

CX REPORT



To win hearts and minds organisations have to provide customers with great experiences. Focussing only on ease isn't enough. Loyalty is an emotional response and requires an emotional connection to establish and maintain.

10,500+ independent CX assessments of 168 Australian businesses and organisations
Over the last three years, CSBA has independently assessed and tracked the customer experience delivered by Australian businesses and organisations. This year we performed over 10,500 independent telephone assessments of 168 different businesses. Assessments used the highly regarded SenseCX Quality Assurance framework to measure overall experience based on Success, Ease and Sentiment.

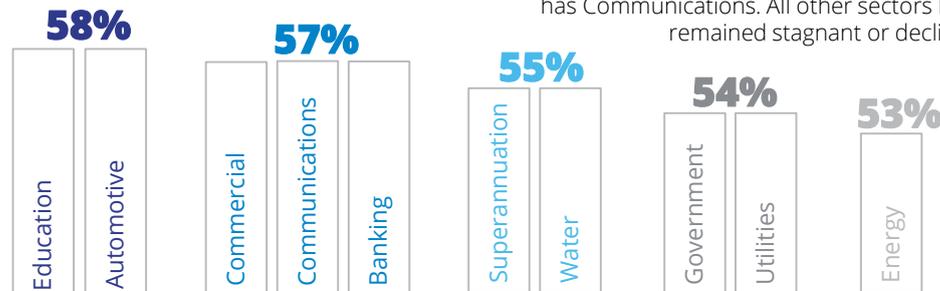
Customer experiences aren't improving

In the first two years of SenseCX assessments, we saw improvements overall. But, over the last 12 months, scores have remained relatively stable. Paul Van Veenendaal, CSBA Managing Director explained that 'while some organisations, like The University of Western Australia have improved considerably, there are a number of businesses and sectors where overall scores have stagnated, particularly in measures relating to Sentiment scores.'

'The data suggests that we're seeing an overall trend where organisations are prioritising Ease and Success. The exception to this is in the Education sector, where Sentiment scores improved. In the Government and Commercial sectors, particularly, we have seen a spike in Success scores, but is it at the expense of the all-important of emotional connection with customers?'

Sector performance

The Education sector continues to be the highest performing sector and has been joined by the Automotive sector which has achieved a 2% improvement, as has Communications. All other sectors have remained stagnant or declined.



Success, Ease and Sentiment are all essential for building customer loyalty

Much has been written about the role of emotion in effective customer experiences over the last few years. Many have argued that when it comes to the crunch, Sentiment is more important than Ease and Success. At CSBA we promote the importance of all three - experiences have to be easy, they need to be successful and they should leave the customer feeling good about the interaction and the brand.

TOP 10 senseCX

PERFORMERS

October 2019

- 1 THE UNIVERSITY OF WESTERN AUSTRALIA
- 2 WESTERN SYDNEY UNIVERSITY
- 3 ActewAGL
- 4 holmesglen
- 5 HUNTER WATER
- 6 MONASH University
- 7 BarwonWater
- 8 GOULBURN MULWAREE COUNCIL
- 9 Teachers Mutual Bank
- 10 Australian National University

*Rankings are based on 10,500 assessment of 168 businesses conducted between October 2018 and September 2019

More information

To find out more about CSBA's SenseCX assessment program, or trends in your sector contact:

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[Click here](#) to learn more about how the assessment program operates.



For better customer experiences

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