

# Business Value Matrix

Use this matrix to better understand the value a customer experience project can create, and how it relates to your organization's business needs.

	QUANTITATIVE (Financial)	QUANTITATIVE (Non-financial)	QUALITATIVE
<b>ACQUISITION</b>	<ul style="list-style-type: none"> <li>• Increase customer acquisition</li> <li>• Reduce cost to acquire</li> </ul>	<ul style="list-style-type: none"> <li>• Increase customer conversion rate</li> <li>• Decrease drop-off</li> </ul>	<ul style="list-style-type: none"> <li>• Increase word-of-mouth / social media</li> </ul>
<b>RETENTION</b>	<ul style="list-style-type: none"> <li>• Reduce dormancy</li> <li>• Reduce churn / dropoff</li> <li>• Increase average revenue per user (ARPU)</li> <li>• Increase customer lifetime value (CLV)</li> </ul>	<ul style="list-style-type: none"> <li>• Increase net promoter score</li> <li>• Increase customer engagement</li> </ul>	<ul style="list-style-type: none"> <li>• Increase word-of-mouth / social media</li> <li>• Increase customer loyalty</li> </ul>
<b>EXPANSION</b>	<ul style="list-style-type: none"> <li>• Increase up-sell and cross-sell</li> <li>• Increase ARPU</li> <li>• Increase CLV</li> </ul>	<ul style="list-style-type: none"> <li>• Increase net promoter score</li> <li>• Increase customer engagement</li> <li>• Increase customer data</li> </ul>	<ul style="list-style-type: none"> <li>• Increase word-of-mouth / social media</li> <li>• Increase customer loyalty</li> </ul>
<b>CUMULATIVE</b>	<ul style="list-style-type: none"> <li>• Reduce cost to serve</li> <li>• Increase market share</li> <li>• Increase level of internal investment in customer experience initiatives</li> </ul>	<ul style="list-style-type: none"> <li>• Increase product development efficiency / reduce time to market</li> <li>• Enter new markets / market segments</li> <li>• Increase customer / market intelligence</li> </ul>	<ul style="list-style-type: none"> <li>• Improve brand awareness</li> <li>• Increase competitive positioning</li> <li>• Incubate new capabilities</li> <li>• Increase cross-silo collaboration</li> <li>• Increase employee engagement</li> </ul>