



QES[®] Quality of Experience Score

Introducing our proprietary CX analytical methodology

The CX ecosystem in telecom has become more complex to measure

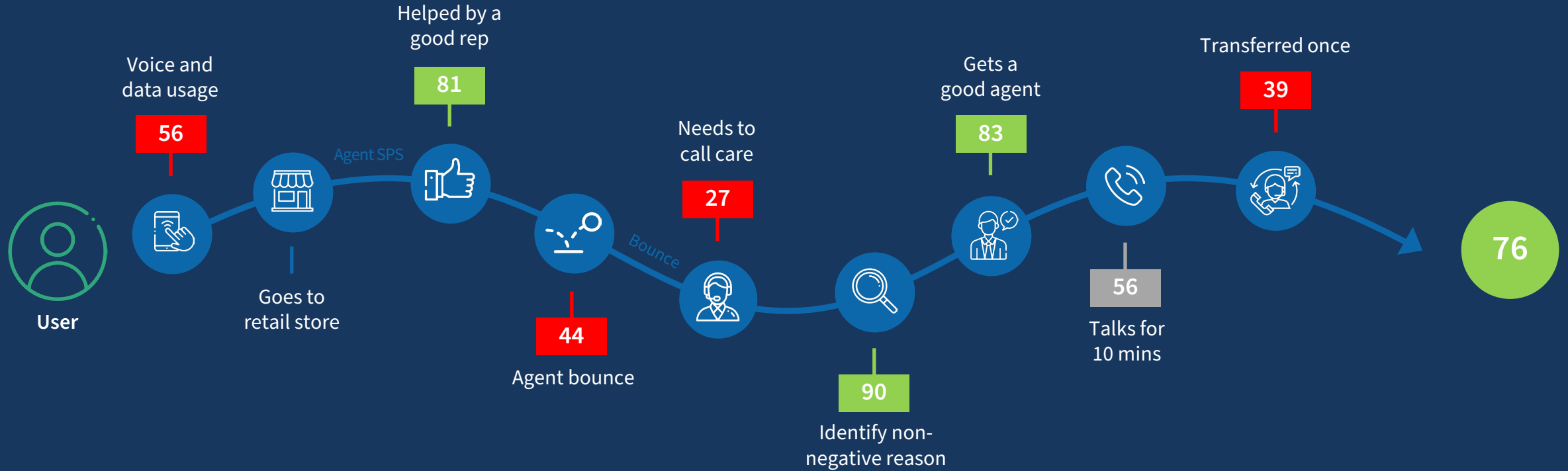
Hyper-connected customers consuming high volumes of data and content

Millions of interactions across seven or more channels

Broad and complex transactions across the customer journey

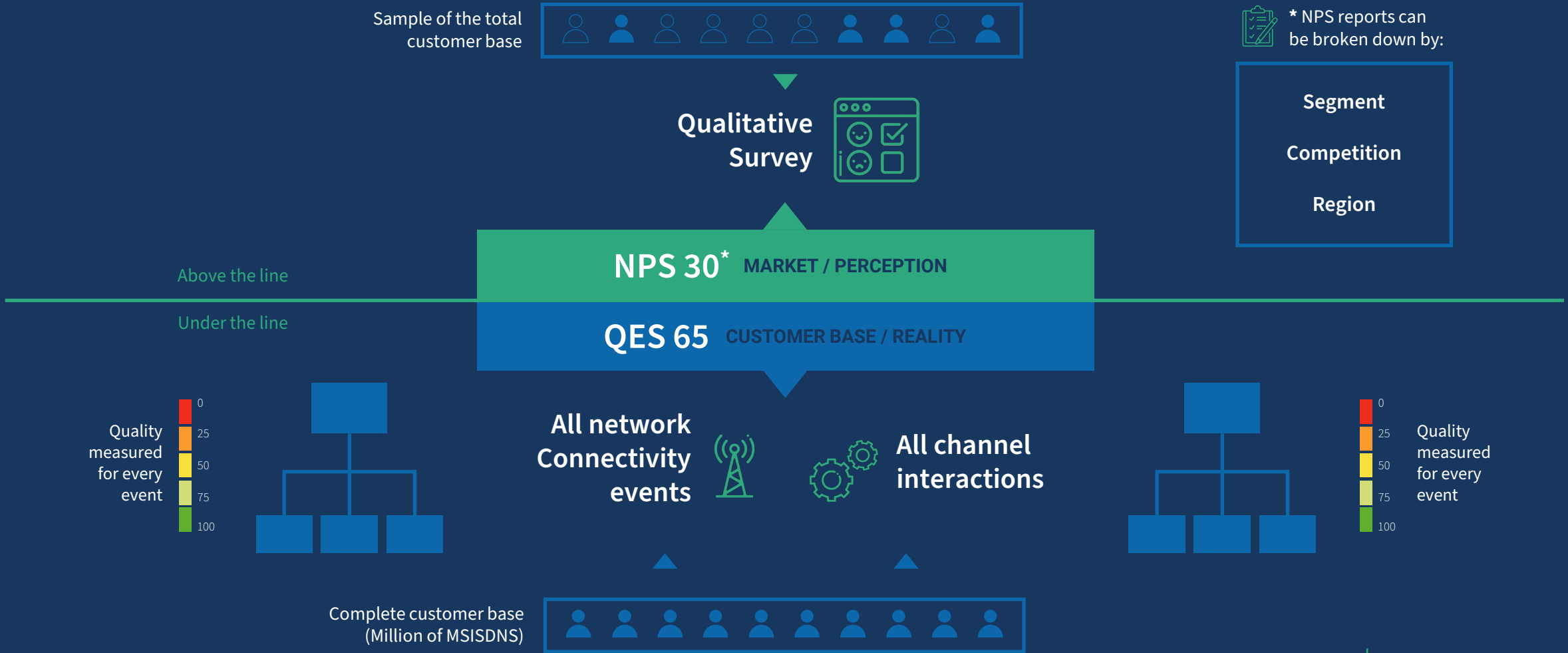


Need of interaction KPIs across channels & networks to assess CX holistically



Can I measure the total experience I am providing to each of my customer based on all the interactions with my network and my service?

QES is a fact-based CX metric at a customer level, used to counterbalance perception-based internal debates and steer change



QES principles provide organizations with a new, valuable way to frame CX

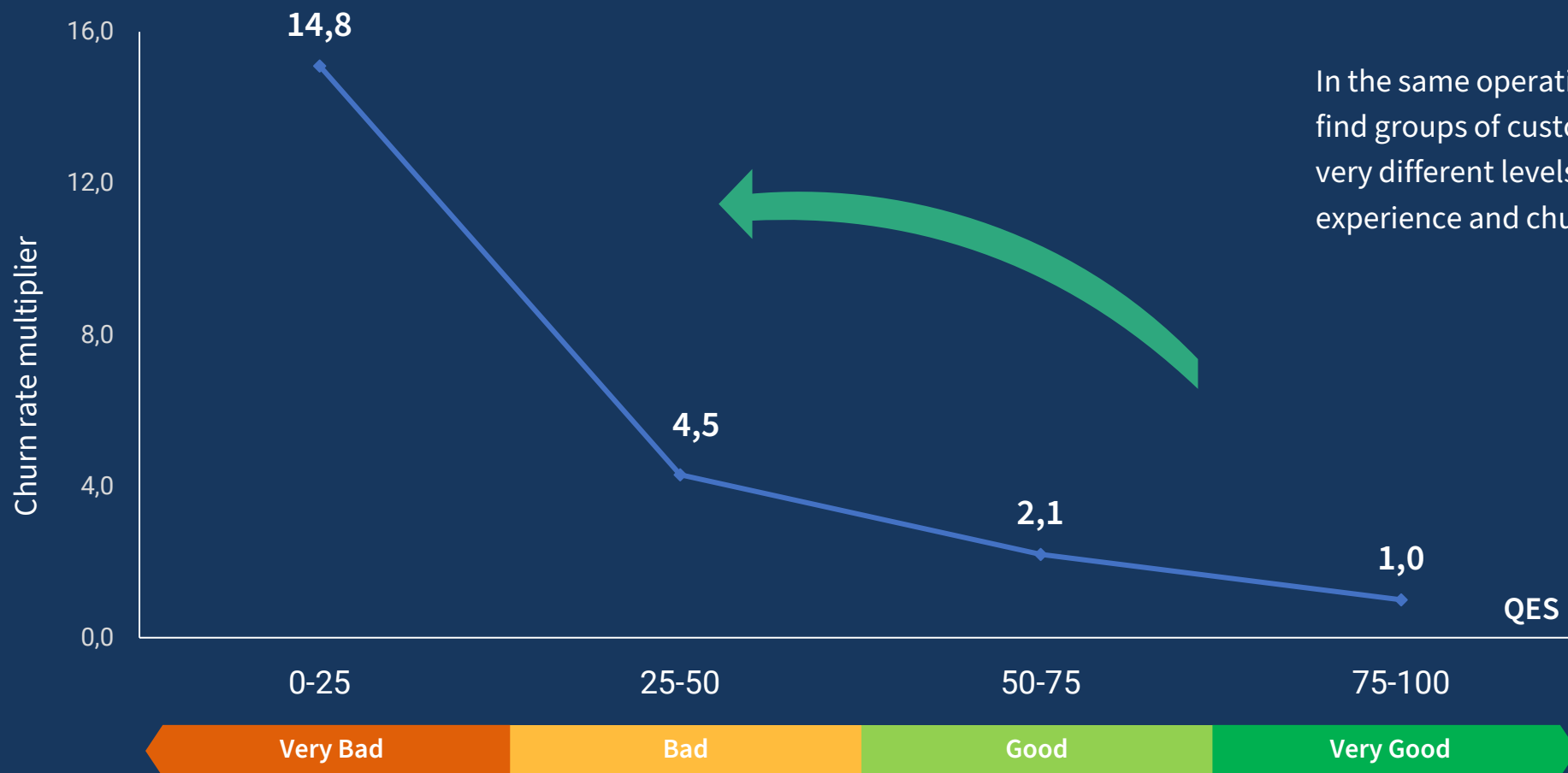


Our methodology allows to find customers with different CX & churn levels

QES relationship with churn

(Customer churn rate multiplier with different QES levels indexing to very good experience)

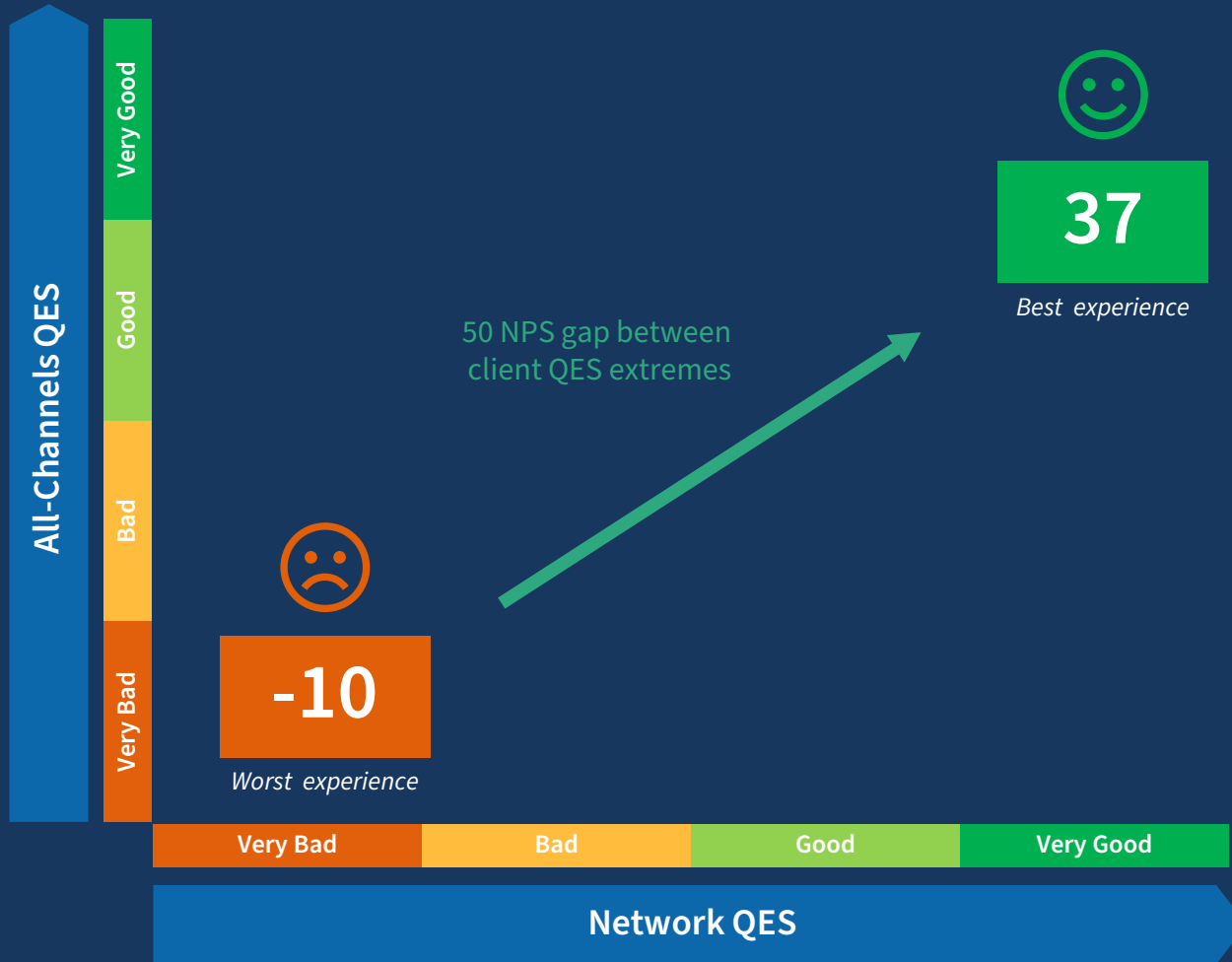
PREVIOUS ENGAGEMENT



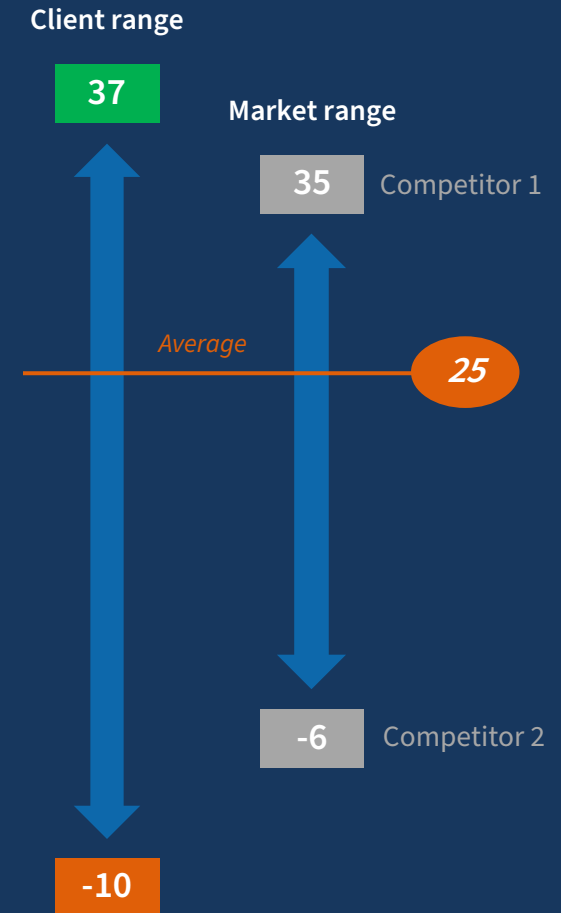
In the same operation we can find groups of customers with very different levels of experience and churn

QES extremes can have a gap of +50 NPS, higher than market range

NPS in QES extremes



NPS range vs market range



QES can be used as both a CX strategy guide & an execution tool



A • CX STRATEGY GUIDE

By establishing a direct link between CX initiatives and value

- CX trend monitoring
- CX performance diagnosis
- CX action control

B • EXECUTION TOOL

By enriching decisions and actions with information about customer preferences and satisfaction level

- Strategic decision making
- Operational improvements
- Customer targeting

OPERATION





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