

Customer Experience Performance

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Introduction

- **Why Customer Experience?**
- **How does Customer Experience influence the market?**
- **Speak about your service levels and offerings!**

Why Customer Experience?

Performance Marketing
is only effective if the real
Customer Experience
matches it

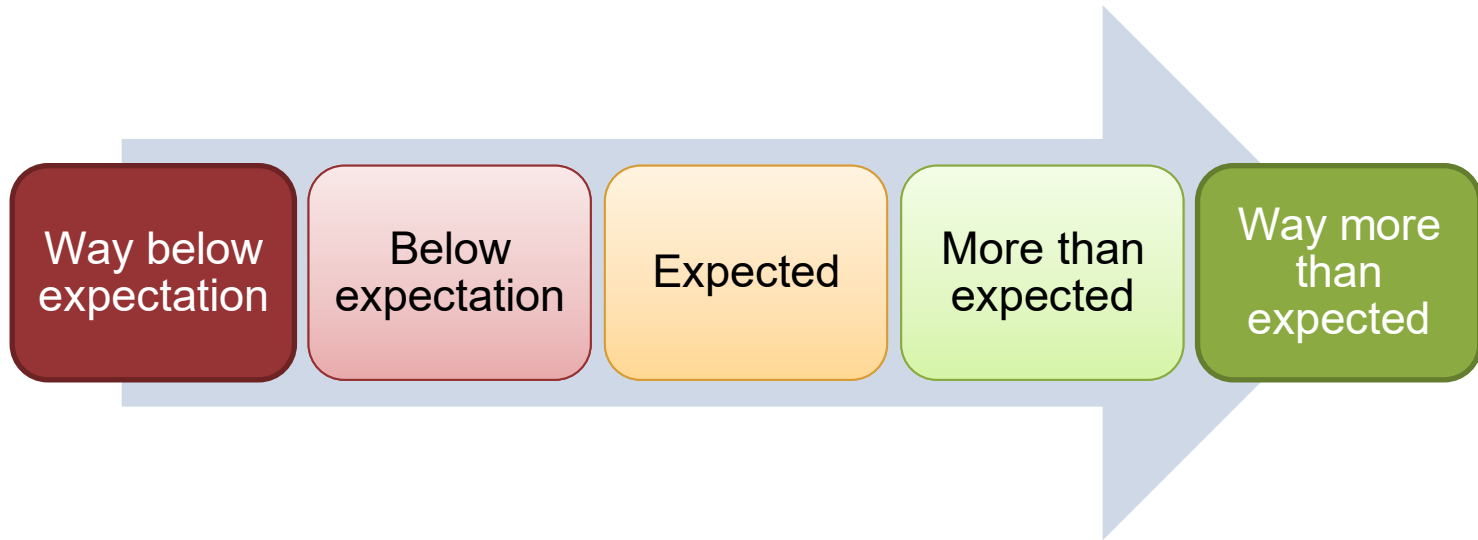


Performance Marketing:

Qualified Prospects + Great Customer Experience = Satisfied / Repeat Customers = Great ROI

Why Customer Experience?

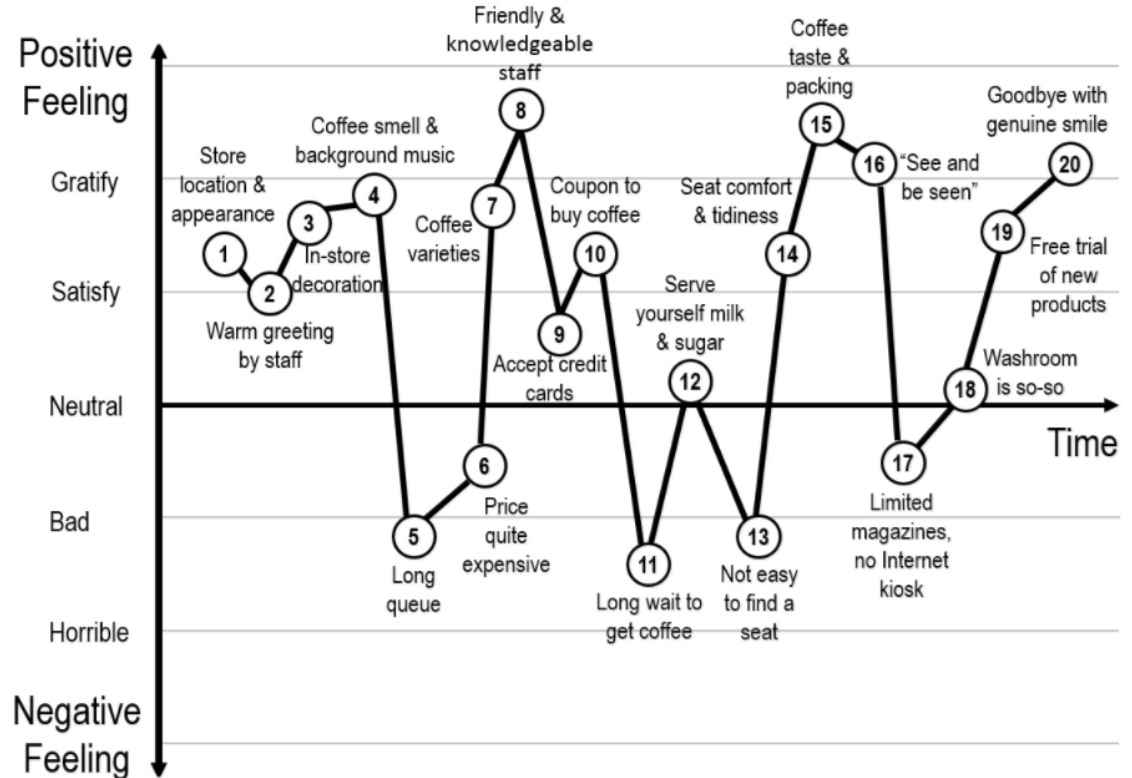
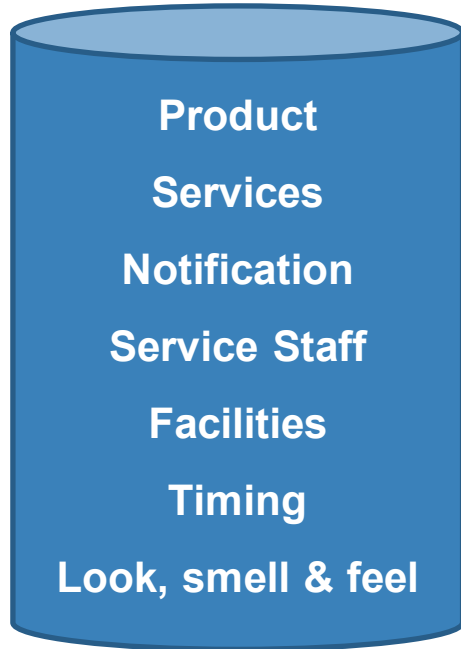
- The best and most effective marketing is a happy customer



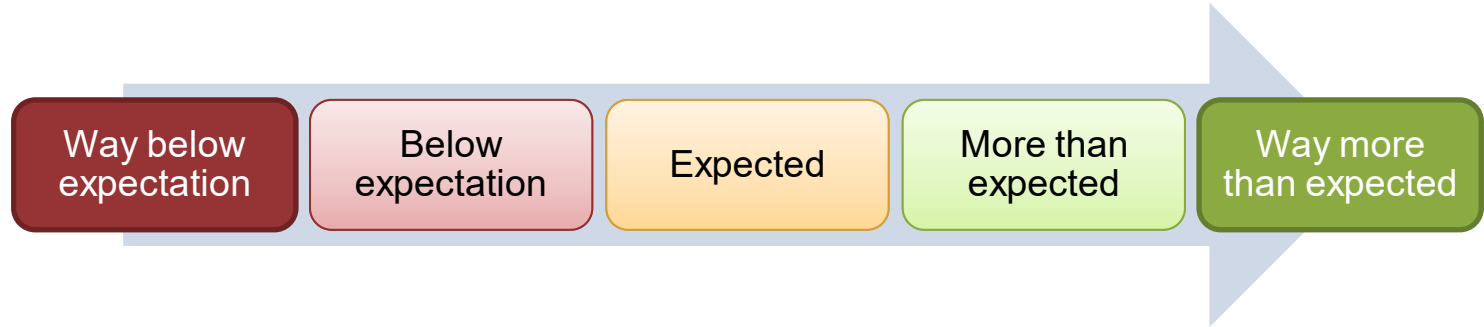
... but is it just about your product and service?

Why Customer Experience?

- Are your customers happy along the whole lifecycle?



How does Customer Experience influence the market?



	Way below expectation	Below expectation	Expected	More than expected	Way more than expected
Recommend	No	No	Likely	Likely	Yes
Re-purchase	No	If needed	Likely	Yes	Yes
Social Media	Complaint	-	-	Likely	Positive
CS	Complaint	Complaint	-	-	-
Ratings	Low	Low	Neutral	Positive	Positive

Speak about your service levels and offerings!

1. Explain customer your steps
2. Explain what customer can expect (and not)
3. Update about new services and lifecycles
4. Distinguish your services from competitors
5. Show your customer feedback



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