

# CXcircle

powered by  Contentsquare

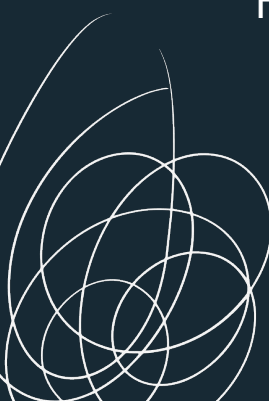


**Laura Dawson**  
Head of Digital  
Commercialisation  
**HSBC**



# Making App Experience the Headline Act in your Digital Lineup

Laura Dawson  
Head of Digital Commercialisation



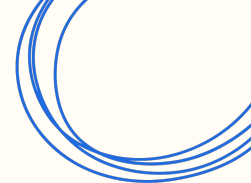
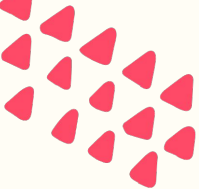


# Join at [slido.com](https://slido.com) #Festival

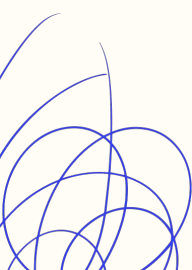
slido

Phone or Shoes?






# SLIDO POLL INTERGRATION HERE





# What can you expect from me today

1. Some scene setting - How, what & why you should care
  2. A bit of audience participation (and some free market research!)
  3. A look at traditional internal CX measures and how they're defined
  4. 3 things to you can take away from this and action tomorrow.
- 

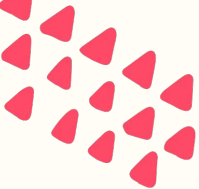


# Join at [slido.com](https://slido.com) #Festival

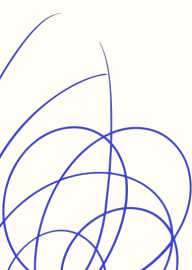
slido

In your opinion, which app provides the best user experience?





**SLIDO WORD CLOUD  
INTEGRATION HERE**



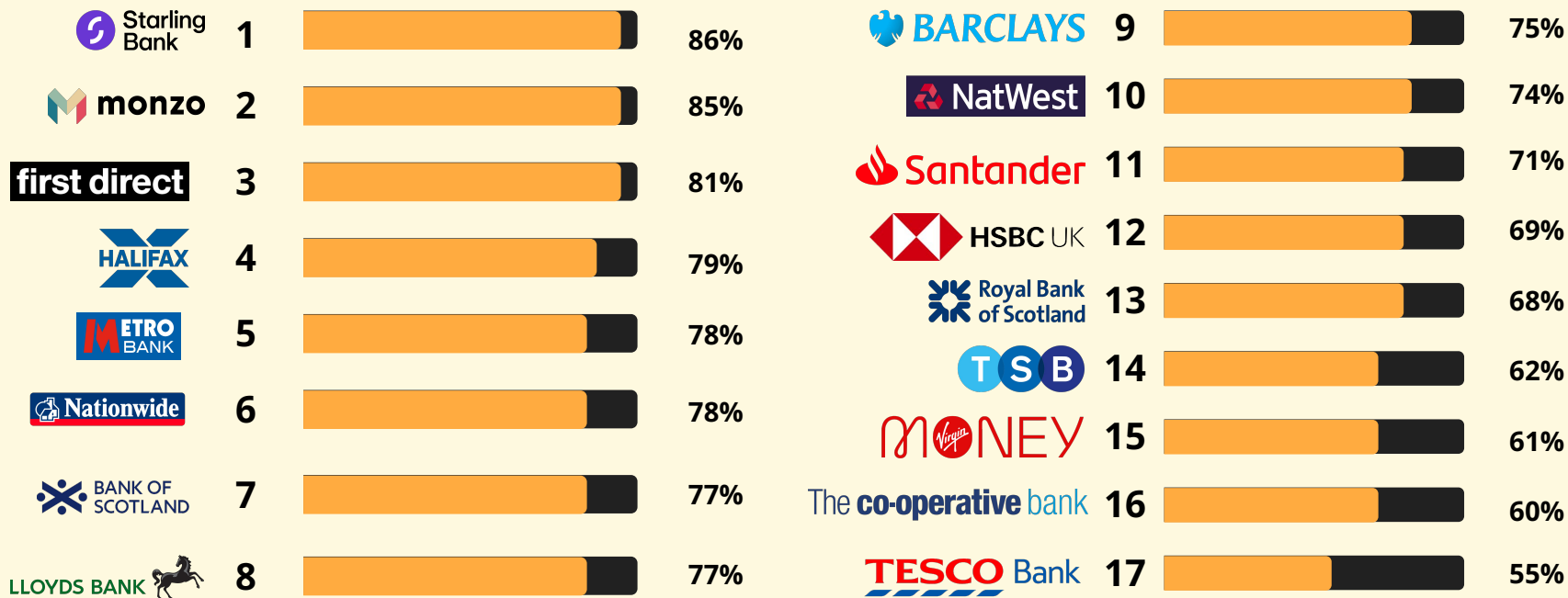


**The average customer launches 9 apps a day and app downloads are up 45% in the last 5 years, but who and how are customers comparing their experience?**



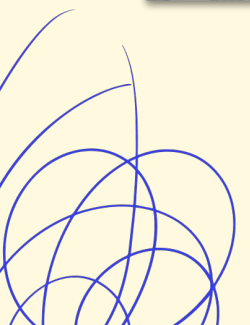
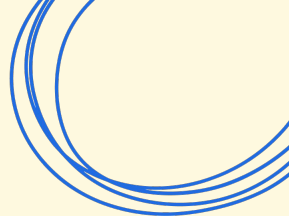
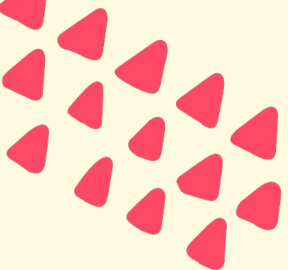


# Who are we compared to internally?

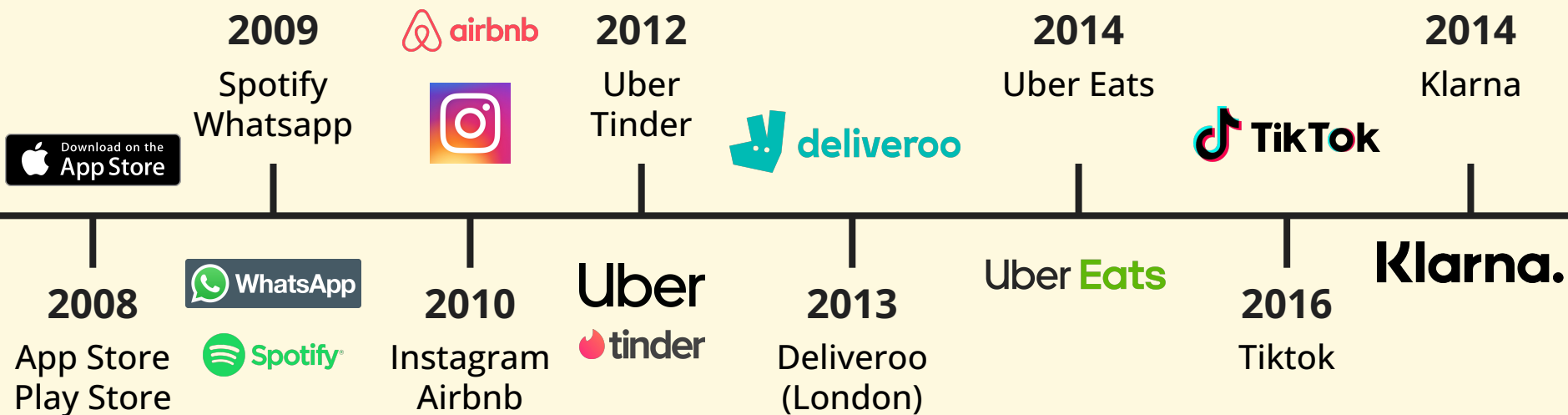


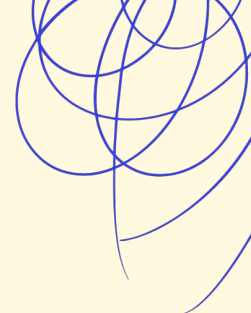
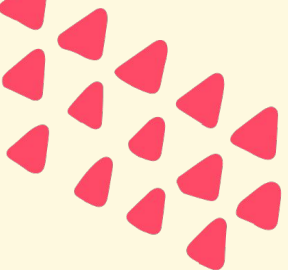
# Who should we really be comparing ourselves to?





# A World of Innovation

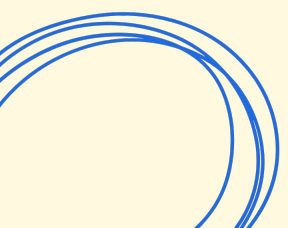


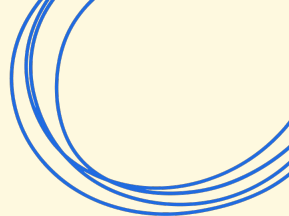
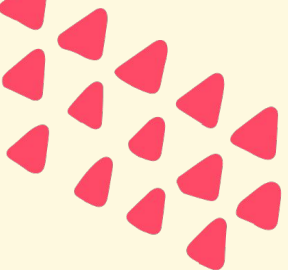


# Join at [slido.com](https://www.slido.com) #Festival

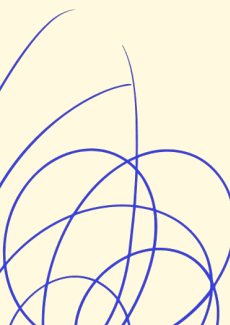
slido

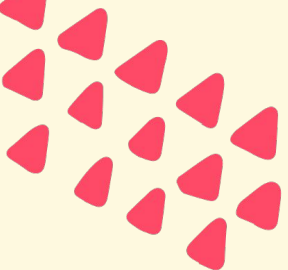
**HOW LONG DO YOU SPEND ON APPS IN TOTAL ON A TYPICAL DAY?**





# SLIDO WORD POLL HERE

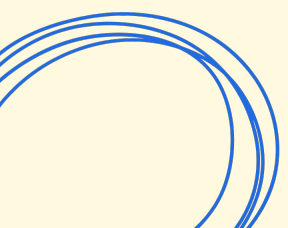


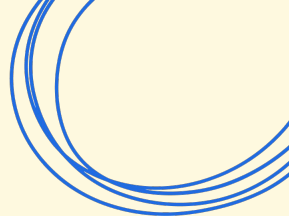
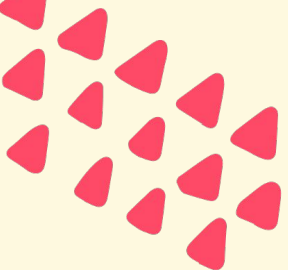


# Join at [slido.com](https://www.slido.com) #Festival

slido

WHAT IS THE MOST IMPORTANT FEATURE IN AN APP TO YOU?



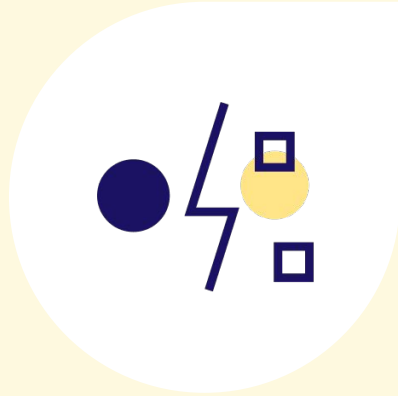


# SLIDO WORD POLL HERE





# The do's and don'ts of getting the right feedback



**Vary the position and wording of your questions.**



**Ask the right questions.**



**Find out who they're comparing you to.**

# It's all in how you ask...

How easy was it to complete your task today?

What did you set out to achieve with your visit?

Did you complete your task today?

Was your experience personal and relevant?

Was it as easy as you thought it would be to complete your task today?

Why did you visit today?

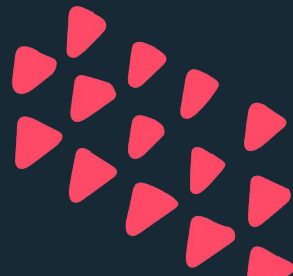
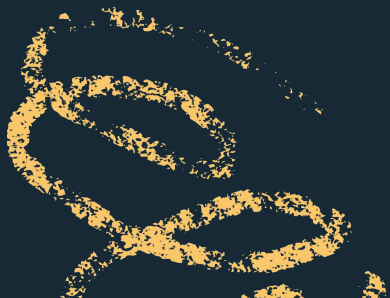
Was your visit a good use of your time?

Did your experience meet the expectations you had before your visit?

# Three things you can do tomorrow

If you're only comparing yourself to competitors in your field and other like-minded businesses **ask yourself...**

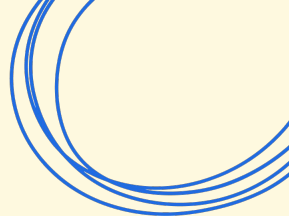
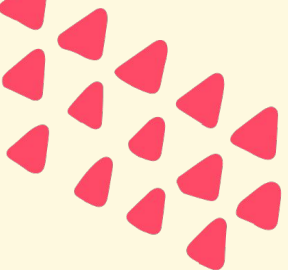
1. Who do your customers compare your experience to?
2. What are their expectations of your service and how do you exceed that?
3. How do you measure/get insights on that internally to support it?



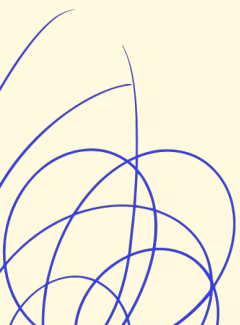


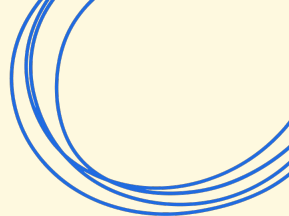
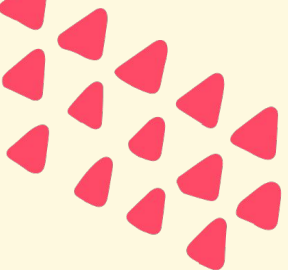
# 1. Critically review your UX measures



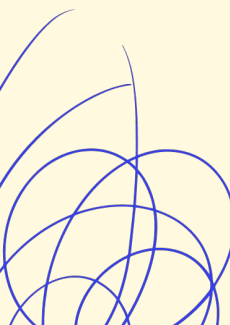


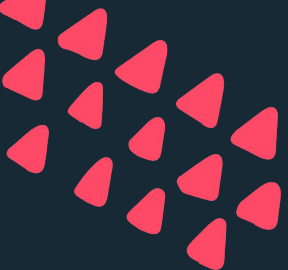
## 2. Get meaningful data





### 3. Find the right person to speak to





**Thanks for listening!**

