



Customer Experience Audit





Understanding how your customers feel

The Benefits

The Mpathy Plus Customer Experience Audit* **measures, monitors and benchmarks** how customers 'feel' when interacting with your company. Many organisations aspire to be customer focused but struggle to measure it, report against it or even identify areas for improvement.

The empathy you display across your channels is academically proven to be the most influential component in building profitable relationships with your customers. In a study led by Prof. Merlin Stone, a 1-point improvement on the empathy scale was equivalent to a 16.4% Return on Capital Employed.

Sample questions include:

-  **Facts and Feelings** – opening & parting salutations / preparedness / further assistance offered / likelihood of referral based solely on the process etc.
-  **Developing the Relationship** – the initial words of the greeting vs. the rest of the interaction / honesty / listening skills / appreciation of emotional needs / personalisation / likelihood of referral based solely on the relationship etc.
-  **Handling the Task** – professionalism / pride & belief / promotion / time made for us / wrap-up / likelihood of referral based solely on the product or service etc.
-  **Common Values** – empowerment / ownership / flexibility / approach to doing a better job / how memorable was the interaction etc.

The Customer Experience Audit will identify the relative **strengths and weaknesses** of the empathy that you show to customers across all channels, if required.

For further information or to arrange for a free demonstration of how a Customer

Experience Audit works, please contact us using the details below.

Further details

- The methodology and outputs are **comparable** across channels and through functions allowing entire organisations to gain insight on the **consistency of their culture on customers**.
- The analysis and findings of the reports are **intuitive and experiential**. They inform, educate and direct training and coaching programme content as well as Root Cause Analysis.
- Your people will be fully engaged and the organisation motivated to make immediate, mid and long-term sustainable changes.
- The findings can be used to support 'Treating Customers Fairly' reporting.
- Data is collected unobtrusively and the findings are available quickly.
- Your 'empathy' score can be used to compare against best practice organisations across all sectors or to simply track your own development over time.