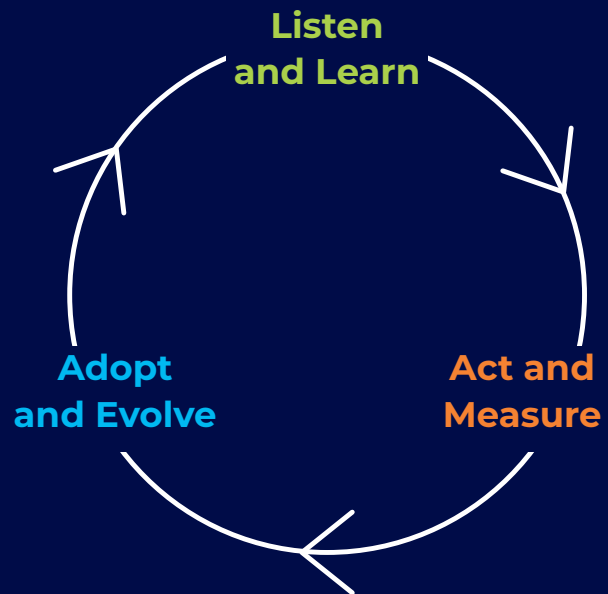


Measuring success

Strategy and program approach

The strategy and approach guide continuous improvement, progressing from learning and strategy development to actionable implementation. Each part is essential. By using this customer experience framework, Power and Water commits to ongoing improvement that anticipates customer needs. It builds a culture valuing feedback, prioritising customer satisfaction and adapting to market changes. Ultimately, it's more than a tool for better customer experiences; it's a strategic asset driving growth, innovation and a resilient, customer-focused organisation.



Listen and Learn

- **Feedback channels:** Count the number of touchpoints (e.g., retailers, support, website, pop ups, events) where feedback is collected, aiming for a broad coverage.
- **Feedback volume:** Track the total number of feedback instances collected across all channels to measure customer engagement.
- **Customer Satisfaction (CSAT):** Ask customers to rate their satisfaction with services to effectively measure customer sentiment.
- **Net Promoter Score (NPS):** Assess overall satisfaction by asking customers how likely they are to recommend services to others.
- **Customer Effort Score (CES):** Ask customers to rate the ease of providing feedback.
- **Insight generation rate:** Track the number of actionable insights generated from data analysis over a specific period.
- **Participant engagement rate:** Measure the level of active participation from customers and partners in co-design sessions.
- **Customer satisfaction with new products:** Evaluate customer satisfaction with solutions.

Act and Measure

- **Iterative improvement rate:** Measure the frequency of iterations or improvements made to solutions based on ongoing feedback from customers and partners.
- **Return on Investment (ROI):** Calculate the ROI comparing the benefits against the costs of implementation.
- **Employee feedback:** Gather and evaluate employee feedback on the impact of process optimisations.
- **Overall KPI achievement rate:** Measure the percentage of customer experience related KPIs (such as CSAT, NPS, CES) that reach or exceed their target values. This KPI provides a holistic view of how well customer and employee satisfaction and operational efficiency goals are being met.

Adopt and Evolve

- **Employee engagement:** Measure the percentage of employees actively participating in customer experience improvement programs or training.
- **Time to implement:** Measure the average time taken from identifying the need for a change based on customer feedback, to implementing that change.
- **Long-term customer satisfaction:** Monitor customer satisfaction trends over an extended period to measure the long-term impact of customer experience related strategies.