Identify
Your Customer Experience Gaps

Customer Experience (CX) Audit Quick Start

While many businesses believe they understand their customer pain points, studies continue to show customers don't feel the same. Oftentimes, organizations rely on their past experience, opinions, and best guesses to identify friction points in the customer experience. Making such assumptions, instead of leveraging data-driven insights, can be a waste of time and money — and ultimately will fail to improve the customer experience.

To truly understand your customer pain points, you need to analyze different types of data to answer the "where, what, and why." Quantitative data is the key to finding low-performing pages on your site (e.g., the "where"), while qualitative data provides insights into what is actually happening on those pages (e.g., the "what" and the "why"). Performing such an analysis is the cornerstone of our Customer Experience (CX) Audit. When you partner with Blast's optimization experts on a CX Audit, you'll remove the guesswork, identify what's not working for your customers, and gain actionable steps to **EVOLVE** your customer experience.

Benefits

Better understand your customers' actual needs, based on data

Gain actionable steps to improve the customer experience

Achieve greater customer satisfaction

Increase revenue and profit

Build customer trust

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Scope

- **Kickoff Meeting** – Understand business key performance indicators (KPIs) and CX goals; introduce CX Audit and process
- **Qualitative Tools Implementation** – Set up tools, if qualitative tools aren't already in place; create and launch tools, such as heat mapping, customer surveys, feedback polls, usability testing, and user testing to start collecting data
- **Quantitative and Qualitative Analysis and Recommendation** – Thoroughly analyze the available data; develop CX recommendations
- **CX Audit Findings Presentation** – Present key insights regarding customer pain points and CX recommendations to improve your customer experience

Deliverables

- **CX Audit Findings Presentation**
- **CX Recommendations List**

Common Supported Platforms

Google Analytics   Adobe   hotjar   crazyegg

UserTesting®   userlytics   UsabilityHub   qualtrics

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