



# QES<sup>®</sup> Quality of Experience Score

Introducing our proprietary CX analytical methodology

# The CX ecosystem in telecom has become more complex to measure

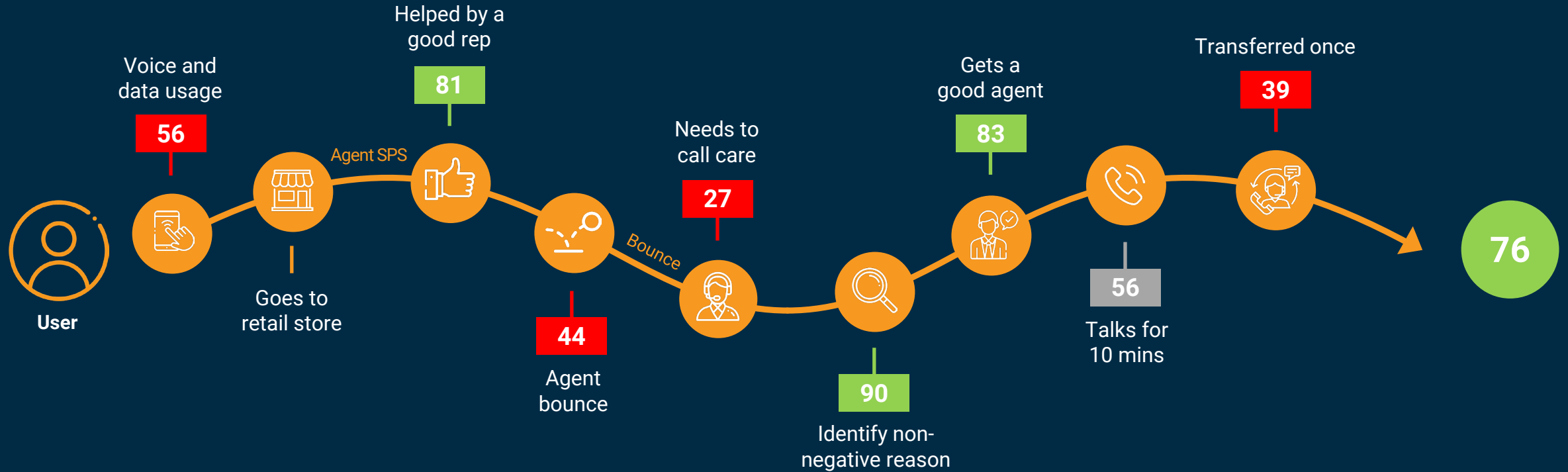
Hyper-connected customers consuming high volumes of data and content

Millions of interactions across seven or more channels

Broad and complex transactions across the customer journey



# Need of interaction KPIs across channels & networks to assess CX holistically



*Can I measure the total experience I am providing to each of my customer based on all the interactions with my network and my service?*

# QES is a fact-based CX metric at a customer level, used to counterbalance perception-based internal debates and steer change

Sample of the total customer base



\* NPS reports can be broken down by:



Qualitative Survey

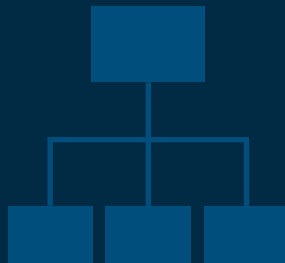
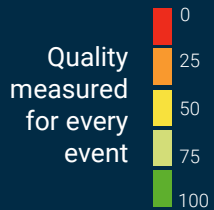


**NPS 30\*** MARKET / PERCEPTION

Above the line

**QES 65** CUSTOMER BASE / REALITY

Under the line



All network Connectivity events



All channel interactions



Complete customer base (Million of MSISDNS)



# QES principles provide organizations with a new, valuable way to frame CX

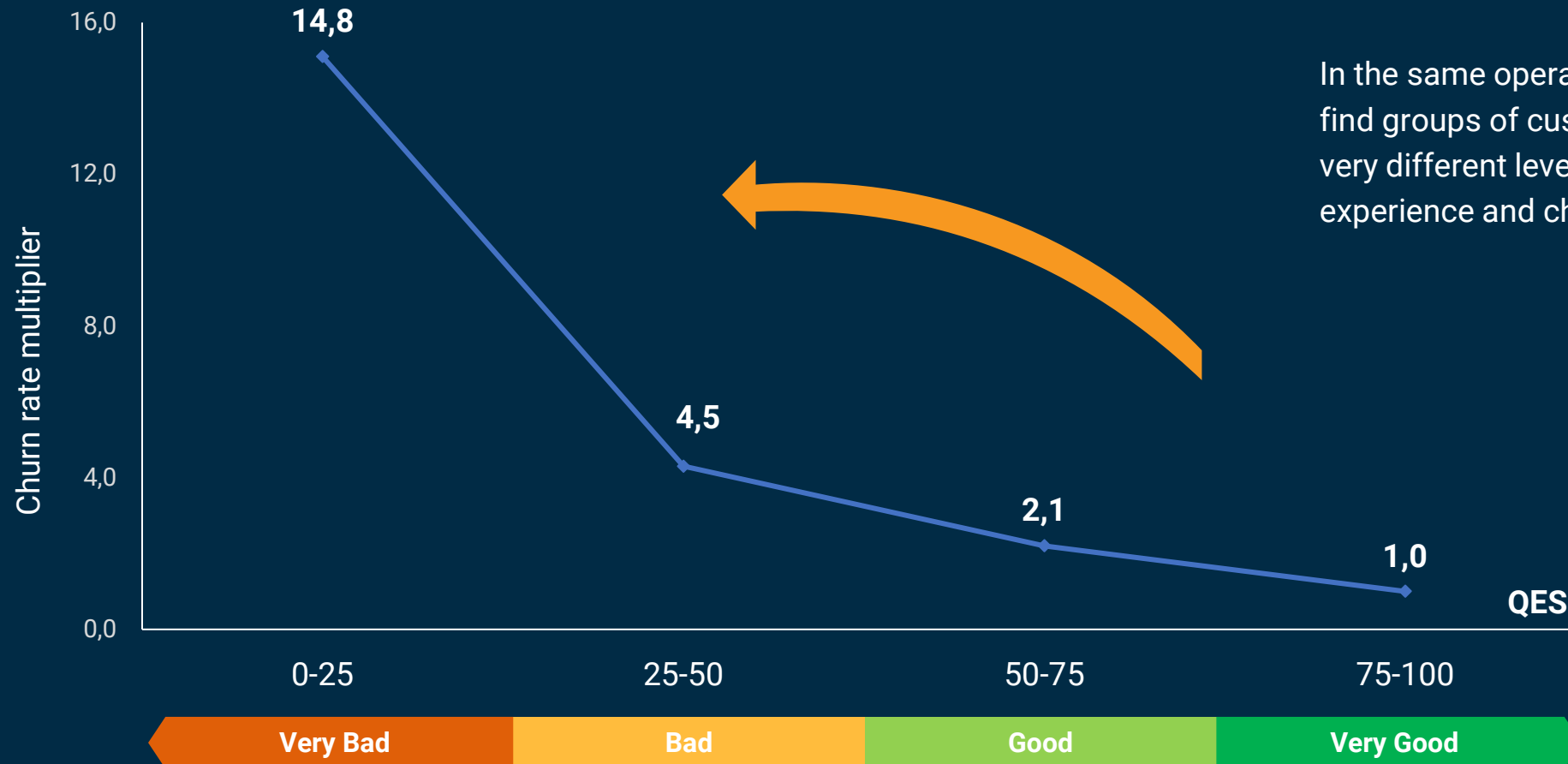


# Our methodology allows to find customers with different CX & churn levels

## QES relationship with churn

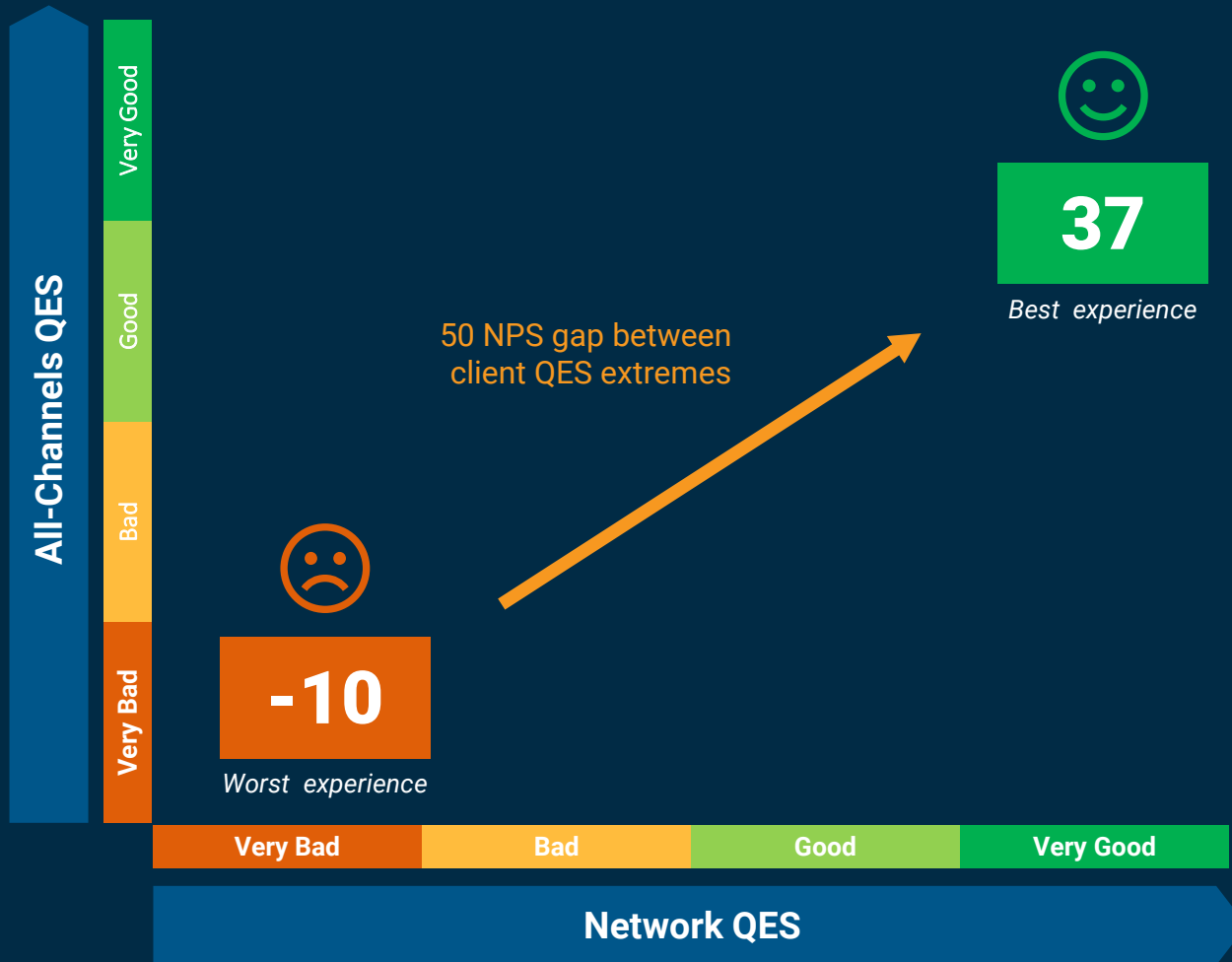
(Customer churn rate multiplier with different QES levels indexing to very good experience)

PREVIOUS ENGAGEMENT

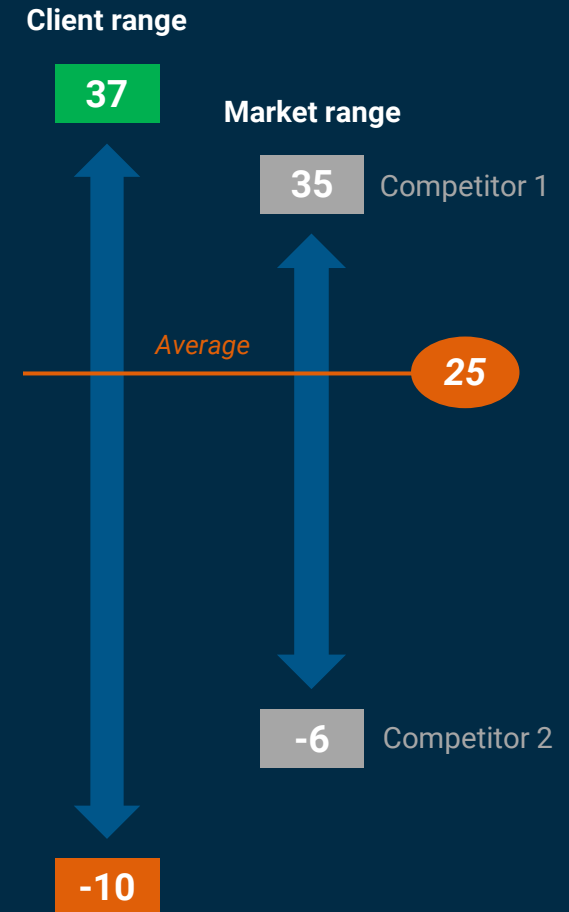


# QES extremes can have a gap of +50 NPS, higher than market range

## NPS in QES extremes



## NPS range vs market range



# QES can be used as both a CX strategy guide & an execution tool



## A · CX STRATEGY GUIDE

By establishing a direct link between CX initiatives and value



- CX trend monitoring
- CX performance diagnosis
- CX action control

## B · EXECUTION TOOL

By enriching decisions and actions with information about customer preferences and satisfaction level



- Strategic decision making
- Operational improvements
- Customer targeting



### OPERATION





DELTA PARTNERS  
an FTI Consulting Group Company