Peer CX Scorecard Course: Rival Comparison, Gap Closure and Adoption Plans for CX Leaders

16 – 20 August 2027
Amsterdam

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Programme Summary

The peer CX scorecard is the subject of this one-week training course for customer experience leaders, heads of insight and service quality managers, ending in a peer CX scorecard and gap closure plan for one service. Many organisations compare their customer experience with rivals using mismatched measures, then copy practices that do not fit. The programme moves from choosing a fair comparison set and measures to gathering and checking data, reading gaps, and adopting leading practice with a tested plan. Mars Training Centre UK delivers this programme on the peer CX scorecard to mixed-organisation cohorts.

The Business Case

Banks, airlines, retailers, telecom operators and public services are compared by customers whether or not they compare themselves. CX benchmarking helps leaders decide where to invest, but a weak comparison misleads: wrong peers, different survey methods and unadjusted context produce gaps that are not real.

- Investment Focus: Sharpens when gaps are ranked by size and by what customers value.
- Score Credibility: Rises when measures and methods are aligned across the comparison set.
- Improvement Pace: Quickens when borrowed practice is tested for fit before roll-out.

Principles and Evidence Base

- Net Promoter Score: Gives a common recommendation measure, applied in Sessions 1 and 2 to comparison rules and survey alignment.
- Customer Effort Score: Measures how hard a task felt to the customer, applied in Session 2 to reading effort evidence.
- Gap Analysis: Compares current and desired position and sizes the difference, applied in Session 3 to the gap grid.
- Plan-Do-Check-Act Cycle: Structures improvement as a tested loop, applied in Session 4 to the pilot plan for adopted practice.

Intended Participants

- Customer experience leaders who must show where their service stands against peers.
- Heads of insight who design measures, surveys and reporting.
- Service quality managers who own improvement targets.
- Strategy advisers who brief executives on competitive position.

Typical settings include banking, aviation, retail, telecommunications and public services.

Learning Outcomes

1. Participants will be able to evaluate whether a comparison set is fair for a given service.
2. Participants will be able to construct a peer CX scorecard from aligned measures.
3. Participants will be able to diagnose the true size and cause of performance gaps.
4. Participants will be able to prioritise gaps by effect on customers and ease of closing.
5. Participants will be able to design a pilot that tests borrowed practice for fit.
6. Participants will be able to justify a gap closure plan to an executive sponsor.

Programme Structure

Day 1: Peer CX Scorecard Foundations

What is being compared, with whom and on which measures?

- Comparison Purpose Statement
- Peer Selection Matrix
- Measure Definition Sheet
- Net Promoter Score Comparison Rules
- Comparability Risk Register

Day 2: Gathering and Checking Comparison Data

How is evidence collected so that peers are compared like for like?

- Public Evidence Log
- Mystery Contact Protocol
- Survey Method Alignment Sheet
- Data Quality Checklist
- Customer Effort Score Reading Guide

Day 3: Reading Gaps Against Peers

Which gaps are real, and which matter to customers?

- Scorecard Layout Template
- Gap Analysis Grid
- Driver Contribution Review
- Gap Size Ranking
- Context Adjustment Note

Day 4: Learning from Leading Practice and Adopting It

How is a practice seen elsewhere tested before it is adopted?

- Practice Scan Template
- Practice Fit Test
- Adoption Barrier Review
- Plan-Do-Check-Act Pilot Plan
- Owner Responsibility Sheet

Day 5: Peer CX Scorecard and Gap Closure Plan for One Service

Do the earlier tools combine into one plan a sponsor can approve?

- Applying the Session 1 Peer Selection Matrix
- Testing the Session 2 Data Quality Checklist
- Checking the Session 3 Gap Analysis Grid
- Rehearsing the Session 4 Practice Fit Test
- Completing the Peer CX Scorecard and Gap Closure Plan

Methodology

The programme uses structured exercises built on prepared case material for two services, one a retail bank current account service and one an airline check-in service, each with peer survey extracts, public ratings, contact logs and improvement notes. Participants work in groups, challenge each other's comparison choices, and defend their plan to peers acting as a sponsor.

- Suggested activity: Rebuilding a flattering scorecard with a fairer comparison set and noting what changes.
- Suggested activity: Testing a rival practice against the organisation's own constraints.
- Suggested activity: Practising a sponsor briefing on a gap that turns out smaller than first reported.

Capstone Output

Each participant completes a peer CX scorecard and gap closure plan for one service. It holds a comparison set, aligned measures, a ranked gap list, tested practices and an owner plan. The plan is used at work to brief an executive sponsor, to set improvement targets and to explain to colleagues why some gaps are acted on first.

Frequently Asked Questions

Is a training programme on the peer CX scorecard suitable for leaders new to benchmarking?

Yes. The peer CX scorecard is taught through prepared cases and templates. The programme assumes responsibility for customer experience measures or targets, but no earlier work on comparison studies.

Which models does the peer CX scorecard rest on?

The peer CX scorecard rests on the Net Promoter Score, the Customer Effort Score, Gap Analysis and the Plan-Do-Check-Act Cycle, each applied to prepared service cases.

How is the plan from the peer CX scorecard used at work?

You use the peer CX scorecard and gap closure plan to brief your sponsor, set improvement targets, and explain which gaps are tackled first and why.

How does the peer CX scorecard differ from a customer feedback analytics programme?

The peer CX scorecard compares your service with peers and plans action on the gaps, while a customer feedback analytics programme concentrates on analysing your own survey scores and comments.