

## CUSTOMER EXPERIENCE:

# Connect Your Tools to Connect Your Team

Are you fragmenting the view of customer experience initiatives?

**59%** of retailers have no single, shared tool for measuring CX success across the organization.



**56%** of retailers believe their organization under-invests in collecting data on the in-store experience (nearly 50% are using sales as the only measure).



**78%** of retailers agree improved back-end tools and technology would help them better understand and improve the customer experience.



Instead, **71%** say their organization invests almost exclusively in customer-facing technology.



A clear, integrated view of all in-store activities empowers store and district managers to pinpoint the real root of issues and take the right actions.



Retailers are using an average of 9 different tools to track and measure customer experience efforts.

If metrics live in separate tools, retailers risk fragmenting the view of their customer experience efforts as a whole—particularly when the tools are built in departmental silos.

### Some things to consider:

- *Do the tools share insights with one another?*
- *Is everyone looking at the same, accurate data?*
- *Can key decision makers see a clear overview of all projects and measurements?*

Get the full customer experience story and survey methodology at [square-root.com/customer-experience](https://square-root.com/customer-experience).



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