



# MARKETCAST ACQUIRES PHOENIX

Ad Effectiveness  
Meets Fandom Insights



TODAY'S TOPIC

# The Evolution of CX and its Impact on KPIs



**PHOENIX**  
A MarketCast Company

# The CX Evolution.

The pandemic generated shifts in customer and brand behaviors

Brands provided more personalized experiences

Brands earned “trust credit” for doing the right thing

Brands let customers peer “behind the red curtain”



# The Hypothesis.

- CX is evolving
- Trust might be more critical
- Emotions are emerging
- Brand evaluations are based on **overall experiences**



# The Approach.

## Industries Represented:

- Auto
- Hospitality
- Banking/Investment/Insurance
- Retail
- Grocery



## QUALITATIVE LEARNINGS SUPPORTED OUR HYPOTHESIS

Customers want to feel:



Secure in their  
decision to use the  
brand



Confident the brand  
will do the right thing if  
there is a problem



That the brand is  
making it "easy"

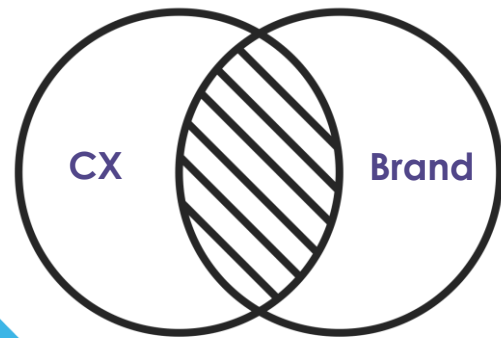


Treated like they are  
"friends & family"



# What We Learned.

The evolution of CX is a new empowered customer.



Trust is complicated, and a key component



Emotions matter

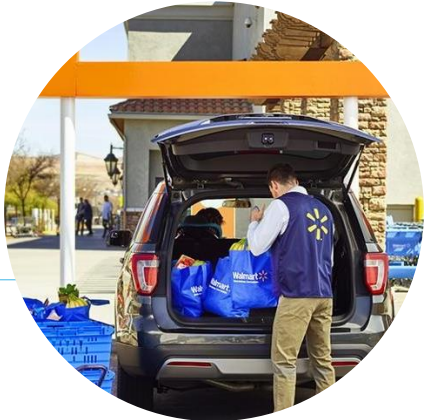


Brand evaluations are based more on overall experiences

# Easy experiences are now table stakes.

- “Easy” experience metrics shift from secondary to necessary

Grocery home delivery, curbside, pickup



Enhanced website functionality & curation



Buying a new car completely online



Tire service at home



# Emotions Matter!

Eliciting consistent, memorable experiences are important to sustain customers throughout the journey

- Elite brands deliver well against emotions
- The last experience is important, but the overall experience is a critical component of brand health

BRANDS THAT DEMONSTRATE  
STRONG POSITIVE EMOTIONS

NORDSTROM

Vanguard®

Walt Disney World®

Citizens Bank®



THE RITZ-CARLTON

WHOLE  
FOODS  
MARKET



citi





**Booth # 401**

**Thank you.**

**Mark Willard**

Phoenix MI

*President, Phoenix CX*

[mark.willard@phoenixmi.com](mailto:mark.willard@phoenixmi.com)

734.560.5329

**John Schiela**

Phoenix MI

*Executive Vice President*

[John.Schiela@phoenixmi.com](mailto:John.Schiela@phoenixmi.com)

215.219.5700