

Psyma's Customer Excitement Index (CEXI)



*Find out when & how users
are not just satisfied but
delighted!*



**Why use Customer Excitement
(CEX)?**



How to measure CEX?



How to use CEXI?

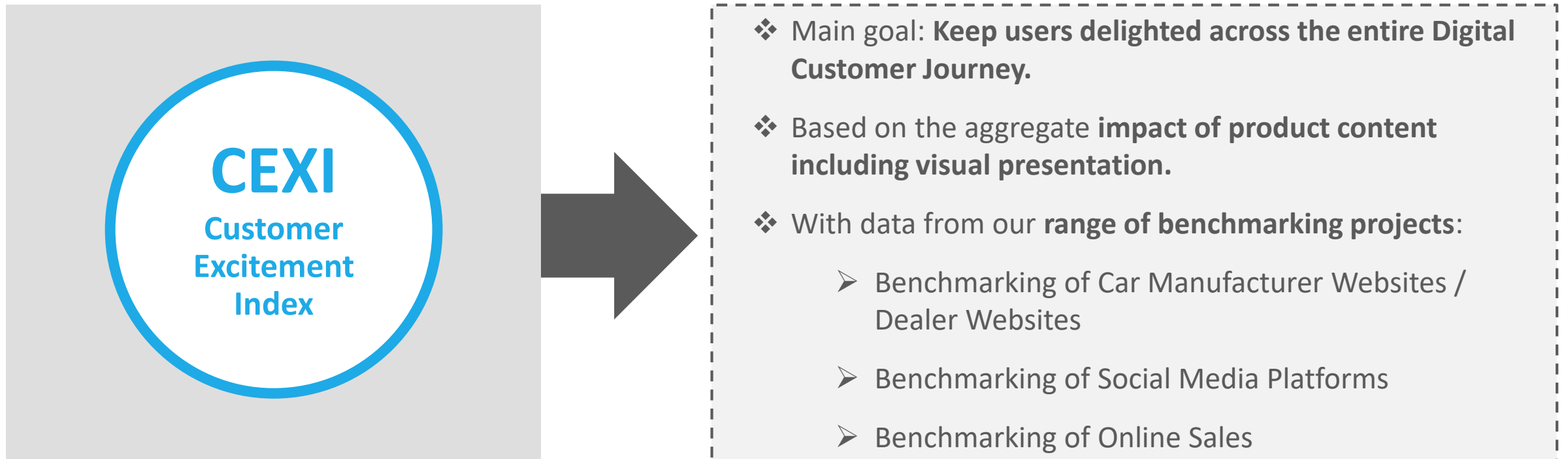
Customer Excitement Index

Why CEX



Customer Excitement Index

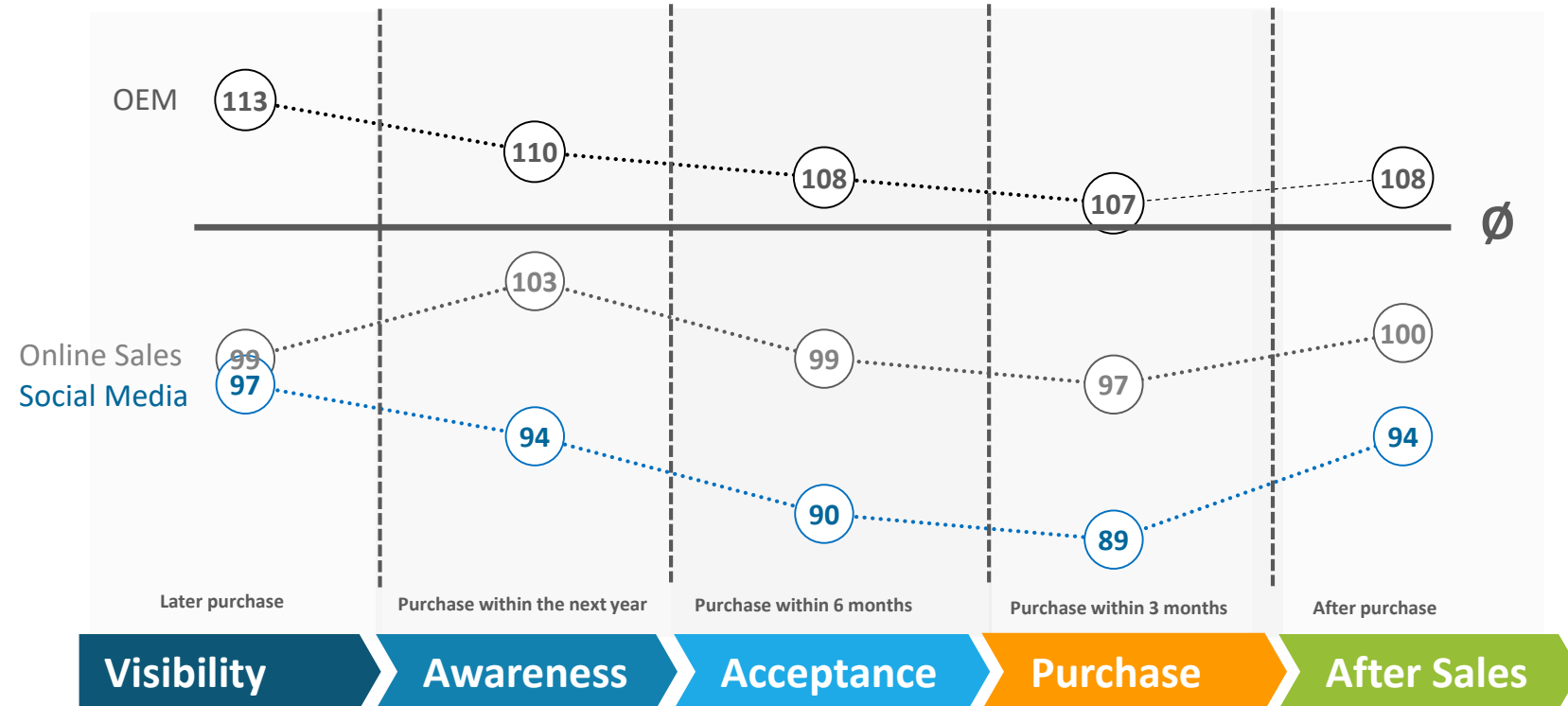
Psyma's CEX Measurement across the Digital Customer Journey



Customer Excitement Index

CEX across Customer Journey (DE data)

CUSTOMER EXCITEMENT INDEX



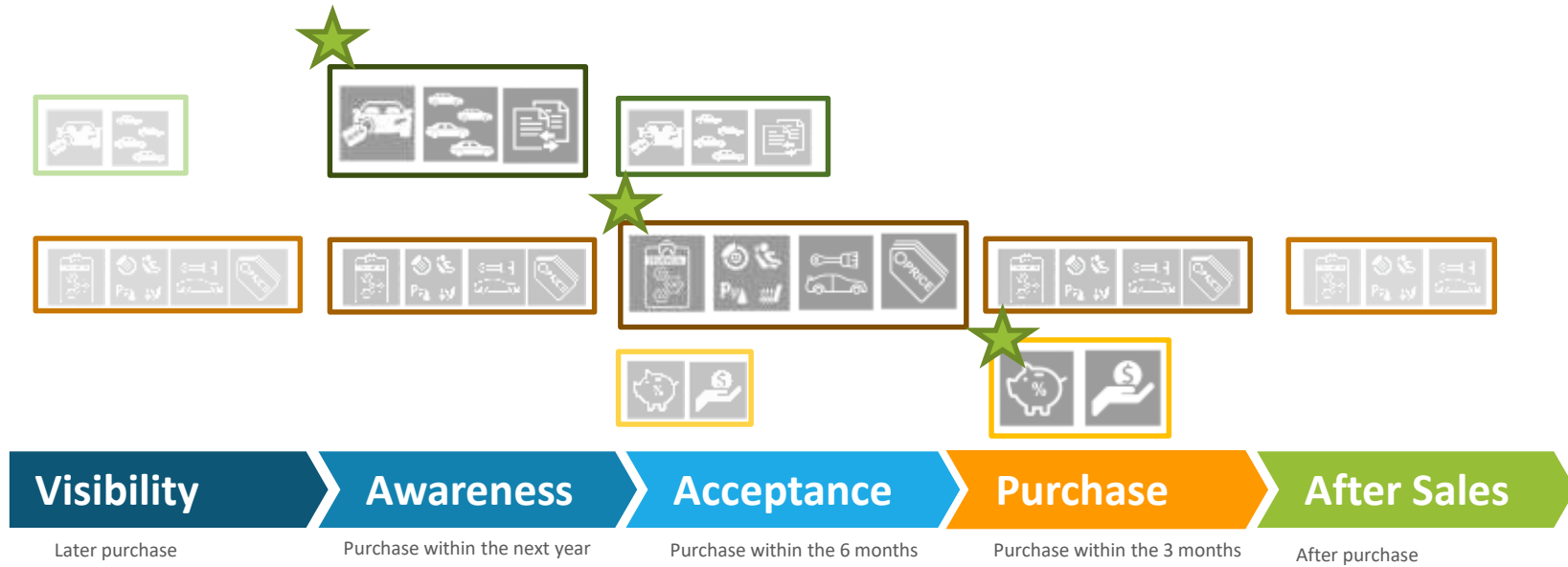
- ❖ CEXI depends on information and visual content provided per step in the customer journey.
- ❖ Overall, CEXI exhibits a decrease until purchase step. Followed by an increase for after sales due to users' changed expectations.
- ❖ Users arriving on OEM website start from a higher level. Online Sales discourages with lack of details. Social Media starts ok and commences disillusioned.



How to optimize CEXI?

Customer Excitement Index

In-depth analysis: Get the details



Main information areas

Model overview information

- Recently released models
- Overview of model range
- Compare different models

Model detail information

- Technical specifications
- Features & options
- Use the car configurator
- Pricing information

Financing & offers

- Promotions / advertised car offers
- Financing / leasing information

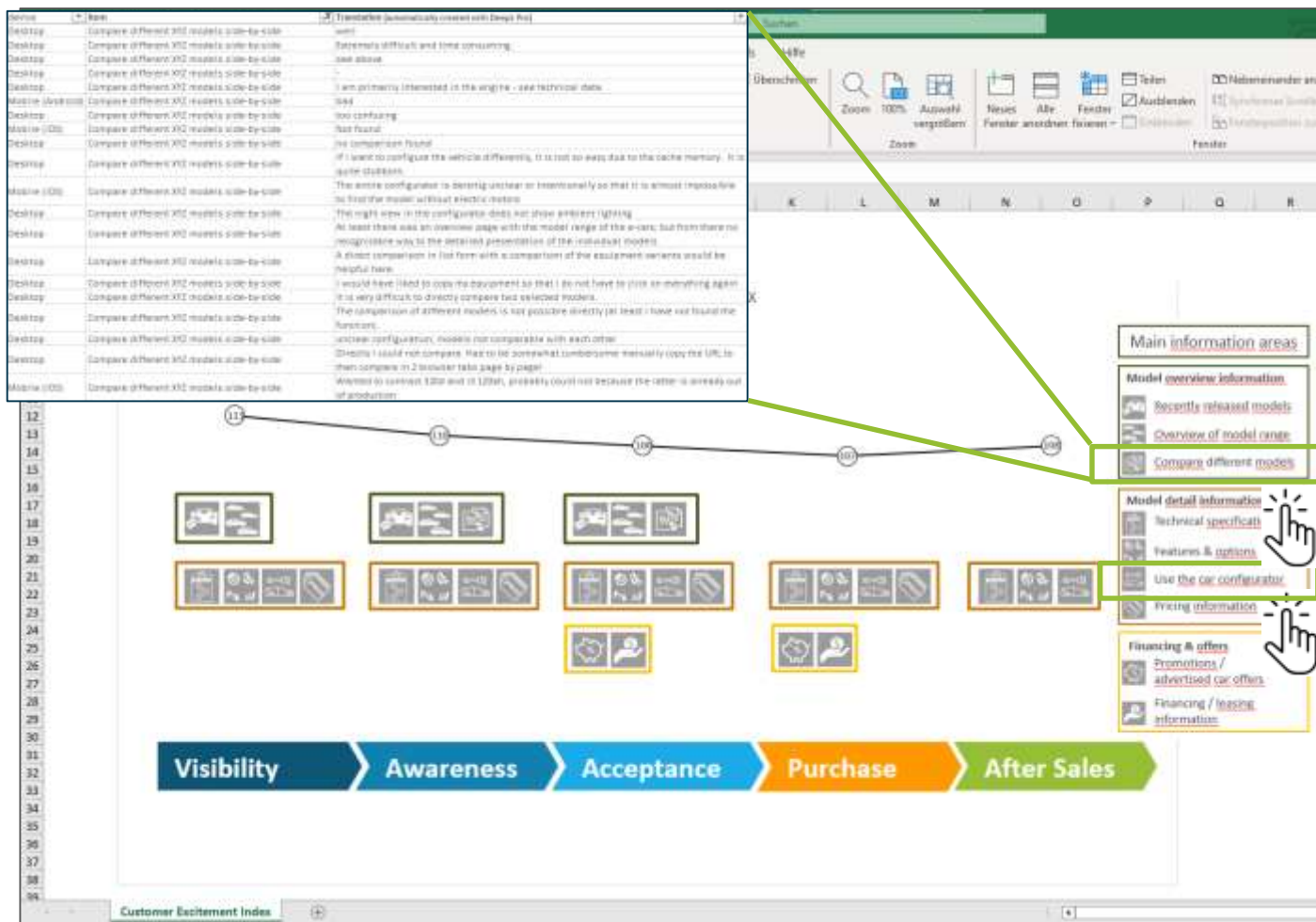
❖ Gain a deeper understanding of user expectations & improve CEXI by assessing

- relevant content aspects for CEXI per step.
- respective verbatim comments.

Importance of items: high low

Customer Excitement Index

Get a Deeper Understanding of User Expectations



❖ Assigned verbatims depending on relevant item within the Customer Journey on one click.

Device	Item	Translated (automatically created with DeepL Pro)
Desktop	Use the car configurator	Created twice
Desktop	Use the car configurator	also too costly
Desktop	Use the car configurator	The vehicles are too expensive for me
Desktop	Use the car configurator	Certain detail requests were always directly coupled with a package pricing
Desktop	Use the car configurator	At the beginning it runs very well and smoothly but at a certain point the program hangs and you have to start from the beginning
Desktop	Use the car configurator	Some models have incorrect image representations.
Desktop	Use the car configurator	A basic structure from page 8 is covered in the first moment by the appearance of all model associations and must be found in the second step in the footer.
Mobile (iOS)	Use the car configurator	Yes
Desktop	Use the car configurator	No
Desktop	Use the car configurator	Was a bit difficult
Desktop	Use the car configurator	The requested information could not be retrieved. Reference was made to technical difficulties.
Mobile (iOS)	Use the car configurator	Fast
Desktop	Use the car configurator	Loading times high, same way to the target
Mobile (iOS)	Use the car configurator	Navigation is slow in parts
Desktop	Use the car configurator	You should be able to check the things you would like and then be presented with package options. It is sometimes very difficult to select the items that you would like. Exclusive packages are generously offered
Desktop	Use the car configurator	It is good, also with the ambient light when you make the light dark in the animation.
Desktop	Use the car configurator	Clear, transparent, fast information
Desktop	Use the car configurator	Not satisfactory configuration everything too confusing and price information too inaccurate
Desktop	Use the car configurator	Impossible for previous models! Would not be great if with all the advertising, the interest in the equipment of the used cars would also be taken into account? At least the last /FEATURE TO the end of the model (end of life)?
Tablet	Use the car configurator	Equipment features could not be added for technical reasons, even though car driver's name
Desktop	Use the car configurator	Clear message: We are sorry, for technical reasons this equipment can not be selected at the moment (X32).

Customer Excitement Index

Take part in at least one of our Benchmarkings and profit from further insights.

Benchmarking of Car Manufacturer Websites

- In-depth evaluation & recommendations
- Benchmarks & Best Practice examples

Benchmarking of Online Sales

- In-depth evaluation & recommendations
- Best Practice Index, modular approach

Benchmarking of Social Media Platforms

- In-depth evaluation & recommendations
- Best Practice Index, modular approach

Benchmarking of Dealer Websites

- In-depth evaluation & recommendations
- Best Practice Index, modular approach

► **Understand user's expectations across the Customer Journey.**



Interested? Contact us & request advice

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