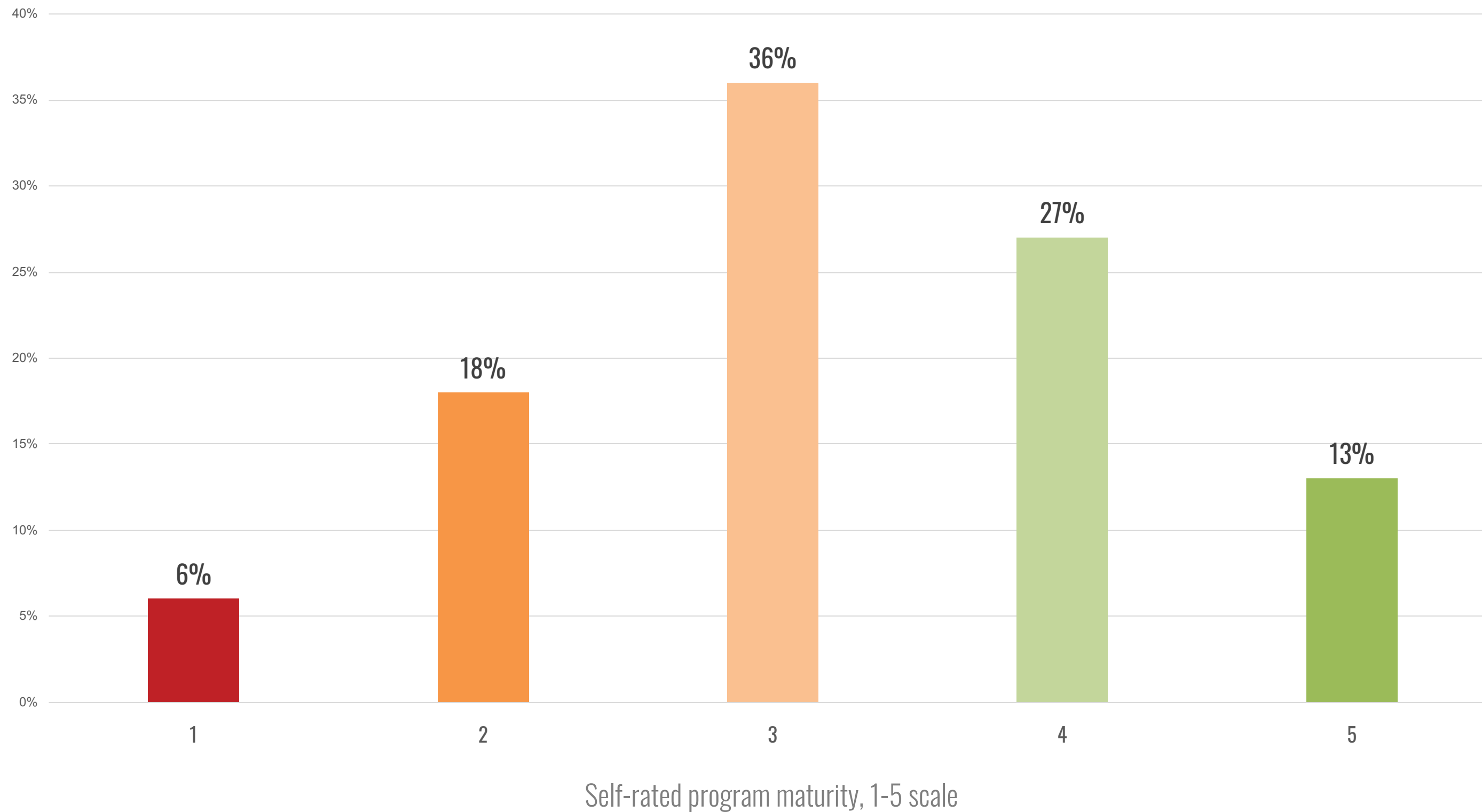
RICHARD OWEN

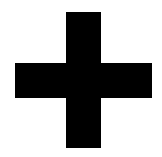
Founder and CEO

OCX Cognition™

+ Responses and Program Maturity

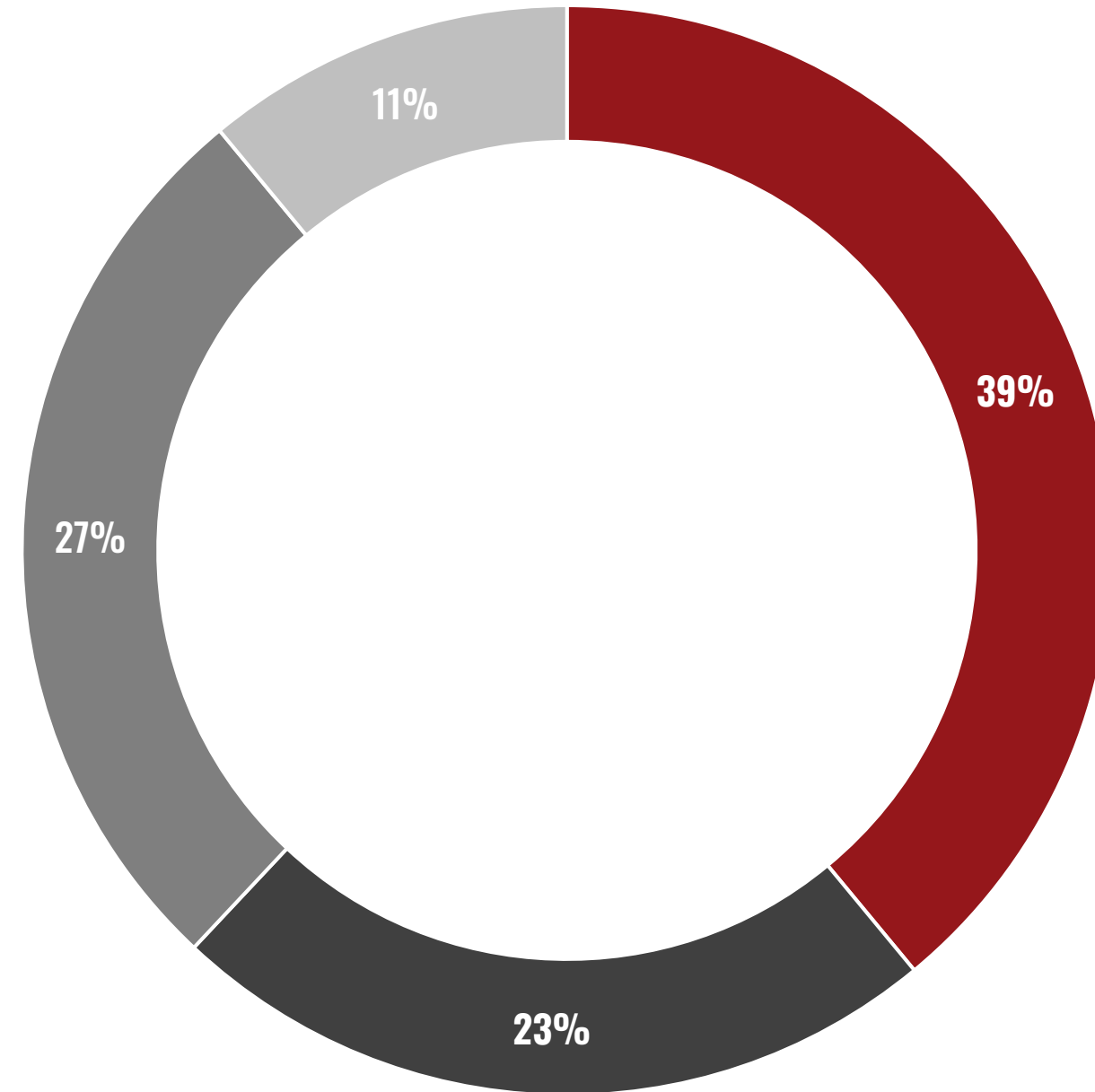
Respondent group has higher than average maturity



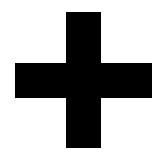


How CX Programs Adapted

Changes to feedback collection

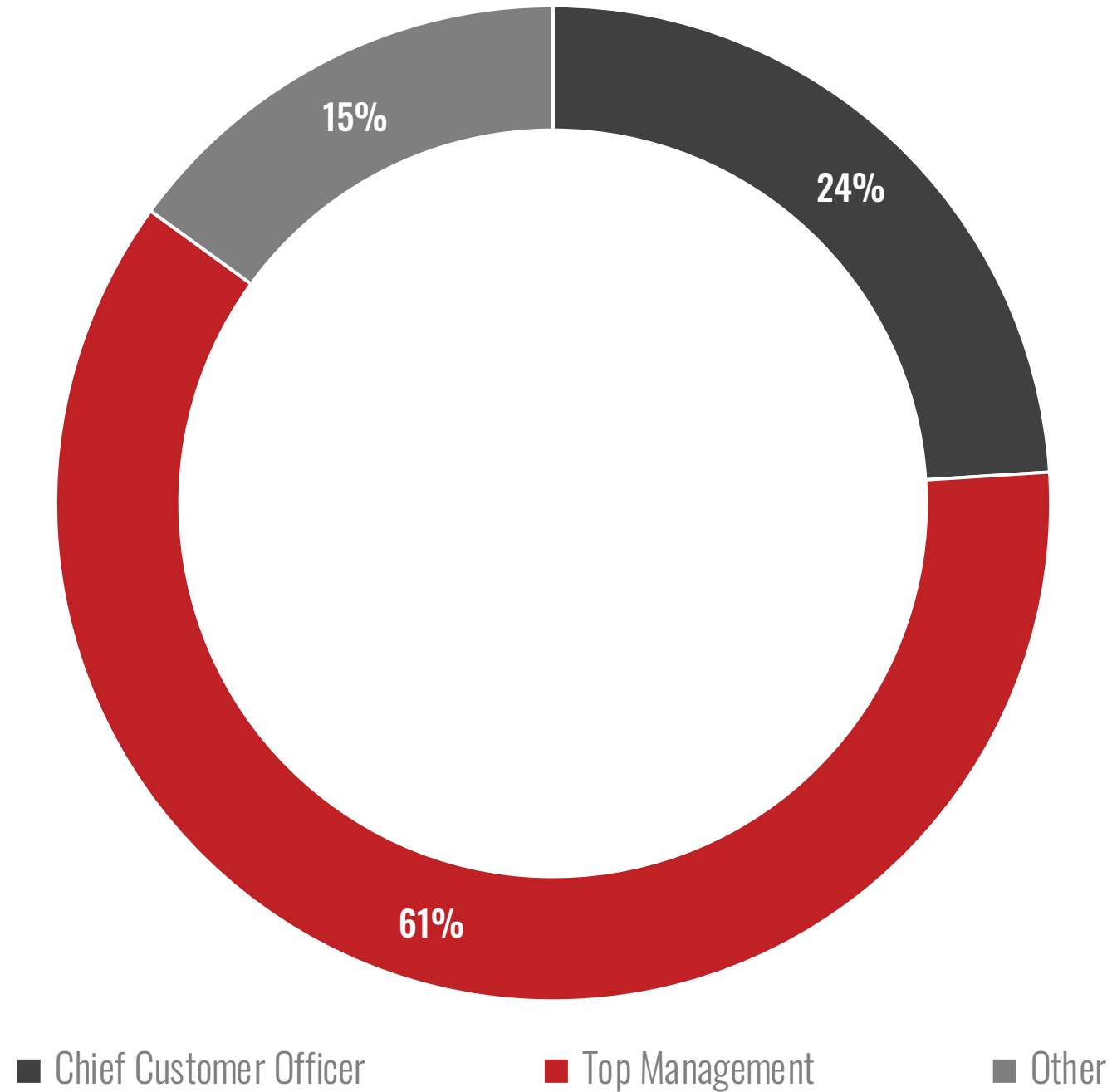


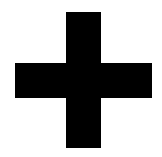
■ No change ■ Stopped some data collection ■ Added new data collection ■ Stopped all data collection



How CX Programs Adapted

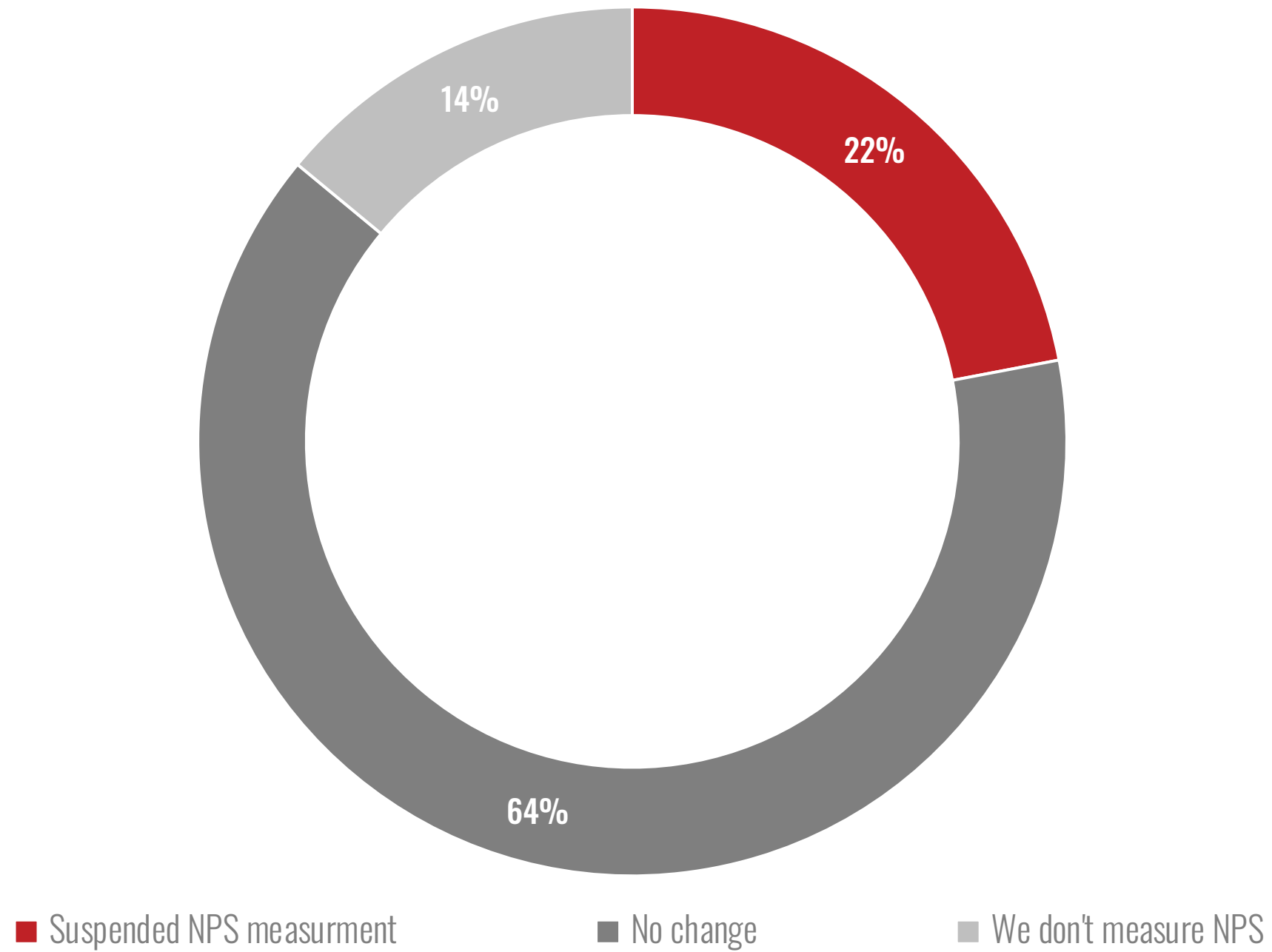
Shifts in executive involvement: Decision makers for changes to CX programs





How CX Programs Adapted

Changes to NPS measurement during the crisis: Most held steady



+ Reasons behind program changes

Open text analysis revealed a range of thinking

Upload the file

Browse... TEXTS_COVID19_TEXT.xlsx

Upload complete

Number of word:

5 12 100

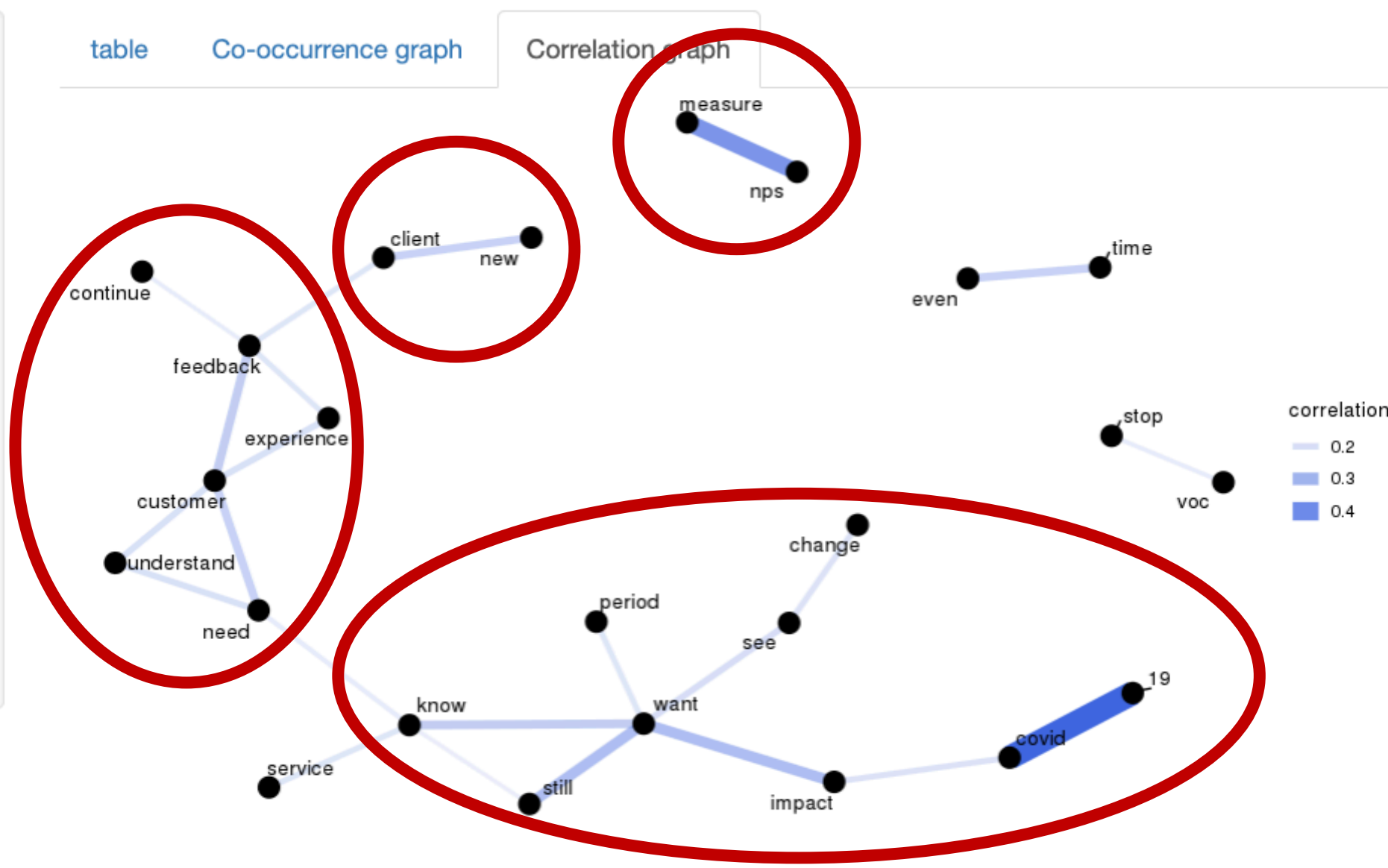
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correlation:

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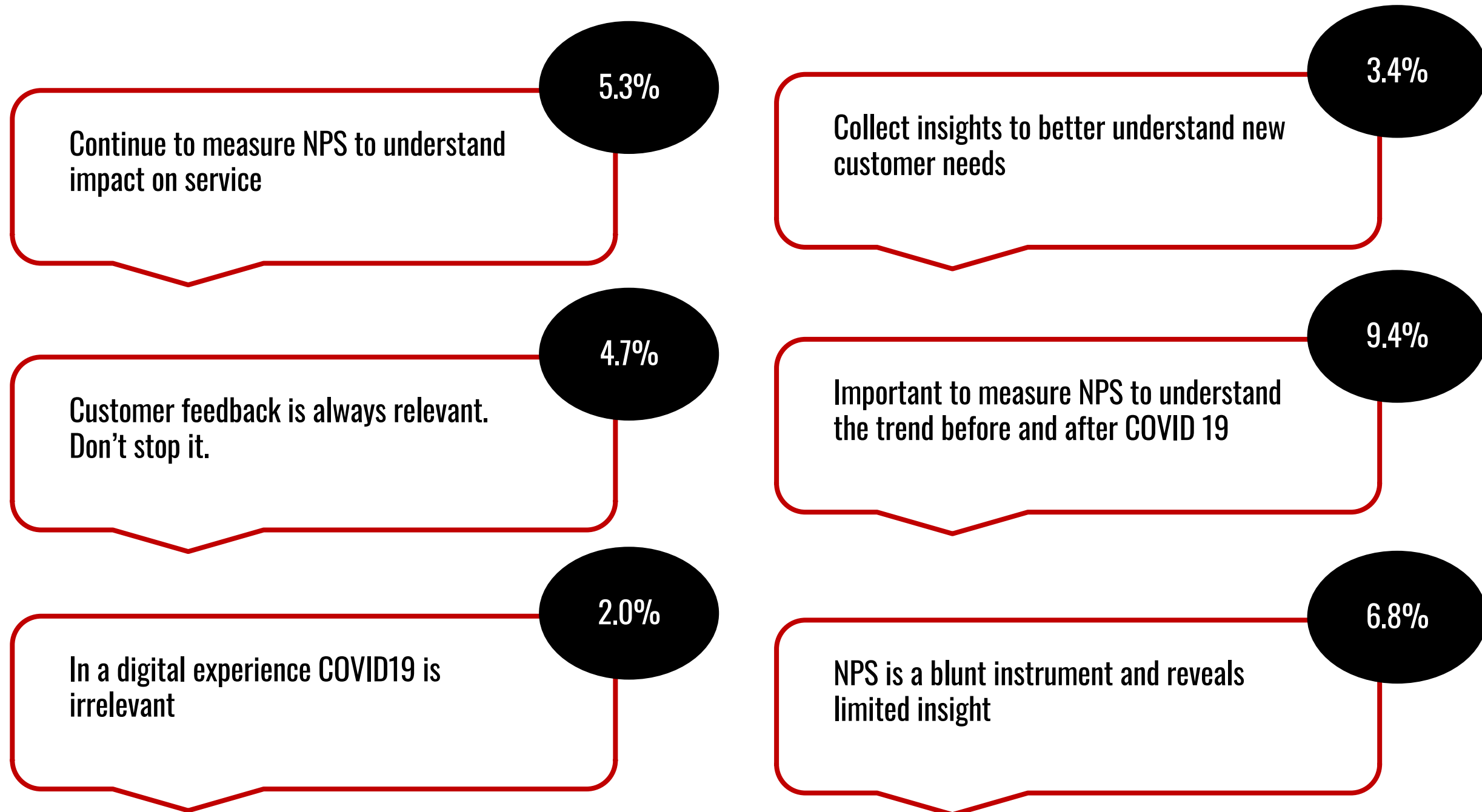
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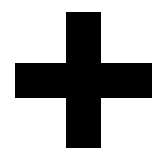
Run Query



+ Reasons behind program changes

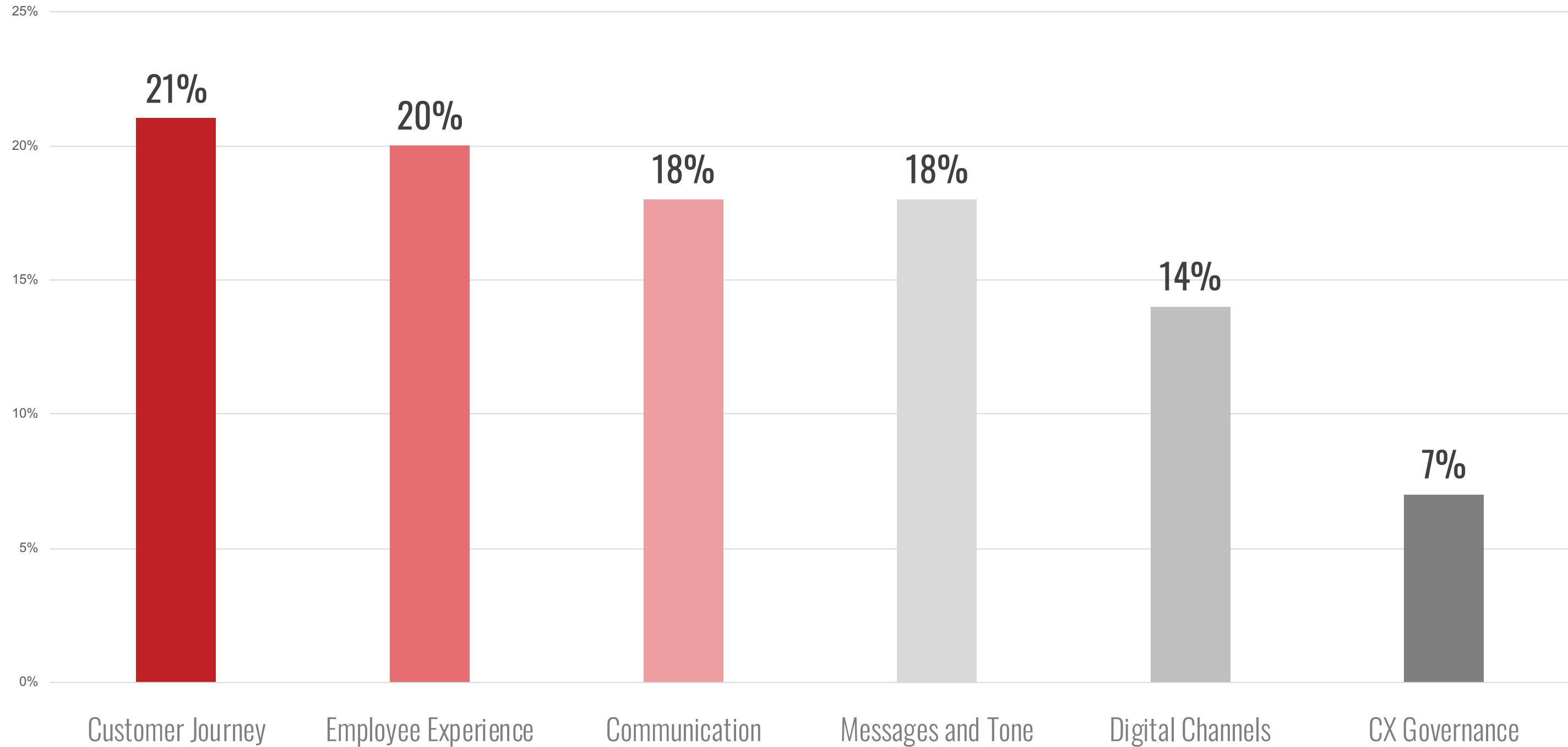
Open text analysis revealed a range of thinking





COVID-19 Areas of Impact

Cross-tabulating with maturity level Customer Journey is less important with low maturity



+ Findings that Stand Out

Keep your eye on these trends

Crisis inspires CEO involvement



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Strong survey response rates may demonstrate customer engagement



+ Findings that Stand Out

Keep your eye on these trends

Crisis inspires CEO involvement

Strong survey response rates may demonstrate customer engagement

Gaps between leaders and laggards may widen



+ The Smart Path Forward for CX

Plan now for success as the crisis wanes

Focus on financials

Agree on CLTV calculations

Customer value = company value

CX investment value becomes clear

+ The Smart Path Forward for CX

Plan now for success as the crisis wanes

Advocate smart cost cutting

“Fairness” is not better

Hands off your customers

Use NPS impact to prioritize

+ Measure the customer experience right

Digitalization, phygital journeys, and Return of Investment are the new mantra



GET REAL OR GO HOME!

- Digital transformation is accelerating
- Customer journeys are phygital
- Organizations need a new methodology to measure customer experience in a phygital world
- Strong return of investment is mandatory
- We **MUST** provide C-level a tool to measure success of digital transformation



+ YOUR QUESTIONS

sandsiv+

+41 43 205 2132 | info@sandsiv.com
www.sandsiv.com

OCXCognition™

+1 650 996 6192 | success@ocxcognition.com
www.ocxcognition.com