



SRM Customer Loyalty Index (CLIX) PROPOSITION

Want to understand how well you operate from your customer's perspective?

Using our Customer Loyalty Index (CLIX), SRM can deliver a tailored view of your current customer experience. By asking the right questions and benchmarking the competition, we identify the key drivers to improving your operations, provide focus for your strategy, delivering enhanced loyalty - for today and tomorrow.

SRM's CLIX Approach:

- Uses our unique set of questions to help firms understand the drivers of loyalty
- Provides structured feedback on the experience customers have compared to their peers
- Delivers key, actionable insights into your customer base via a clear view of current customer experience attitudes, as well as the key drivers that make customers tick
- Typical metrics tracked include Customer Experience (CX), Customer Journey, Customer Satisfaction (CSAT), Net Promoter Score (NPS), Loyalty, Retention, Effort, Personalization, Omnichannel Experience, Channel Usage, Engagement, Brand Perception, and Digital Experience

Clients Supported



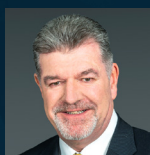
Consider This



**52% OF
CUSTOMERS**

SAY THEY WOULD SWITCH
TO A COMPETITOR AFTER
ONE BAD EXPERIENCE

For More Information, Contact:



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