

# Why is There a Firewall Between CX and MR and How do we Bridge the Gap?

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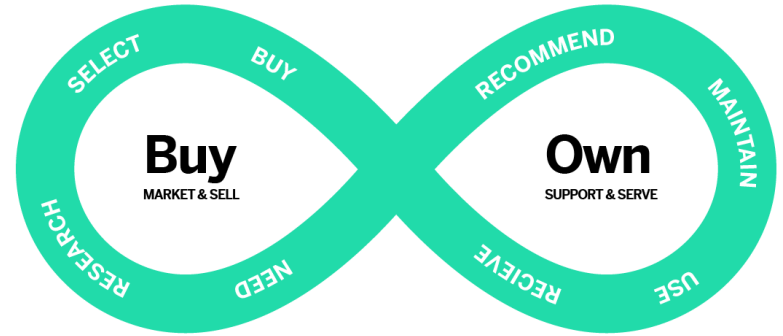
Microsoft

# What is CX?

Customer Experience (CX) is the overall perception and interaction a customer has with a company or brand across all touchpoints throughout their journey.

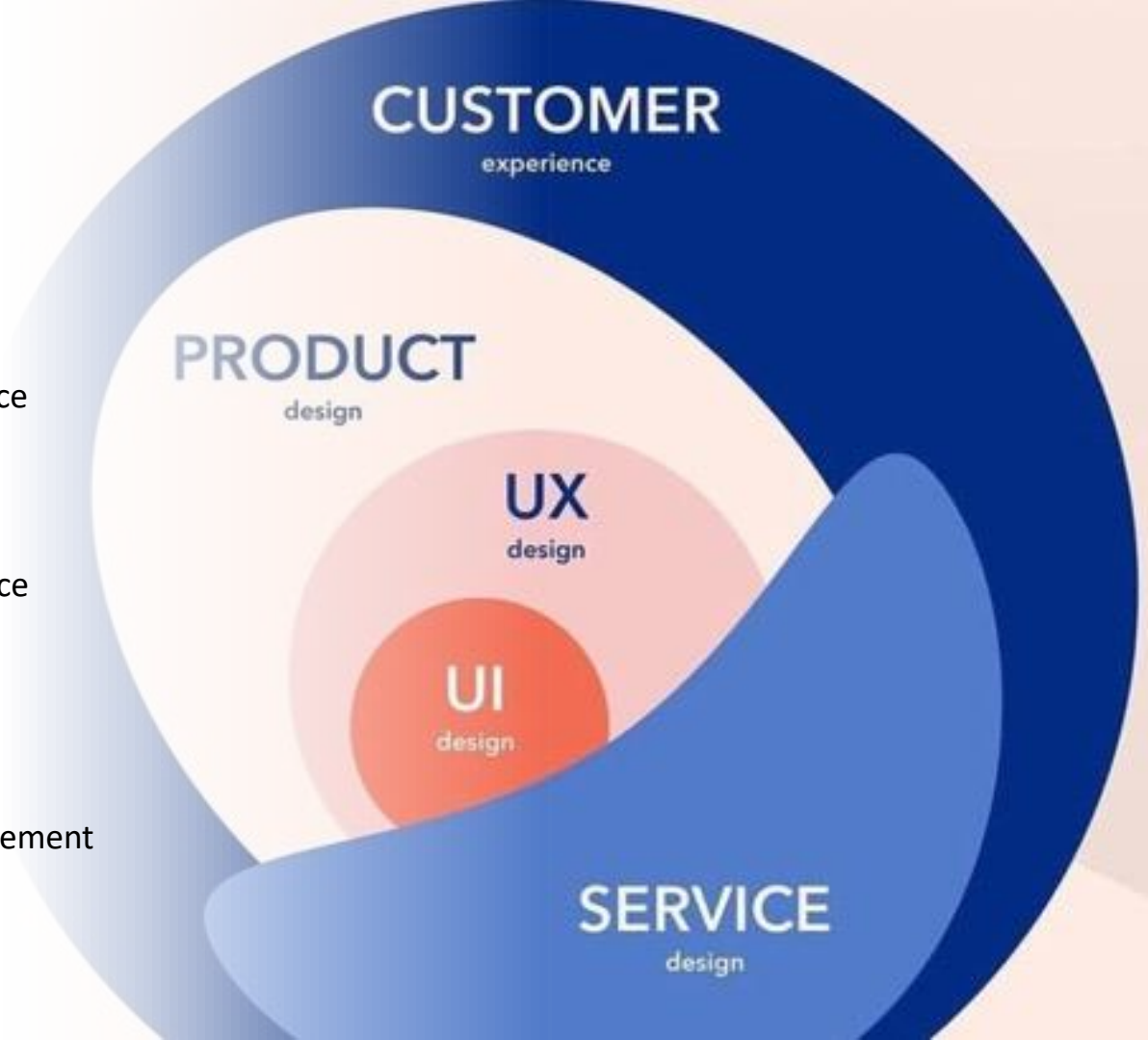
CX encompasses every aspect of the customer's experience, including

- Pre-purchase interactions
- Purchase process
- Post-purchase support
- Ongoing engagement




# CX Covers the Entire Brand Experience

- CX = Customer Experience
- BX = Brand Experience
- UX = User Experience
- EX – Employee Experience
- PX = Product Experience
- HX = Human Experience
- TX = Total Experience
- XM = Experience Management (aka CEM)



# Key Aspects of CX

**Customer Journey Mapping:** Visualizing and analyzing the customer's end-to-end experience to identify pain points and opportunities for improvement.




**Customer Feedback and Measurement:** Collecting customer feedback through surveys, interviews, and other channels to gauge satisfaction, loyalty, and sentiment.



**User Experience (UX) Design:** Optimizing digital interfaces, products, and services to enhance usability, functionality, and overall customer satisfaction.



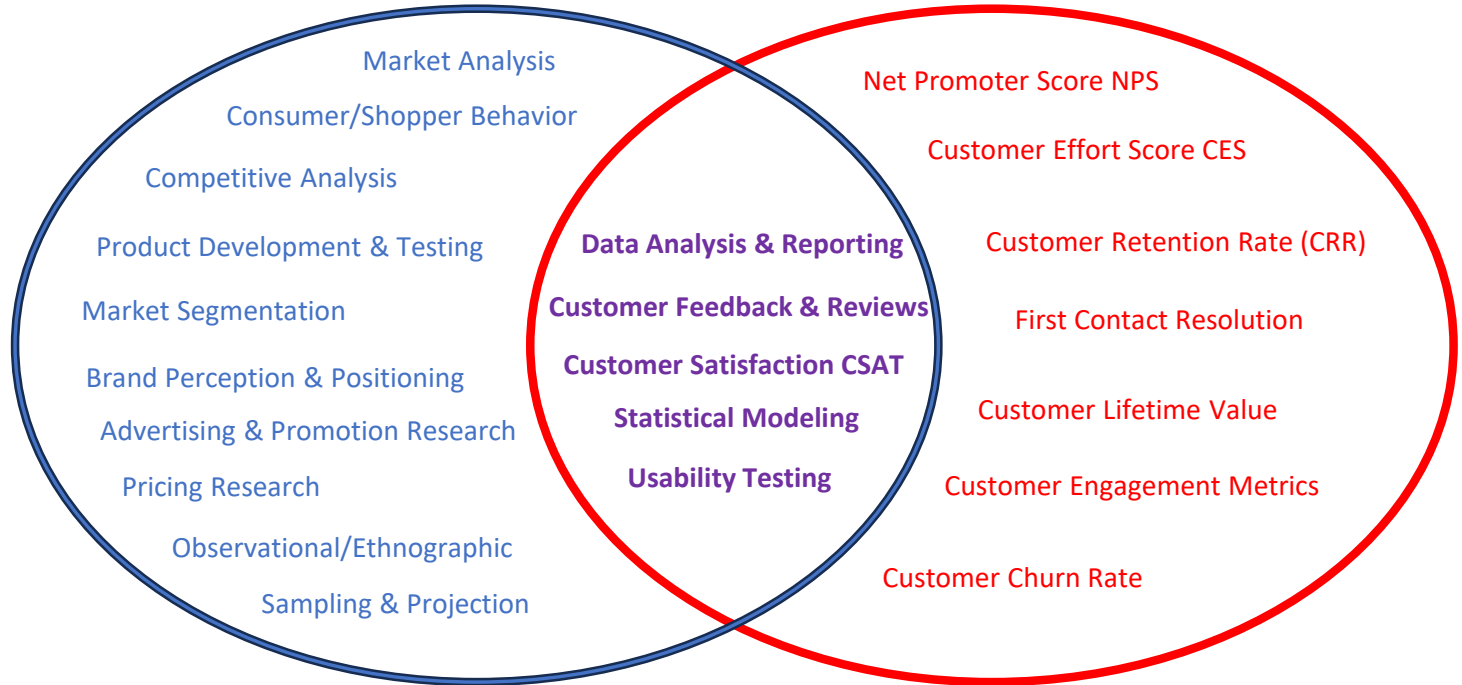
**Customer Service and Support:** Ensuring effective customer service and support interactions to resolve issues and provide a positive experience.



**Relationship Management:** Building and nurturing relationships with customers to foster loyalty and long-term engagement.

# MRX (Memories)

# CX (Moments)



Market Analysis  
Consumer/Shopper Behavior

Competitive Analysis

Product Development & Testing

Market Segmentation

Brand Perception & Positioning

Advertising & Promotion Research

Pricing Research

Observational/Ethnographic

Sampling & Projection

Net Promoter Score NPS

Customer Effort Score CES

Customer Retention Rate (CRR)

First Contact Resolution

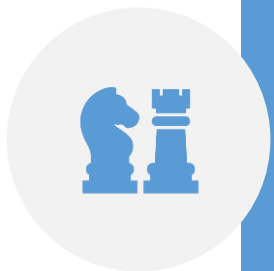
Customer Lifetime Value

Customer Engagement Metrics

Customer Churn Rate

**Data Analysis & Reporting**  
**Customer Feedback & Reviews**  
**Customer Satisfaction CSAT**  
**Statistical Modeling**  
**Usability Testing**

# Why is there a firewall between CX and MRX?



## Different Focus and Objectives

MRX primarily focuses on broader market dynamics, competitor analysis, and understanding consumer behavior to support strategic decision-making. It aims to provide insights into market trends, customer segmentation, and product development.

On the other hand, CX focuses specifically on the customer's experience with a company or brand, emphasizing satisfaction, loyalty, and advocacy.

The distinct focus and objectives of MRX and CX result in separate methodologies and areas of expertise.

# Why is there a firewall between CX and MRX?



## Methodological Differences

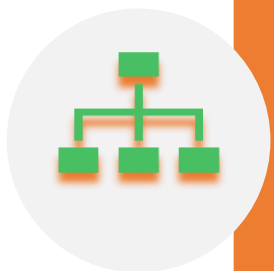
MRX and CX employ different research methodologies and techniques.

MRX often involves large-scale surveys, quantitative analysis, and statistical modeling to gather data on market trends and consumer preferences.

CX relies heavily on KPI metrics and qualitative research methods, such as customer feedback surveys, interviews, and usability testing, to understand the customer experience.

These methodological differences contribute to the firewall between the two disciplines.

# Why is there a firewall between CX and MRX?



## Organizational Structures and Responsibilities

Within organizations, MRX and CX often fall under different departments or teams, each with its own set of responsibilities.

MRX may be housed within a marketing or strategy department, while CX may be part of customer service or experience teams.

This organizational separation can create barriers and silos, hindering the flow of information and collaboration between MRX and CX professionals.



# Why is there a firewall between CX and MRX?



## Different Stakeholders and Decision-Making Processes

MRX findings are typically used to inform strategic decisions related to product development, market segmentation, and competitive positioning.

These decisions are often made at a higher level within the organization.

CX, on the other hand, focuses more on operational improvements and day-to-day interactions with customers.

The stakeholders and decision-making processes involved in MRX and CX can differ, leading to a separation between the two areas

# How Researchers Can Bridge the Gap

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While there may be a firewall between MRX and CX, it is important to recognize the value in bridging the gap between the two disciplines.



By fostering collaboration, sharing insights, and breaking down silos, organizations can benefit from a more comprehensive understanding of customers and make informed decisions that align both market research insights and customer experience goals.



By leveraging their research expertise, marketing research professionals can play a pivotal role in influencing and improving CX.



Marketing researchers can provide insights and recommendations help organizations understand customer needs, optimize touchpoints, and drive strategic initiatives that ultimately result in enhanced customer experiences.

