



Ad hoc

RADAR
CX AD HOC

STANDARDIZED
MEASUREMENT
OF CUSTOMER
EXPERIENCE

Capture your customers' overall customer experience to inform your strategy!

What does it measure?

A short, standardized survey that measures your customers' overall satisfaction and relationship with your brand over a given period of time (often a year), across all dimensions.

Basic Package

Key customer experience indicators over a 12- or 24-month period:

- Customer journey;
- Overall satisfaction;
- Recommendation (NPS®*);
- CX Index;
- Key strengths and areas for improvement;
- Diagnosis based on 8 to 12 levers specific to your business reality (service, price, quality, etc.);
- Satisfaction-importance matrix for targeting priorities for action.

EXTRA (Optional)

Add custom questions to guide your business strategies.

What is the deliverable?

A visual, dynamic and concrete report:

- Identification of levers for retention, attraction and avenues for development.
- Recommendations for improving customer satisfaction.
- Comparison with the Ad Hoc CX benchmark and historical tracking of key indicators.

Why conduct a relational CX study?

- Understanding your organization's overall satisfaction, beyond their last interaction.
- Rely on a solid foundation for your strategic decisions.
- Engage and involve all your customers, even occasional ones.

Technical details

- Survey conducted once a year or every two years.
- Multiple ways to access the survey: email, transaction receipt, QR code, etc.
- Quick results: 3 to 5 weeks from start to report.
- Affordable price: Starting at \$3,950.

If you have any questions, please write to us at: Adhoc-CX@adhoc-recherche.com

Learn more about our solutions : www.adhoc-recherche.com

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