Connecting experiences and boost returns with PwC RoX and SAP Qualtrics

February, 2021

ROX

16%
premium charge with great Customer Experience (CX)

25%
more profitability with great Employee Experience (EX)

pwc

Do you know that EXPERIENCES actually impact the profitability of your company?

16%	25%
premium charge with great Customer Experience (CX)	more profitability with great Employee Experience (EX)

Many may not yet recognize the EXPERIENCE GAP….

80%
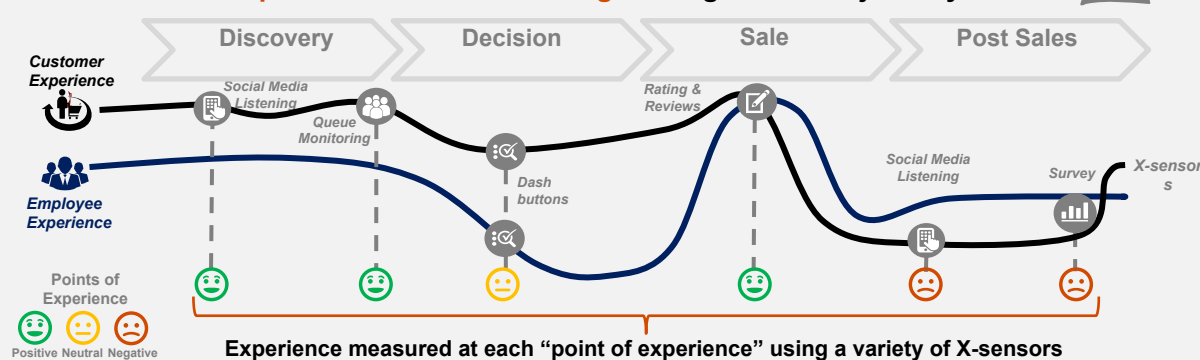of CEOs believe they are delivering a superior experience …

8%
… but only 8% of customers agree

To close the gap, PwC connects and measures experiences with Return on Experience (RoX)
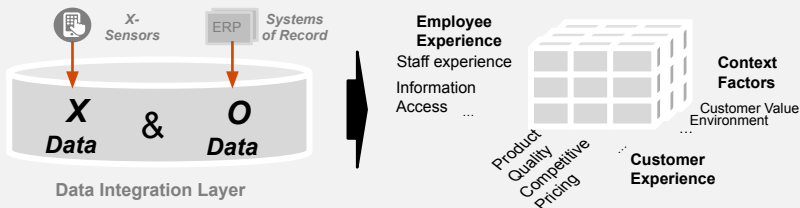
Experience Management — **Return on Experience**

I. Listen: Define experience measurement logic along customer journey

Discovery — **Decision** — **Sale** — **Post Sales**

Customer Experience

Social Media Listening

Queue Monitoring

Dash buttons

Rating & Reviews

Social Media Listening

Survey

X-sensors

Employee Experience

Points of Experience

Positive Neutral Negative

Experience measured at each "point of experience" using a variety of X-sensors

II. Understand & Act: Apply X&O analytics and trigger (real-time) customer actions

X-Sensors

ERP — Systems of Record

X Data & **O Data**

Data Integration Layer

Employee Experience
Staff experience
Information Access ...

Context Factors
Customer Value Environment

Product Quality
Competitive Pricing

Customer Experience

- Continuously **collect X&O data,** and **monitor KPIs** to understand customer experience
- Use e.g. rule-based models to **trigger automatic customer actions,** for pain-point mitigation or love point reinforcement in real time

III. Create Return on Experience (RoX)

Commercial Impact

- Use insights to **tailor up/cross-selling offerings**, reinforce loyalty, and improve offering in general

Customer Experience (CX)

- Enhance the customer experience by **individualized campaigns** in real time (e.g. personalized discounts or services)

Employee Experience (EX)

- Improve EX by **introducing employee benefiting measures** (e.g. IT connectivity, training, information access)

As a Qualtrics customer, we strongly believe in winning more business through generating greater experiences

Our own story

1.4b Qualtrics **survey responses** received during last 12 months

>30k **Surveys** created with Qualtrics in the last 12 months

300+ Consultants with **Qualtrics knowledge** globally

2020 Since Jan 2020 part of the **Qualtrics Partner Network**

QUALTRICS PARTNER NETWORK

Our client's story

Business Challenge at a US Bank

- **Customer loyalty flatlined** over 3 years
- **Product and market silos** – Limited alignment of initiatives and different sources of truth to drive CX and EX measures

Our Solution

1. Establish an enterprise-wide CX/ EX vision

2. Design & establish the CX/ EX program (incl. CX dashboard) and culture-led change approach

3. Add further customer and employee journeys to complete enterprise view

Realised Benefit Year 1

>$30m
Retained revenue from loyalty increase
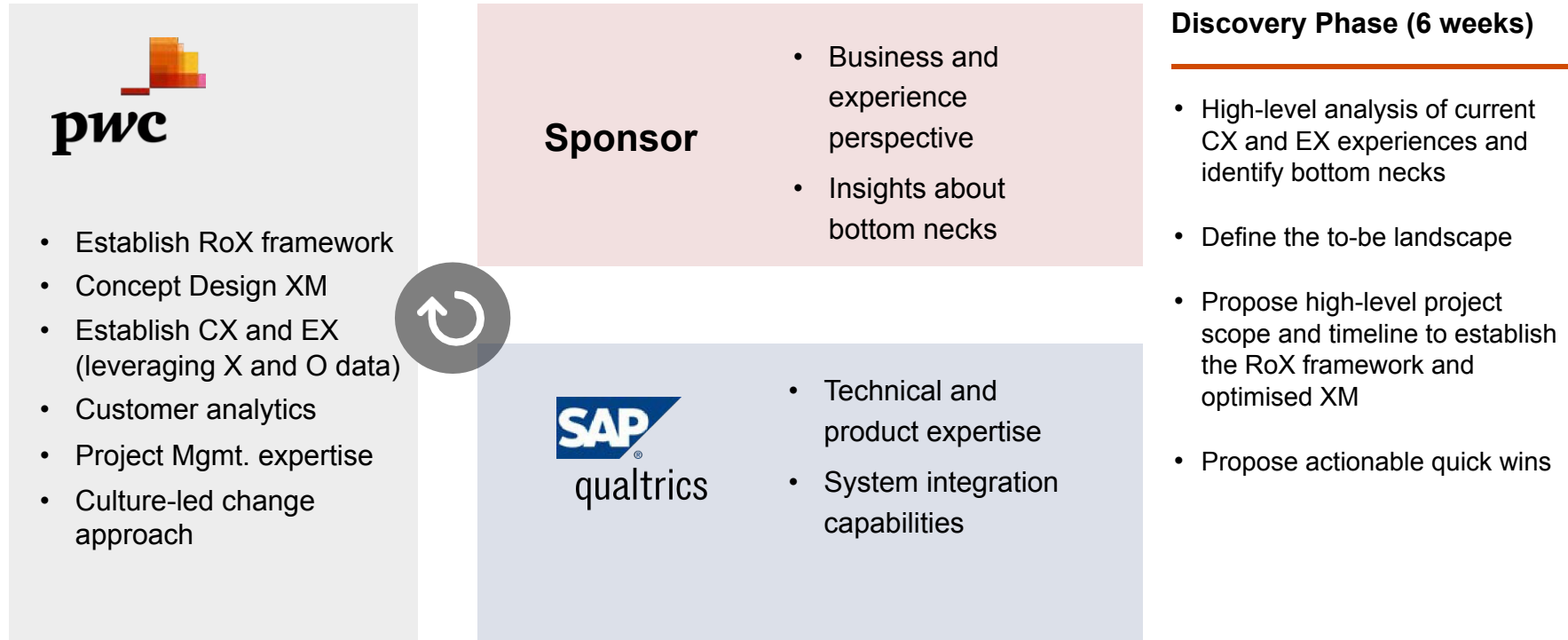
>$6m
Annual cost avoidance by reducing external research

One single source of truth for CX and EX as well as brand & product insights

Company cultural shift towards a "customer centric" mindset

We suggest a lean and effective co-creation collaboration model to get started...

- Establish RoX framework
- Concept Design XM
- Establish CX and EX (leveraging X and O data)
- Customer analytics
- Project Mgmt. expertise
- Culture-led change approach

Sponsor

- Business and experience perspective
- Insights about bottom necks

- Technical and product expertise
- System integration capabilities

Discovery Phase (6 weeks)

- High-level analysis of current CX and EX experiences and identify bottom necks

- Define the to-be landscape

- Propose high-level project scope and timeline to establish the RoX framework and optimised XM

- Propose actionable quick wins

Our Team to support you on #RoX #Qualtrics #Experiences Management

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Let's get started together...

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