



## Use Internal Benchmarking to Quickly Enhance CX

PeopleMetrics presents

**CX Secrets with Sean McDade**

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*Video Transcript*

Hi, I'm Sean McDade, Founder and CEO PeopleMetrics. PeopleMetrics is a software company that helps organizations measure and improve the customer experience. I am writing a book currently on how to create a great and effective Voice of Customer (VoC) program, and these videos are result of my time writing that book, and some thoughts I have to share that I thought you might be interested in.

Today's thought is around benchmarking. Benchmarking is a topic that you've probably thought a lot about in terms of "am I doing as well as my competitors?" on Net Promoter Score (NPS), overall satisfaction, or a variety of other measures.

That's important, but what we find is even more important to increasing your own customer experience is not looking outward, but looking inward. What looking inward means is who are your best locations, or work groups, or entities within your organization that's delivering a fantastic customer experience? One thing I can guarantee if you have a large organization, you're going to have variability in your customer experience between your very best locations and your very worst locations (if you have a location based business).



What I strongly recommend is in addition to looking at those external benchmarks, take a look at your very best performing units. Let's say it's a hotel. Take a look at your best five locations. Don't just look at the customer experience survey feedback or social review feedback you're receiving. Go there. Observe what they're doing. Interview the people who are delivering those experiences. Then figure it out and create processes and procedures that you can apply across your entire organization.

That is an incredibly effective, low-hanging-fruit way to enhance the customer experience across the enterprise. Just keep in mind that benchmarking isn't only external, it's internal, and you can be incredibly successful in improving your customer experience program if you take that approach.

That's all for today and I hope to see you soon!

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

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