CUSTOMER JOURNEY DASHBOARD

HIGH RISK CUSTOMERS

WHY CUSTOMERS BUY

DATA

SALES

PREVENT LOSS

WHY CUSTOMERS STAY

WHAT MORE DO CUSTOMERS WANT?

PRIORITIES FOR IMPROVEMENT

Communication

- The most important thing to our customers
- **2 in 5** customers feel that they don't have enough contact

Problem handling

- **45%** of customers had a problem
- A key moment of truth

Product Quality/ Accuracy

- Very important to customers
- Customers are not necessarily unhappy, but we could do better!

WHAT WOULD YOU CHANGE?

39% Communication

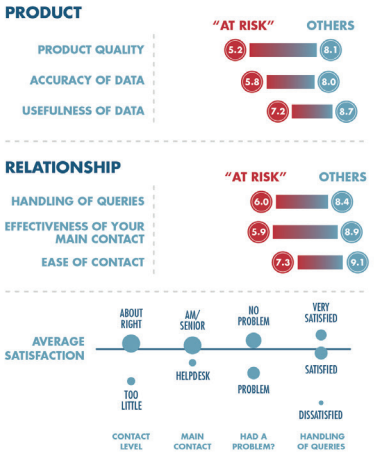
19% Product

15% Meet customer needs

HOW DO WE COMPARE?

SATISFACTION INDEX

WHAT MAKES THE DIFFERENCE?



WHAT DO XXX DO WELL?