

Are you Super CXperienced?



What's CX and why does it matter?

Customer Experience (CX) is the outcome of every interaction a customer has with a brand. It includes the moment of usage: the product has to work, of course. But it's much more than that.

CX includes how quick and easy a web site is to use, the attitude of store staff, a brand's advertising, its packaging, delivery and return policies, and expectations based on pricing.

It's where the customer compares their expectations with reality; where they make a complex, in-the-moment assessment of everything a brand has promised, and what they actually got.

As Warren Buffett famously said, when tide goes out, you can see who's been swimming naked.

CX is the tide going out.

It's where brands delight or disappoint the customer – and then fly or fail as a result.

What's Super CX, then?

Super CX is BAV's proprietary metric for tracking, diagnosing and improving CX and business results.

What's 'super' about it? Super CX is unique in uniting the three elements of consumer decision-making around brands:

HEAD FACTOR

What customers think the brand offers them

VALUE – customers feel they're getting a good deal, and are often willing to pay more

SIMPLICITY – people find the brand easy to use, helpful and straightforward

COURTESY – customers think the brand cares about customers and treats them with respect

HEART FACTOR

How customers feel about the brand

COMMITTED – a feeling of loyalty, or at least being willing to give the brand another go

ATTRACTED – desire feeds into a decision about whether to even consider buying

EVANGELICAL – when a brand is so good, you feel compelled to tell someone about it



This is a factor that supercharges the CX of brands that customers feel are visionary, progressive and dynamic. It's what sets apart good or satisfactory brands apart from the truly brilliant.

The Paralympic Games is a world leader among brands that customers feel has the X Factor. Not far behind are Apple, Duracell, Dyson, Cancer Research UK, and Microsoft.

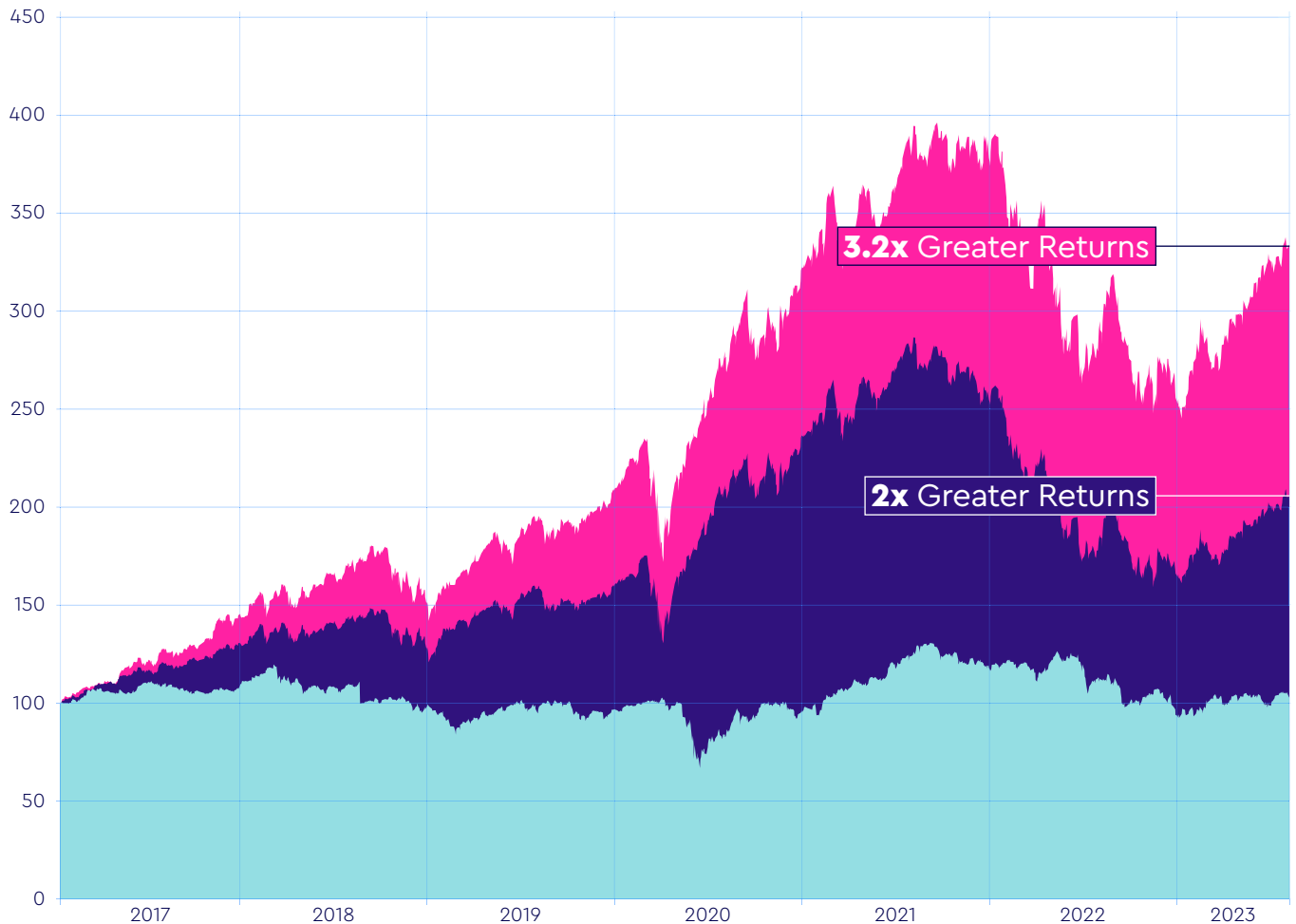
BAV's Super CX Score is the only CX metric in the industry to include this 'X Factor'.

A brand's Super CX performance is calculated using a combination of complex metrics, based on interviews with XX people in YY markets. We then distil these into a single Super CX score between 0 and 100. Put simply

$$\text{HEAD FACTOR} + \text{HEART FACTOR} + \text{X FACTOR} = \text{SUPER CX}$$

How Super CX pays off

Customer experience (CX) leaders deliver twice the shareholder returns than laggards...while BAV's Super CX leaders deliver 3.2x



For real-world evidence of how investment in building brands with strong Super CX, look no further than the chart above. It tracks the share price of brands over time, and compares the performance of brands with high Super CX scores (in pink) with that of other brands.

■ Super CX Leaders
■ CX Leaders
■ CX Laggards

It shows that Super CX leaders have generated more than triple the returns to shareholders of Super CX laggards (those with the lowest scores) over the past six years. They have also outperformed those brands that are strong performers on more traditional measures of CX (shown by the blue line).

The purple line shows that brands with strong Head and Heart scores generate double the returns of poor performers, but the gap between the pink and purple lines makes it absolutely clear: it's the X factor that really supercharges business growth.

The peaks and troughs highlight the role of customer experience in consumer decision-making – and business success – during times of crisis. The gap between Super CX leaders and laggards opened up during the depths of the COVID-19 pandemic, and are wide again now, as we face cost-of-living challenges and concerns about geopolitical instability.

What does **SUPER CX** look like in the real world?

Brands with the highest BAV Super CX scores include Google, Amazon, Microsoft, Samsung, PayPal, and Boots.



Super CX can also be achieved beyond the obviously sexy categories like technology and entertainment.

The leading BAV Super CX brands in 2023:



How Super is your CX?

<https://wppbav.com/insights/wpp-bavs-super-cx/>

The score is simply a starting point and a benchmark. What really matters is how the three Super CX factors fare relative to each other, and using Super CX to diagnose and address deficiencies.

SUPER CX