

# About this research



Financial services



Grocery retail



Non-grocery retail



Restaurants and fast food



Entertainment and leisure



Travel and hotels



Logistics



Utilities



Telecoms



Public sector

## KPMG has drawn on its Customer Experience Excellence Centre methodology, supported by the centre's eight years' experience in the field, in its analysis of the Luxembourg customer market experience

KPMG's Customer Experience Excellence Centre is an international think tank, dedicated to turning global customer experience best practice into effective business results.

### 1. Research

Research for this survey was carried out in December 2017 by TNS ILRES, a local research company, via an online survey sent to a nationally representative customer sample of 1,008 respondents. 80 brands with large customer base and local network across ten sectors have been selected.

To be able to answer questions about a brand, respondents were required to have interacted with that brand within the previous six months. At least 100 respondents per brand were required for that brand to be included in the final research results.

KPMG Luxembourg also conducted interviews with selected companies from each of the sectors during the first months of 2018, with a view to gathering further customer experience insights.



8 years of ongoing research



170,000+ consumer interviews



2,300 cross-sector brand reviews



2.0 million+ consumer evaluations



Coverage of 14 markets by 2018

## 2. Analyse

The KPMG Customer Experience Excellence Centre has developed a customer experience best practice model known as The Six Pillars:



### Personalisation

Using individualised attention to drive an emotional connection



### Integrity

Being trustworthy and engendering trust



### Expectations

Managing, meeting and exceeding customer expectations



### Resolution

Turning a poor experience into a great one



### Time and Effort

Minimising customer effort and creating frictionless processes



### Empathy

Achieving an understanding of the customer's circumstances to drive deep rapport

The Six Pillars are the DNA of every outstanding customer experience and the fuel that powers fast business growth. As the fundamental components of an ideal customer experience, The Six Pillars are the core structure around which this research is built. A more detailed description can be found under "The Six Pillars of Customer Experience Excellence" below.

Customers were asked to respond to questions relating to each pillar for each brand they had interacted with in the previous six months. Brands were then assigned a score out of ten for each of The Six Pillars and these were combined to give an overall customer experience rating, followed by an evaluation of each brand's delivered customer experience.

Targeted questions enabled a more in-depth exploration of respondents' brand experiences when interacting through different channels i.e. online, by phone or face-to-face. Customers were also asked to indicate how likely they were to recommend a brand (Advocacy) and to repurchase (Loyalty) from them.

This analysis is therefore based on quantitative research data, verbatim customer feedback and various brand interviews. Together, these elements offer a detailed snapshot of Luxembourg's customer experience performance.

The characteristics of the Luxembourg market were then compared against global trends identified by the parallel research of thirteen other markets, and incorporated into KPMG's international, large-scale customer experience study.

## 3. Apply

Research results were channelled to give an assessment of Customer Experience Excellence (CEE) in Luxembourg and to prepare a State of the Nation performance analysis. This includes a ranking of Luxembourg brands by Customer Experience Excellence score as awarded by customers. This report presents the Top 20 customer experience brands and shines a spotlight on the Customer Champions from all ten industry sectors.

## Study statistics

