

# Customer Experience Measurement (CEM) Framework

## What is CEM?

The Customer Experience Measurement (CEM) Framework is a continuous improvement tool, aimed at improving services by benchmarking our current service delivery, defining what is truly important to the customer and analysing data to gain meaningful insights for practical change at the interaction, journey and relationship levels.

By standardising customer measurement using a single cross-government CEM framework whereby a single, aligned topline metric, along with a single, cross-channel and flexible framework built to take action on customer feedback and insights, continuous improvement for customers can be achieved. This in turn allows for:

Improved responsiveness to customer feedback and ability to identify and resolve long-term customer issues	Ability to baseline agency measurements and track improvements where sample is sufficient.	Aligned individual agency summary metrics.	Shared value from survey framework and methods that are used across agencies.	A consistent survey experience for customers.	Simpler analysis and understanding of customer feedback.
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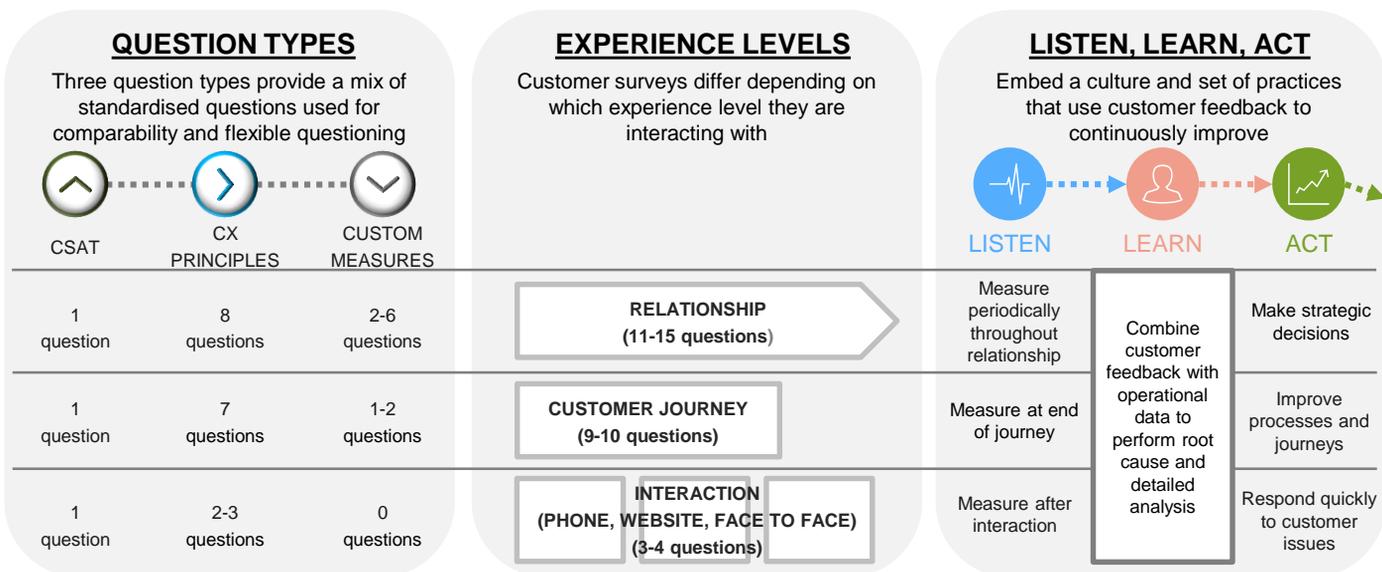


## How is CEM applied?

The framework which is built on three major concepts – a standardised question bank, three experience levels, and a listen, learn, act’ feedback loop – in order to measure performance and drive continuous improvement.

While there is a measurement component to the framework (the “listen” phase of the loop), it is a battery of interchangeable survey questions, rather than a single measure. In addition, the survey questions are then combined with other data sources (such as operational data, Google Analytics, industry reporting and best practice, and ABS statistics) to provide full context to the results and allow for root cause and detailed analysis (the “learn” phase). This analysis then follows through to the final “act” phase of the framework, whereby the focus is then on making strategic decisions, improving processes and journeys, and responding quickly to customer issues.

The framework can be applied to any of the three experience levels.



It is important to note however, that the Framework is a guide only, and the majority of aspects are flexible and interchangeable depending on individual service and agency requirements – *the leading focus of the above outline and the Framework is to assist in the continuous improvement of our service delivery to Queenslanders.*

## Need more information on CEM?

There are a number of supporting documents available, including:

- Agency case studies
- A detailed question bank
- Example surveys, reports and dashboards
- Pilot evaluation report
- Presentation packs and templates
- Guidelines and examples of operational data

Please contact the Responsive Government CX Team at [hcd@hpw.qld.gov.au](mailto:hcd@hpw.qld.gov.au) for access to these documents, and any further information required.