# Designing a Winning Customer Experience Program

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## Step 1
# Decide what you want to know

**What** do you want to find out from your customers?
**Which** touchpoints do you want to cover?
**Who** in the organization needs to keep track of the data coming in?

## Step 2
# Build and distribute your survey

- Net Promoter Score
- Customer Satisfaction
- Customer Effort Score
- 5-Star
- Smilies
- Thumbs

## Step 3
# Act on the Feedback

**Decide who needs to know**
Route feedback to the appropriate person to resolve and report the incident.

**Identify your KPIs**
Set criteria for what action to take and when to take it.

**Real-time resolutions**
See feedback as it happens and and ensure someone is notified that can resolve the issues in the moment.

**Report on resolutions**
Create reports to identify issues and how they were resolved.

# Guaranteeing Customer Loyalty, While Reducing Churn

**1 in 26** customers complain, the rest say nothing

**13%** of unhappy customers will share their experience with 15 or more people

**1 in 3** customers will leave a brand they love after just one bad experience

**72%** of customers will share a positive experience with 6 or more people

## What qualifies as a bad experience?
Sometimes it's as simple as a lack of follow-up. Closing the loop on feedback helps customers feel like they have been heard and that the experience has come to a resolution.

## About Benbria

Benbria is the leader in real-time experience management for location-based operations, helping the world's most customer-centric brands deliver a superior experience that goes above and beyond their competitors. Using a variety of channels of engagement, The Loop Experience Platform enables brands to capture feedback and insights related to customer experience including loyalty, satisfaction and effort, engaging with customers to convert and recover, as well as motivate frontline employees to reduce churn, increase customer loyalty, improve operations and increase revenues.