



## Want your research investment to drive real ROI? Contact:

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## Customer Experience

Are you losing customers? If so, do you know why and what the impact on your business results is?

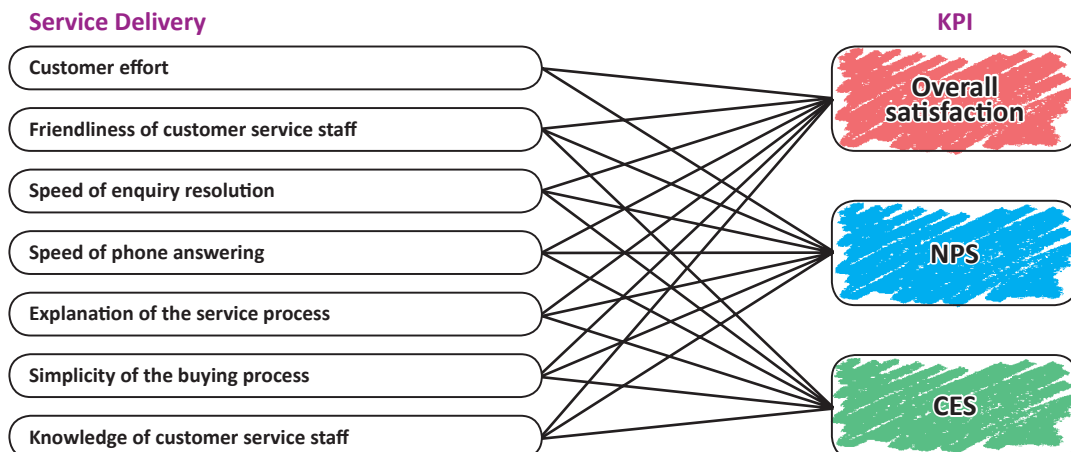
It is widely accepted that excellent customer experience drives real business performance, but it is rarely proven. We can help you understand how you can delight your customers and pinpoint specific areas for improvement. We use a wide range of tools and techniques to bring sophisticated insight to our clients. Some of these are outlined below.

*'Curiosity really helped us to focus our resources on those areas of the customer experience that most require it, and we're already seeing the benefits of this investment. Curiosity is a trusted partner now for us, and we're looking forward to working with them on other projects in the future.'*

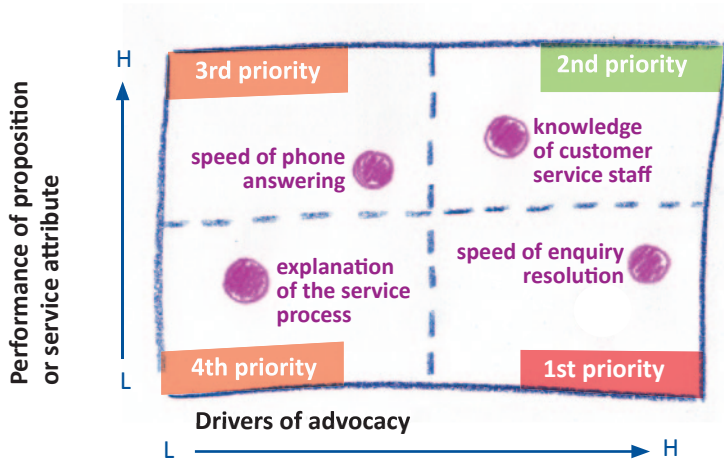
Head of Marketing, Allianz Insurance plc

## Understanding the Drivers of Advocacy

It is vital to have an understanding of the key factors that drive overall customer satisfaction. We use statistical regression modelling to determine the key drivers of your customer KPIs, such as, Net Promoter Score (NPS) and Customer Effort Score (CES) and other customer satisfaction measures.



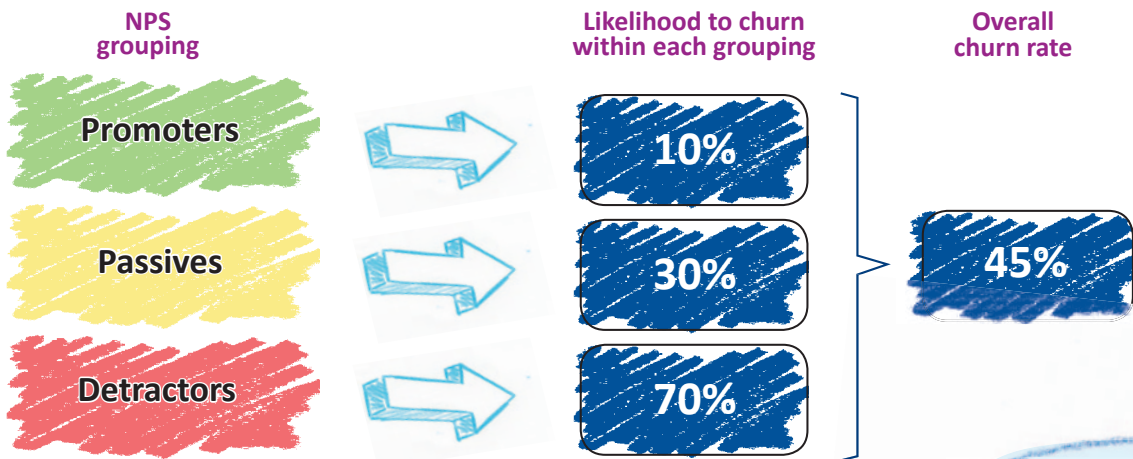
Once we have identified the key drivers, we present these back to clients in the form of a strategic improvement matrix – a simple schematic that outlines those factors that you should be focusing your improvement effort upon.



In the example to the left, 'speed of enquiry resolution' has been identified as a factor that is a strong driver of advocacy but achieves low performance amongst customers. Attributes that appear in the lower right quadrant are flagged as "1st priority" – they are the areas that you should focus your resources upon.

## Linking back to ROI

We aim to link your customer feedback measurement back to customer retention, and consequently, ROI. We can conduct detailed analysis to measure the strength of relationship between your research KPIs (overall satisfaction, NPS, etc) and actual customer behaviour. For example, we compare "churn" at different NPS levels:



We can then incorporate business data relating to costs and revenues, and by extrapolating across your customer base, we can quantify the bottom-line benefit to you of improving these KPIs.

We'll build you an easy-to-use forecasting tool that allows you to calculate the exact impact on the bottom line of delivering specific changes to customer satisfaction or NPS. This enables you to run a whole host of scenarios, to understand where your spend and effort might best be directed.

This enables you to shift the conversation – its no longer research spend, it's insight ROI.

## Who we are

Curiosity is a full service insight agency focused on delivering ROI through research to our clients. We have grown by 40% every year, because our clients recommend us. We work across a broad range of industry sectors, including, Financial Services, Telecommunications, Gaming, Utilities, Health Economies, Police Forces, Local Authorities and Charities



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