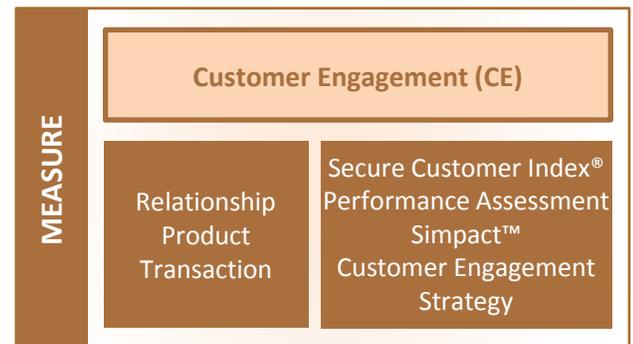


Customer Engagement Measurement System

Measuring the Customer Experience Through Marketing Research and Analysis

Within the broad domain of Customer Engagement Management, companies typically spend the largest portion of their time and money on quantitative measurement of the customer experience. These measurement systems must be constructed within the framework of an organization's overall business strategy, and they must be based on sound principles of research and analysis in order to maximize the ROI of an organization's investments in customer engagement improvement initiatives. Burke's consultants bring broad, deep knowledge and experience to clients as they architect customer listening systems to achieve their business and financial goals.



Fully elaborated CE programs involve comprehensive measurement systems that quantify the voice of the customer across various levels, including information on customer perceptions of individual transactions or events, customer experiences with core elements of the product or service, and a general assessment of customers' relationship with the company. As a pioneer in constructing customer measurement systems, Burke's approach includes a multi-tiered approach that includes the following:

Burke's Secure Customer Index®

Burke's overall engagement measure derives from R&D performed across industries, and it includes the critical dimensions of overall customer loyalty.



Performance Assessment

A key piece of understanding customers involves breaking down the customer experience into specific elements, and understanding which of them are strengths and which are weaknesses.

Simpact™

Not all elements of the customer experience have a substantial impact on a customer's likelihood to be fully engaged with a product, brand, or company. Burke uses Simpact™, a proprietary modeling approach, to help organizations understand how different improvement investments will affect customer engagement.

Customer Engagement Strategy

Once the organization has a clear understanding of how it performs on different dimensions and what impact performance changes will have on customer retention, Burke helps companies select the appropriate areas in which to improve so as to optimize the organization's resource allocation.

In sum, organizations must develop systematic ways of listening to customers in order to reach their business objectives and sustain their financial performance. Burke brings research excellence and decades of experience to its customer engagement measurement assignments, paving the way for organizations to achieve their goals.

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