



Xpand or Contract?

Why **putting customers at the center** matters now more than ever — and why a single approach to understanding them won't get you there



RODDY KNOWLES

Sr. Director | Research & Product Led Growth

roddy.knowles@disqo.com

 [@roddyknowles](https://twitter.com/roddyknowles)

1

**Who are your
customers?**

2

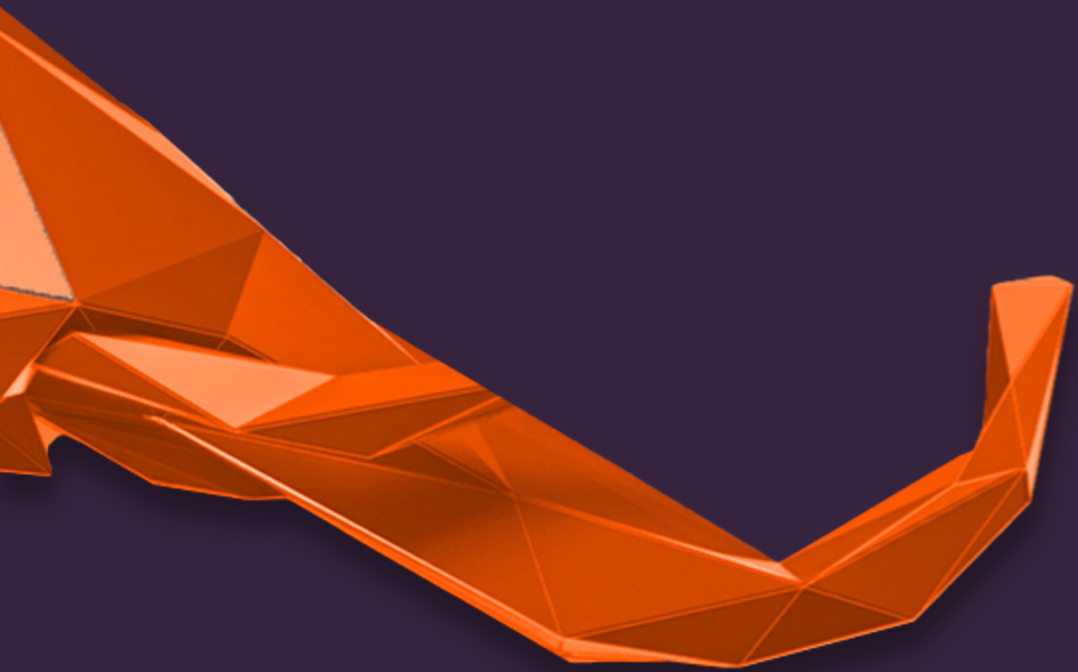
**Reframing
CX Research**

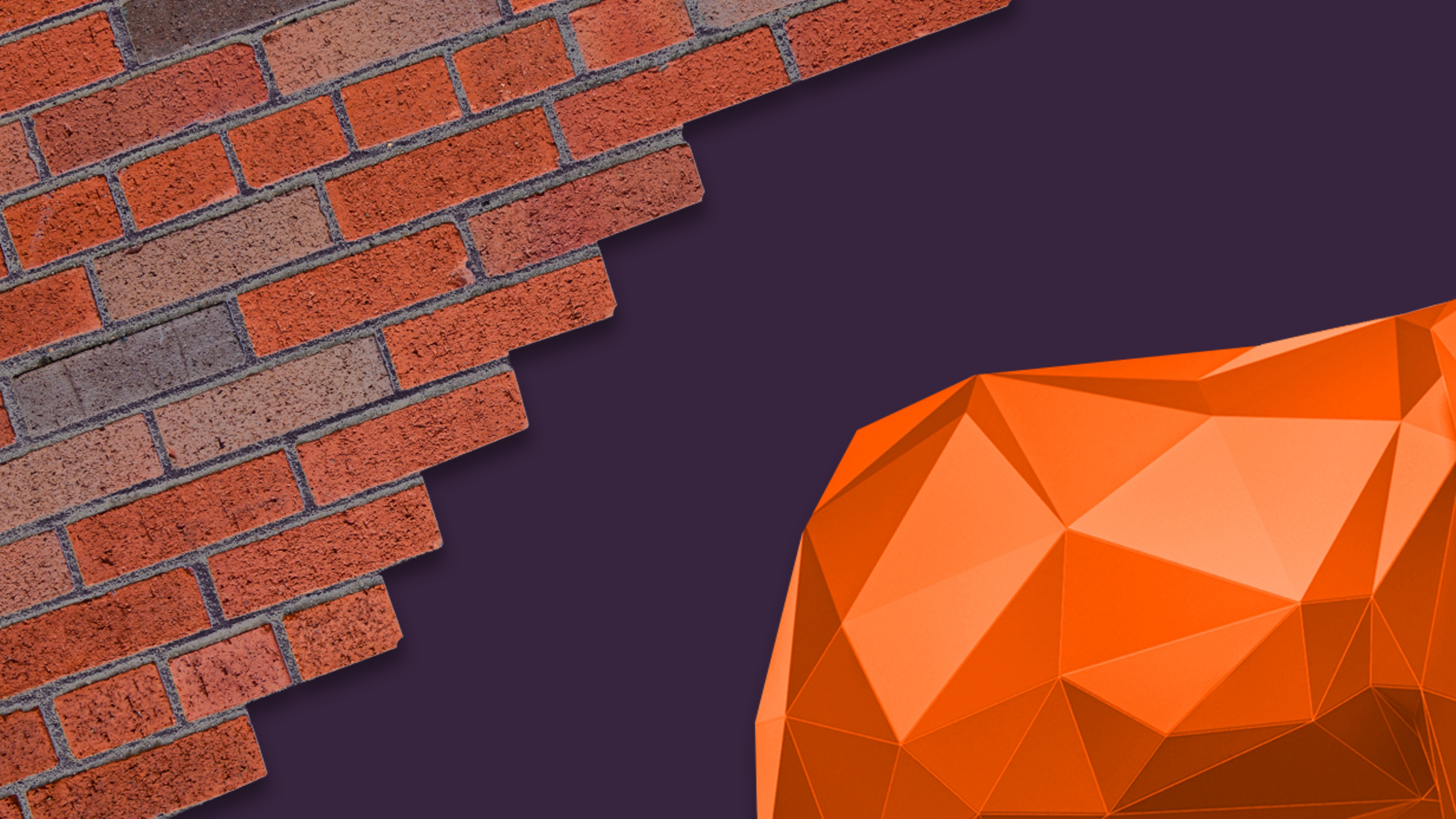
3

**Moving toward
a both/and
framework**

4

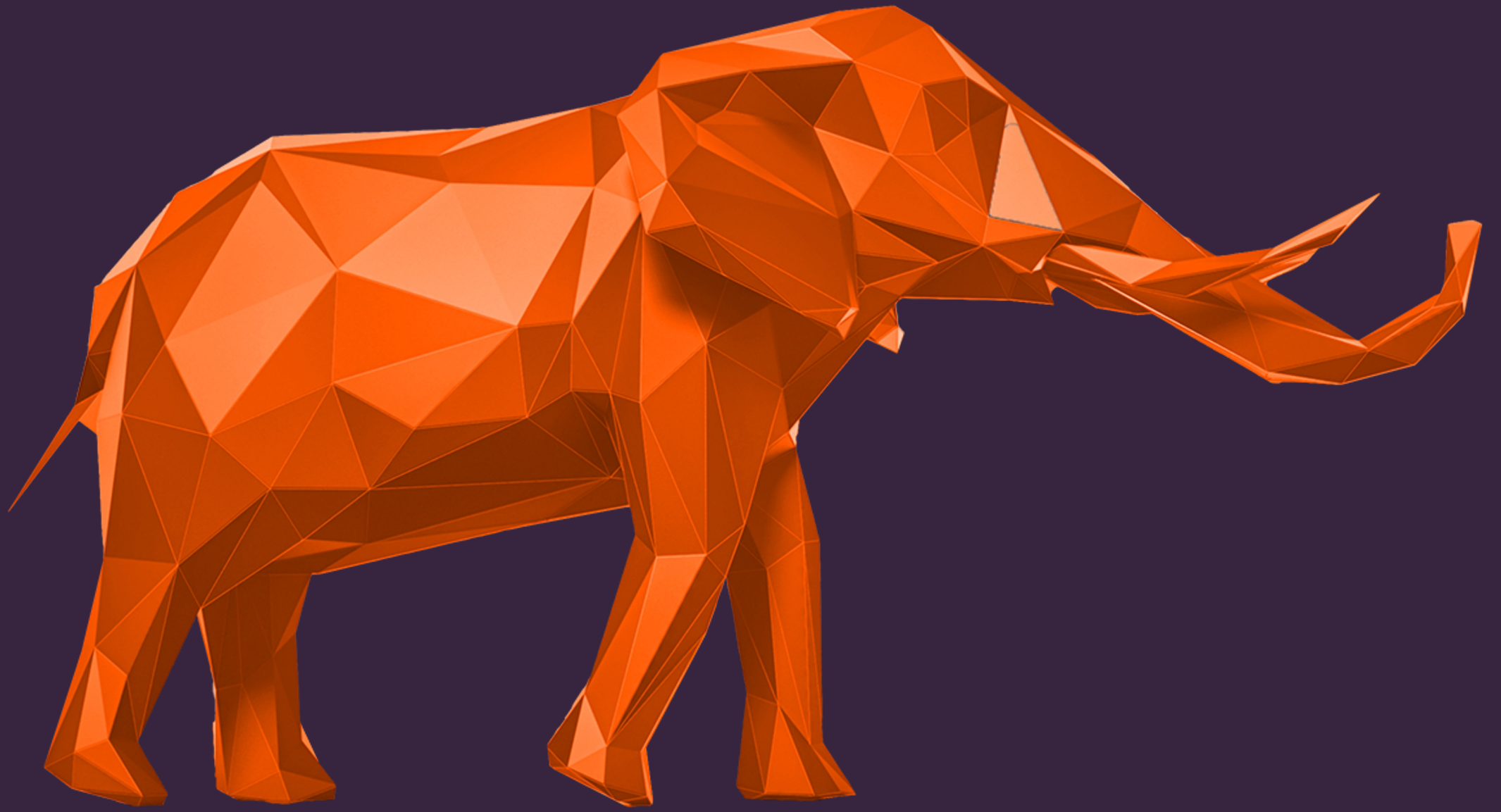
**What you
should do
NOW**

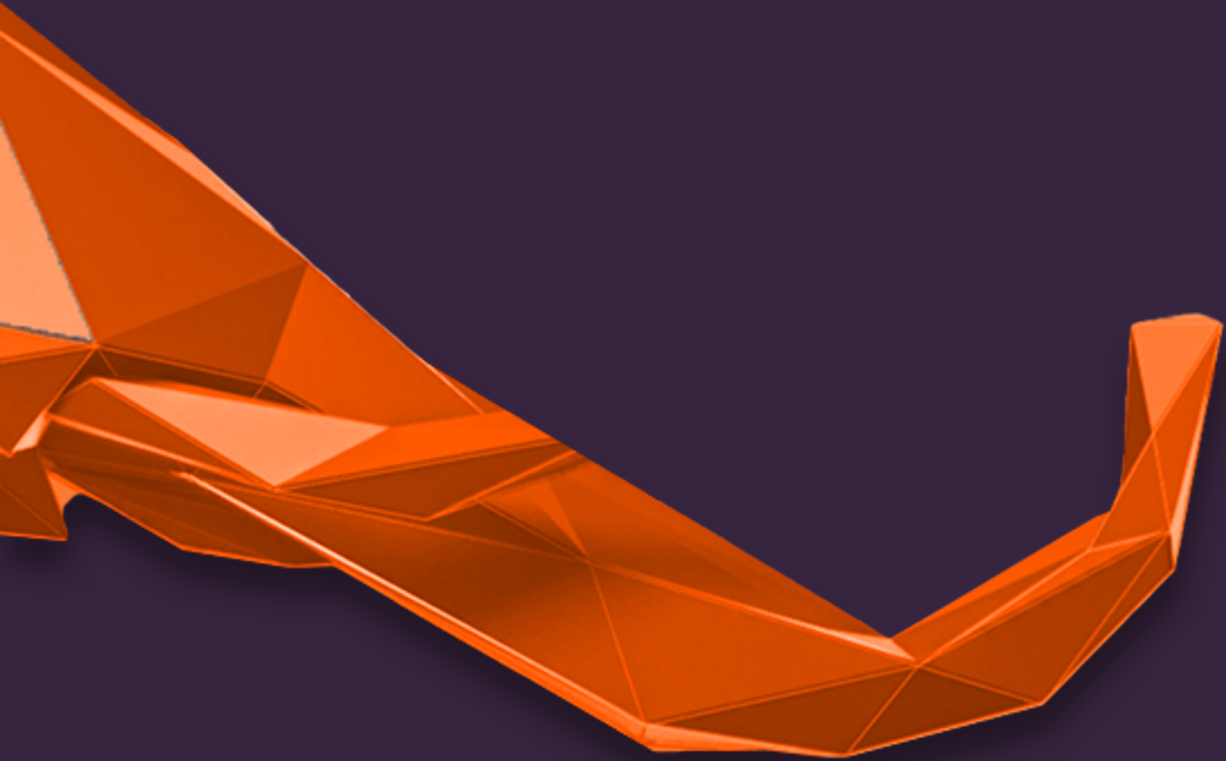






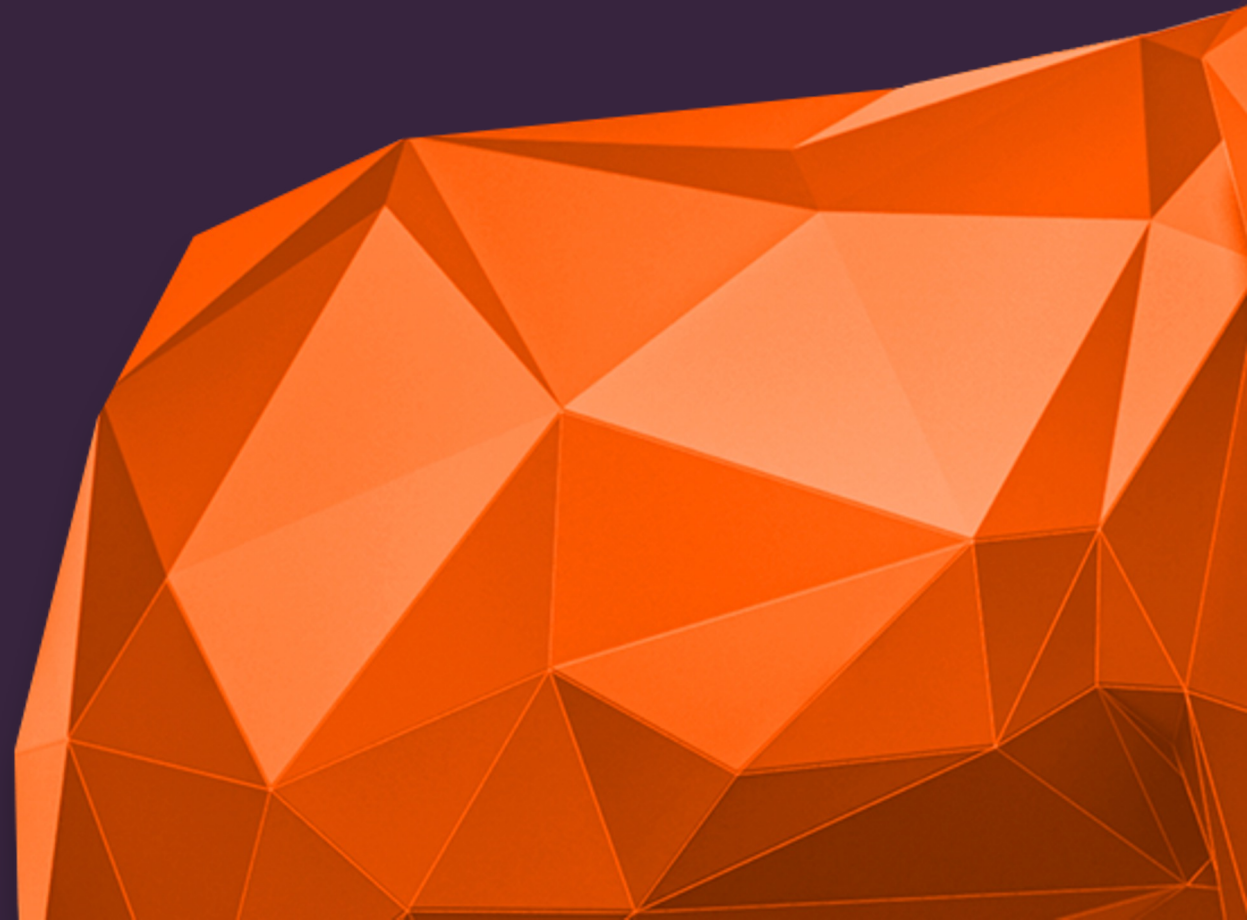


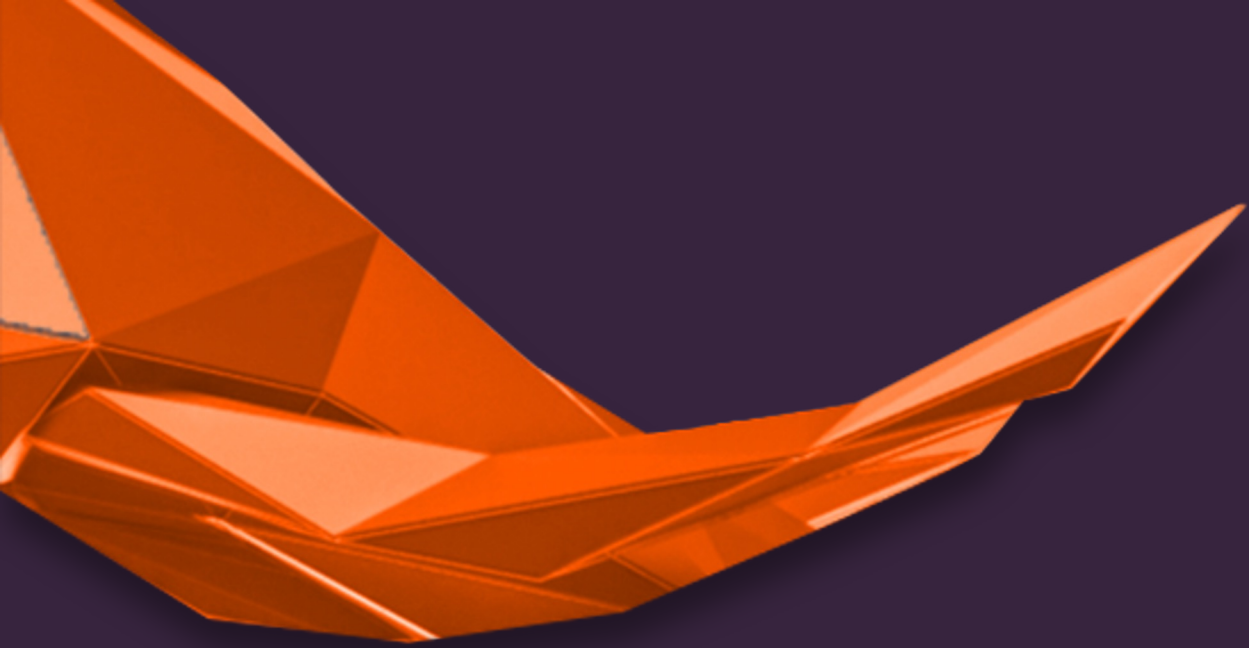




CX

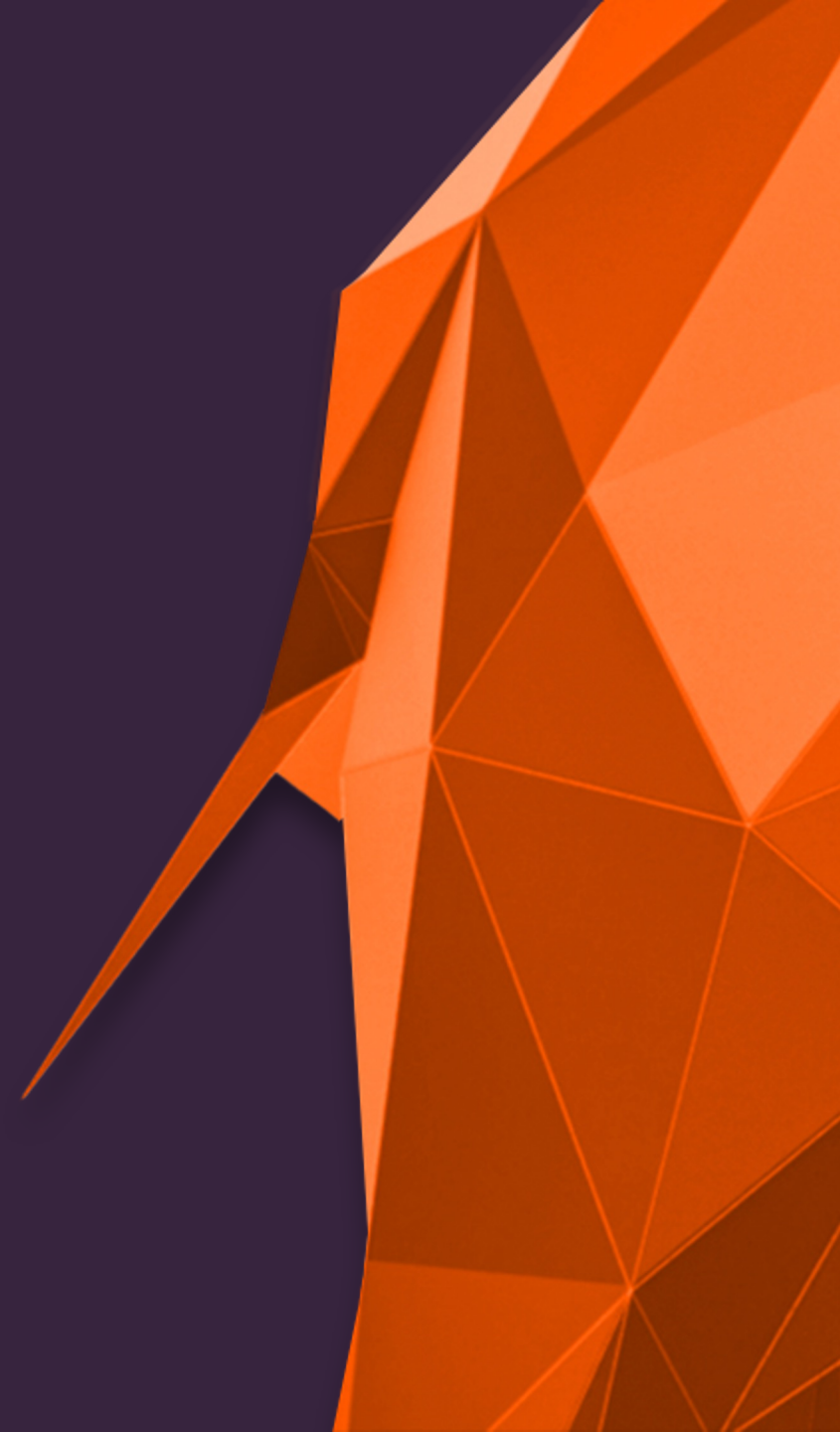
MRX



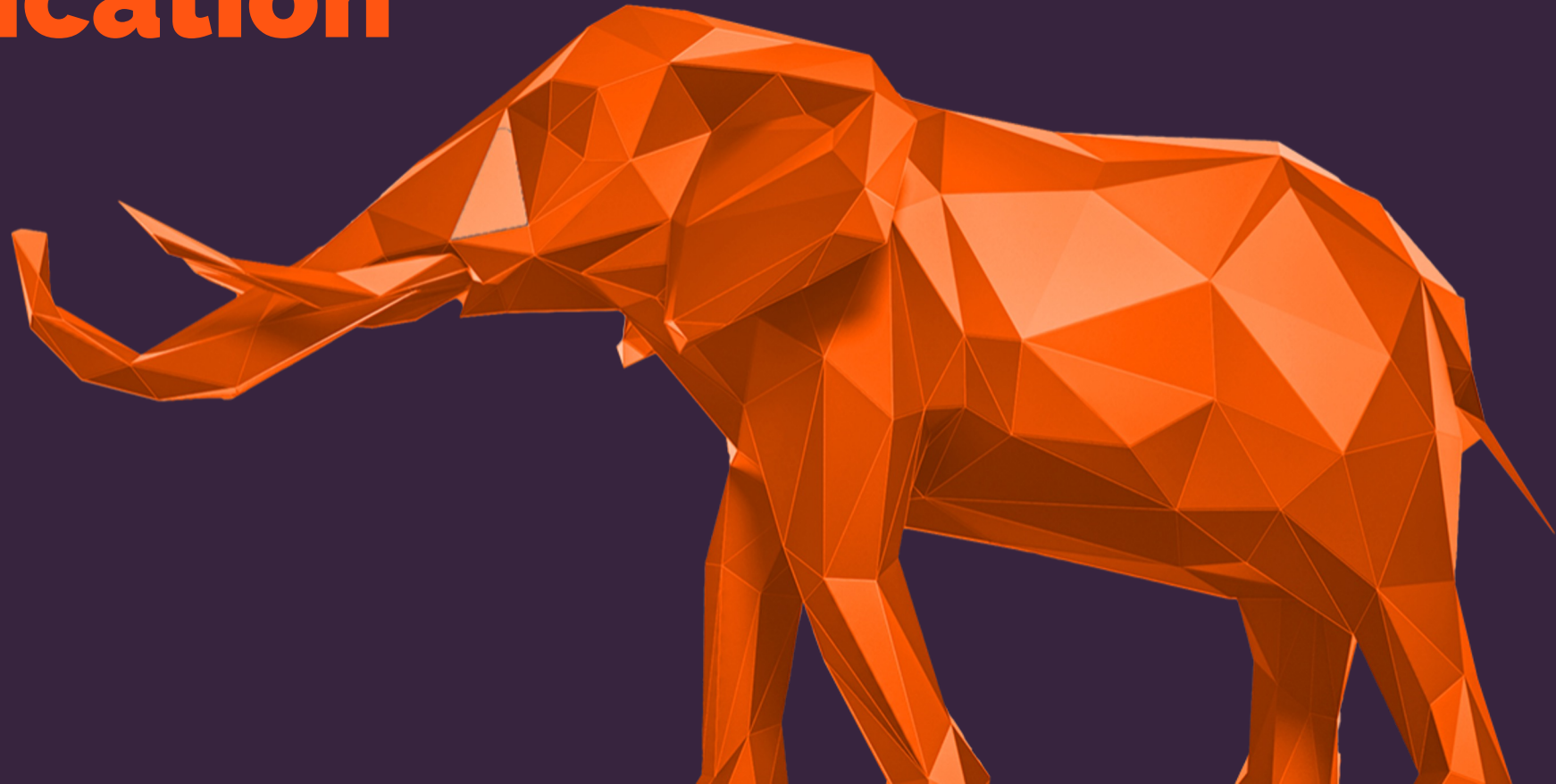


UX

Business teams



Internal
connection +
communication



Who are you
building for?



Customers you have | **Customers you want**



Either | Or



Both | And



Research inside | Research outside



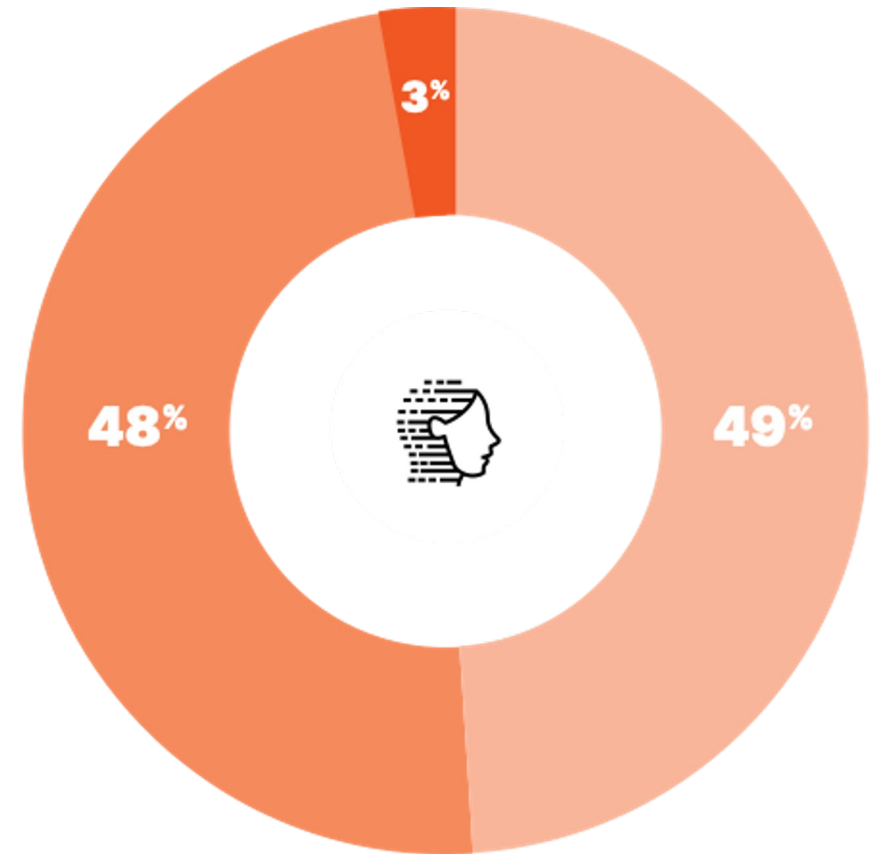
Observe | **Ask**



**People know
their recall is
imperfect...**

Consumer confidence in recall

Self-reported confidence in 30-day
online shopping recall

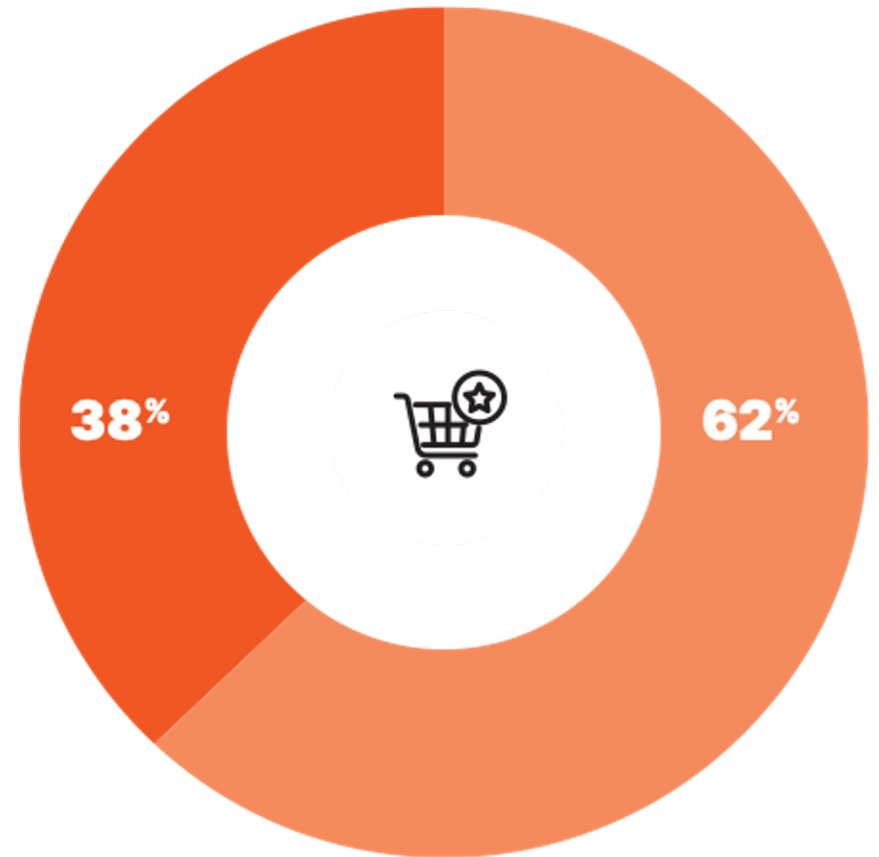


- Not confident
- Somewhat confident
- Highly confident

Some questions are hard to answer... accurately

On average,
more than $\frac{1}{3}$
of consumers' self-reported activity contradicted their actual behaviors online

Self-reported activity contradicted respondent behavioral data



Self-reported activity aligned with respondent behavioral data

Slow | **Fast**



Question
assumptions

Ask
small questions

Iterate



Research is a ~~project~~ process



Researchers | **Non-researchers**



**We're all
on this ride
together**



Tips, takeaways + what to do **NOW**



- Question how you define “customers”
- Embrace a multifaceted approach
- Find partners who can bridge gaps
- Make space for exploration and foster curiosity
- Invite colleagues to the party
- Identify something you can do differently **next week**



Questions?

roddy.knowles@disqo.com

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