



CUSTOMER EXPERIENCE MEASUREMENT & ACTION PLANNING SPECIAL INTEREST GROUP CHARTER

Intended Participants

Companies: UWEBC member companies with a formalized process in place for collecting and using Voice of Customer, behavioral and/or operational data to better understand customer perceptions of and experiences with their people, processes, products and services for the purpose of driving action to improve the customer experience.

Roles: Those with responsibility for, or direct involvement in, collecting or analyzing Voice of Customer, behavioral and operational data or enabling their companies to take action based on insights derived from that data.

Goals

1. To provide a forum for experienced customer experience practitioners to discuss topics of interest related to the collection, analysis and use of Voice of Customer, behavioral and operational data to inform the development and execution of strategic and/or operational action plans to enhance customer experience
2. To enable participants to glean ideas to improve/enhance their organizations' customer experience outcomes by learning about effective strategies, practices, processes and tools utilized by members of the group to measure, analyze and take action based on insights drawn from different types of customer data
3. To foster participants' development of a trusted network of peers involved in customer experience measurement

Example Topics for Practice-Sharing Discussion (actual list of topics to be developed by participants in the group)

- Governance of the customer experience measurement and actioning process
- Fostering a customer-centric culture among frontline staff and senior leadership
- Selecting customer experience metrics
- Sources of and methods for collecting customer experience data across different channels
- Designing and implementing customer surveys
- Analyzing customer experience data for actionable insights
- Managing negative feedback (closed-loop process)
- Disseminating and democratizing customer experience information and insights
- Driving use of customer experience insights across the company – developing and executing action plans
- Benchmarking customer experience performance with other UWEBC members
- Tools of the trade for customer experience professionals

Meeting Frequency, Length and Location

- Meetings will be scheduled approximately every 3 months
- The total number of meetings will be determined based on the number of topics participants choose to discuss (decided after initial meeting)
- Meetings will be from 9:00am-3:00pm
- Meetings will take place on the UW-Madison campus or at participating companies' locations

Participant Expectations

- Each company participating in the SIG will designate a "Primary Participant" for the group.
- The Primary Participant should attend as many of the meetings as reasonably possible (dates will be provided after the first meeting)

Steering Committee

- Anita Ashland, Customer Experience Analyst – NeuGen
- Daniel De Lone, Director of Customer Experience – Rexnord Corporation
- Michelle Mattson, Director of Customer Experience – WEC Energy Group
- Monica Pastrana, Manager of Business Transformation – WPS Health Solutions