

FINDING AND MANAGING WOWs AND WOEs

For companies at the foundational stage of customer understanding, the PeopleMetrics WOWs and WOEs process delivers clarity over how well you are meeting your customers' needs. What aspects are wowing them? What are you doing that disappoints them?

This baseline measure will help produce the **One Thing** you should do first to begin encouraging those WOW experiences and also to reconcile the WOEs. Optionally, a definition of your customer segments based on usage, attributes, attitudes, and demographics can be produced.

What do you get from the WOWs and WOEs process?



A core **WOWs and WOEs** survey



Online survey programming, administration, and support



Access to an **online participation portal**



Communication templates



Strategic report of key findings (including the **One Thing** to focus on to reduce your customers' woes or improve their wow experiences)



In-person review of key findings



Industry benchmarks



What is required from you?

All we need from you is a customer information file in order to invite your customers to take the online survey. We will have a conversation with your tech team in order to ensure this is a smooth process.

E: info@peplemetrics.com

P: 215 979 8030

W: www.peplemetrics.com

PeopleMetrics[®]

OUR WOWS AND WOES PROCESS

Here's how the WOWs and WOEs Process works.

Follow along with the 5 key steps we take in conducting your WOWs and WOEs.

1. PLANNING AND FAMILIARIZATION

First things first, let's get to know each other.

- In-person kick-off meeting
- Review of previously collected customer research
- Understanding the business goals and vision

2. PREP FOR SURVEY

Next we customize the survey.

- Configure the survey to reflect organizational structure and terminology
- Deliver communication templates to organization's internal communication team
- Program and test survey on PeopleMetrics online survey application

3. PARTICIPATION

Now we gather the data.

- Build a sensible framework to ensure representative feedback is being collected
- Program the organization's online portal to allow tracking response rates
- Send out invitations (and reminders) to encourage participation

4. ANALYSIS

Time to crunch the numbers.

- Our team of Customer Experience Insights Analysts will conduct qualitative, open-ended analysis, descriptive quantitative analysis as well as advanced statistical analyses on your resulting data set

5. REPORT AND RECOMMENDATIONS

Finally, reporting.

- Goal is to focus on immediately improving the customer experience
- Culminates in a report built around the **One Thing**
- Additional insight around customer segments also provided

E: info@peplemetrics.com

P: 215 979 8030

W: www.peplemetrics.com

PeopleMetrics®