

Customer Experience – Case Studies in Science Based CX
Quirks Brooklyn March 2019

How do we classify customers?

A standardized model of personality types can offer a superior and robust classification compared to custom research.
The two can be combined to tailor a standard classification to your business

The Landscape

Characterize your landscape before you start

For example:

Simple, Repeat Transactional
Complex, One-Off Transactional
Personal, High Stakes
Etc.

Think Holistically

How does the experience you are capturing fit into your customers total lives?

The Routes

Each segment or type should have its own map

The Inflexion Points

Tough to tease out. Use novel research techniques
Don't just rely on question and answer! You will be misled!

Key Insights

Language analysis, Grounded Theory, cultural adjustments and much more
You need thorough and perceptive analysis

Actionability

Think in advance about your capabilities, willingness, regulatory environment, etc.
Guide your agency towards recommendations that are feasible

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