



PeopleMetrics  
presents

# CX Secrets

## with Sean McDade

Quick tips to improve your  
CX program with PeopleMetrics  
Founder & CEO Sean McDade

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### Introduction

#### *Video Transcript*

Hi everybody, I'm Sean McDade, Founder and CEO of PeopleMetrics. I'm in the PeopleMetrics video room, where I'll be making a bunch of videos coming in the future, and today I'm really excited in our initial video, to talk about a project I'm working on, which is a book titled tentatively 40 Lessons from the Voice of Customer Frontline."

And I was inspired to write this book because of *this* great book that I think most of you may have heard of - there it is - "Outside In." And this is a great book by Forrester on the customer experience, and one of the things that I noticed while reading it is there's only one chapter on measurement of the customer experience.

So, our company, PeopleMetrics - that's all we do is measure the customer experience, help companies figure out what customers are saying, and take action on that feedback; and I'm super excited to dedicate a book just on the measurement of the customer experience.

And the way we're doing it is in a really accessible lesson format where there's going to be 40 lessons that are going to be in this book on basically how to create a super effective Voice of the Customer program; and it's written for folks who are running Voice of the Customer programs for companies - people whose titles are like VP of Customer



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Experience, Director of Customer Experience; and it's written for all of you and I'm so excited to be able to share that with you very soon - it's coming out in Q1 2018.

But what we're going to do in this video series, at least now as I'm writing it, is there's a lot of material that may not make the book that I really want to share, and this is going to be kind of a "bonus material" video series. And then when the book is out, we'll be doing a video on each one of the lessons that I mentioned earlier. So, nice to see everybody, and look forward to many more videos to come! Thanks.

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**Talk to PeopleMetrics about your Voice of Customer program:**

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