

Customer centrality in action: 7 ways to put customers first

Your organization is saying all the right things. You've got customer-centric goals, your C-suite is emphasizing the customer experience, and you may even have a team dedicated to customer success. In fact, 62% of surveyed professionals report their organization has a stated goal around customer experience. That sounds great, but 55% of those with a stated CX goal say their company is not very well or only fairly well set up to achieve that goal. What's causing the disconnect on the execution side? How can companies overcome barriers to become truly customer-centric?



We surveyed 166 professionals across Customer Experience, Customer Success, and Marketing to uncover the challenges, tactics, and metrics that are trending across organizations. Read on for the key findings, as well as some helpful tips for leveling up your customer experience initiatives.

44%

of surveyed professionals say sharing customer data, insights, and stories with the broader organization is a challenge



Overcome barriers by getting to know your customers—and socializing learnings

Our study revealed a number of major challenges facing customer-centric initiatives today, including having no centralized source of truth for customer experience data (43%), difficulty getting budget or headcount to support CX initiatives (40%), and having no clear metrics defined or measured (38%). And while respondents ranked sharing customer data across the org as the #1 challenge across the board (20%), professionals at B2C companies face another issue: 30% say a lack of understanding about what customers value and where to focus their efforts is their top challenge with their CX initiatives.

15%

Only say their organization prioritizes customer health or experience the most



Don't just prioritize—invest in your customers

Setting customer-centric goals is important, but most companies are still struggling to prioritize and back these initiatives with the budget and headcount they need to succeed. Out of those who said their company's top goal is customer health or experience, only 52% said their company actually puts their money where their mouth is by investing the most in customer experience. So what are they investing in instead? Product development and improvements (24%), business growth (12%), and brand awareness (8%), according to our study.

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80%

say their company collects customer feedback via surveys



Make the feedback process painless

Getting input from customers should be a requirement for customer-centric initiatives—but not all methods of collecting customer feedback are created equal. A vast majority of the professionals we talked to are using customer feedback surveys, which are a great way to get candid feedback without requiring a lot of effort from your customers to participate. Customer interviews (51%) and social listening (39%) are also useful ways to collect feedback manually. But use caution—relying on anecdotal feedback from a handful of clients alone can be problematic, particularly if it's given a disproportionate level of significance.



59%

send customer feedback reports to internal stakeholders

Break down silos by sharing customer data broadly

Sharing feedback regularly with cross-functional stakeholders is essential to keeping the organization informed and empowering teams with the data they need to take action on the customer experience. Sending regular reports is the most popular method for sharing data internally, followed by: encouraging employees to have formal or informal conversations with customers (48%) and designating internal communication channels (i.e. Slack, Microsoft Teams, etc.). Only 13% of surveyed professionals say their organization brings customers on site to share their stories in person.

56%

share customer stories on their website, email campaigns, and social media



Let your customers speak up for your brand

Sharing customer feedback externally in the form of testimonials, case studies, and customer stories is a great way to connect with your buyers, who are more trusting of their peers than your copywriters. Companies most often share customer stories for marketing campaigns like email and social media, but 45% of B2B professionals say they send case studies and testimonials to sales prospects, and 55% of B2C professionals ask customers to provide feedback on review sites.

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51%

say they look at NPS to measure the success of their CX programs



Look to data to get buy-in for CX initiatives

Having no established metrics to track is a top challenge facing CX initiatives today, but half of surveyed professionals are using Net Promoter Score (NPS), a leading metric used to monitor customer loyalty. For CX professionals, this increases to 68%, while 46% of marketers look to NPS to measure the success of their CX programs over time. Other popular metrics include CSAT (33%), Retention Rate (35%), and First Response Time (18%). But 7% of surveyed professionals are missing out on the opportunity to demonstrate the results of their efforts and get buy-in from stakeholders—they're not looking at any metrics at all.



42%

say CX metrics (like NPS, CSAT, etc.) are owned by Customer Experience, Customer Success, or Customer Operations

Customer experience is a team sport

Beyond deciding what metrics to look at, there's also the question of who should be primarily responsible for those metrics. 29% of surveyed professionals say it's the Marketing team that owns CX metrics at their organization. Customer Experience follows at 16%, Customer Success at 14%, and Customer Operations at 12%.

What does this tell us? There isn't a clear "primary" owner of CX metrics because measuring and impacting customer experience takes an inter-departmental approach—making it critical to share data, insights, and stories across departments.

[Read report](#)



7 highly effective ways to elevate buyer trust

Gaining your buyers' trust is hard. Our survey report uncovers just what it takes to earn—or lose—buyer's trust... and what brands can do about it.

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How SurveyMonkey can help your customer-centric initiatives succeed

There's no shortage of challenges facing CX initiatives today, but there are measures you can take to improve the success rate and execution of your customer-centric goals. Start by listening to feedback to better understand your customers' experience, then share the insights with the broader organization to enable teams to take action.

SurveyMonkey's suite of customer experience solutions can help you get the customer insights you need to delight customers, boost loyalty, and create a culture of customer centricity.

- Improve customer satisfaction by monitoring, analyzing, and taking action on your Net Promoter Score using **SurveyMonkey CX**.
- Collect feedback at every touchpoint throughout the customer journey to gain a deeper understanding of your customers using **SurveyMonkey Enterprise**.
- Empower your team to take action by connecting insights to your existing business systems using **SurveyMonkey's integrations**.
- Optimize your customer experience by getting in-the-moment feedback across digital channels with **Usabilla**.

Interested in learning more about our solutions for CX professionals?

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