

CX Talent Ltd

A GLOSSARY OF CUSTOMER EXPERIENCE TERMS

ACRONYMS OFTEN USED

As Is	Describe where the brand is now
BE	Brand Equity
CBT	Customer Benefit Tracker
CEF	Customer Experience Framework
CI	Continuous Improvement
CIS	Customer Information System
CMS	Content Management System
CRM	Customer Relationship Management
Csat	Customer Satisfaction
CX	Customer Experience
FLS	Front Line Staff
IVR	Interactive Voice Response
LTV	Life Time Value
MI	Market Intelligence
MOT	Moment of Truth
NPS	Net Promoter Score
PoD	Point of Desire
PoP	Point of Pain
RCA	Root Cause Analysis
ROC	Return on Customer
To Be	Where the vision takes the brand
TOM	Target Operating Model
UX	User Experience (online)
VoC	Voice of the Customer

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EXPRESSIONS OFTEN USED

Advocates	Customer who promotes a brand
Attributes	Describe what matters and how customers
Charter	CX commitments to customers
Churn	When customers leave
Detractors	Customer who openly criticises
Effort	Measure similar to Csat or NPS
Engagement	Customer connect to brand
Emo-driver	Customer's emotional driver
Council	Senior forum to assess progress
Journey Maps	Show how customers engage
Dashboard	Top line view of CX performance
On-boarding	Initiating stakeholders in CX
Passives	Customers who are ambivalent
Principles	Workable version of attributes
Promoters	Customers who openly support
Root Cause	The reason creating an issue
Sentiment	Reasons in customer feedback
Stakeholders	Those impacted by CX
Text analytics	Auto audio and text learning tool which process and organises
Touch point	Where Customer engages with brand e.g. telephone, website etc.
Transactional	Purchase triggered interaction
Verbatim	Freehand customer feedback