MARITZ RESEARCH RAISES THE BAR ON CUSTOMER EXPERIENCE BENCHMARKING

CEBenchmarks™ is Maritz’ cross-industry customer experience benchmark study that helps you understand how you stack up to competitors and across industries on customer experience transactional measures that matter. It helps you identify where to focus your improvement efforts.

We include the benchmarking data you expect, as well as things you may not, to help you make more informed decisions on how to improve your customer experience.

What Sets it Apart?

More Accurate
Our data is focused on recent transactions and not general past experience; your customers’ recent experiences are in sharper focus, which means the feedback you receive is far more accurate. Plus, our rigorous methodology ensures sample representativeness to provide you objective, reliable benchmark data.

Broader Perspective
Our solution has core metrics that span across a broad range of industries so you can judge your performance against best-in-class companies in other industries.

More Actionable
CEBenchmarks provides transaction-based ratings, rather than just overall ratings, which provides more detailed analysis to help you be more prescriptive. We also provide drivers of satisfaction by industry segment, so you know what’s most important to your customers and how to drive overall performance.

More Relevant
We provide you more relevant data—you get core metrics plus up to six transactional-specific attributes tailored to your category and additional questions included to help understand different types of transactions within your industry.

How it Benefits You
All of this adds up to better decision making. CEBenchmarks provides you with objective and rigorously collected transactional customer experience benchmark data to ensure you don’t just make decisions, but make the RIGHT decisions. You need to know how you stack up to competitors on measures that are pertinent, so you are able to identify where to focus your improvement efforts.
About CEBenchmarks
We collect data on a continuous basis and deliver quarterly benchmarks for 38 categories of customer experience activity across these industries:

- Banking and Mortgage
- Investments
- Credit Cards
- Insurance
- Retail
- Restaurants
- Automotive
- Gas Stations / Convenience Stores
- Hotels
- Wireless, Cable, and Internet
- Shipping
- Utilities

CEBenchmarks allows you to view your scores against an industry level benchmark, in comparison to others in your industry, and in comparison to brands in other industries considered best-in-class.

Key Metrics
CEBenchmarks has four core measures that are included in the study across all customer experience categories:

- Overall Experience Satisfaction
- Likelihood to Recommend
- Repeat Purchase/Loyalty
- Representative Satisfaction (not applicable in limited service transactions)

In each category, up to six transaction-specific attributes are rated to determine how the brand is performing on the attributes known to drive the customer experience. Plus, additional questions are included to help understand different types of transactions within an industry.

Subscription Options
We offer a variety of subscription options to best meet your needs and objectives—from quarterly reports with detailed cross tabs to a data viewer tool and customized reporting and analysis.

We encourage you to call your Maritz Account Manager or 1-877-4MARITZ. For more information visit us at www.maritzresearch.com

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