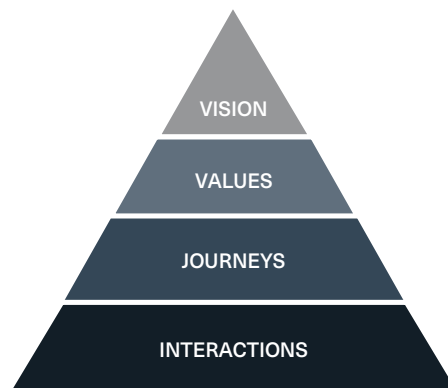


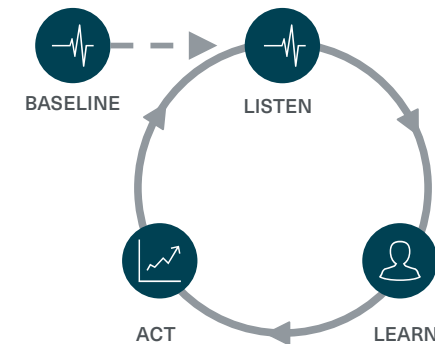
## The measurement approach ensures that the right feedback is collected at the right time, and it is used to improve the overall customer experience



**MEASUREMENT MODEL**  
Who and what to measure.  
It is a set of measures aligned to the relationship between your business and your customers.



**RESEARCH MODEL**  
How and when to measure.  
It defines the triggers and channels to solicit feedback, and how to integrate unsolicited feedback.



**FEEDBACK LOOPS**  
How to use the measures.  
It defines how to loop feedback into the business and wider eco-system via reports, dashboards and analytics for managing operations, tactical improvement and strategic decisions.