

# → Harness the power of customer experience to deliver results



Sightline™ analytics revealed actions that led to a 3x increase in online marketplace transactions and more!

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## About ICF

ICF (NASDAQ:ICFI) is a global consulting and digital services company with approximately 8,000 full- and part-time employees, but we are not your typical consultants. At ICF, business analysts and policy specialists work together with digital strategists, data scientists and creatives. We combine unmatched industry expertise with cutting-edge engagement capabilities to help organizations solve their most complex challenges. Since 1969, public and private sector clients have worked with ICF to navigate change and shape the future.

Customer experience is quickly emerging as one of the top priorities for businesses. Traditionally, price or specific product offerings were used to drive satisfaction and garner loyalty with customers. Today, however, it is the experience that drives customers to come back.

A positive customer experience builds trust and loyalty, and a loyal customer will be your most reputable promoter. In short, if your customers like you, they will continue to participate in your programs *and promote those programs for you.*

## Getting to know your customer

Understanding what drives customer experience requires you to get to know your customers. That's where ICF can help. We analyze a spectrum of key metrics across customer touchpoints that allow us to understand customers and their experiences. We also incorporate data derived from surveys and indices that you track. These metrics reveal insights into the triggers that lead to new customer acquisition, and the factors that drive and sustain customer loyalty. Some of the data we gather comes directly from customer feedback. **But it takes more than surveys to understand your customers.** In addition to capturing data based on what customers say, we gather critical metrics that allow us to analyze customer actions and behavior.

## Identifying trends that create an impact

Not all customers think alike when it comes to valuing experiences. ICF's approach incorporates vital data that allows for quick and simple customer experience evaluation across various data dimensions including:



**Geographical region**



**Timeframe**



**Customer segment**



**Other demographics**

By drilling deeper into the data across these dimensions, we identify and evaluate trends as they evolve. ICF's Power BI-driven analytics tool, [Sightline™](#), gives you the ability to take a closer look at specific experience influencers. Imagine being able to truly **understand customer experience at a level that allows you to make program investments or design decisions that deliver the right results.**

