





# What if you do not join the Benchmark?

*"So ... you got lots of people onto your website ... so what?! What really matters is how many you **converted** into sales?"<sup>1</sup>*

Scenario	Description	Advantages	Disadvantages	Likely impact
 <b>1. Flying blind</b>	Not measuring your non-investment performance.	✓ Zero effort.	✗ Impossible to claim that you are data-led in this regard.	Unable to evaluate the success of either BAU or a change project.
 <b>2. Marking your own homework</b>	Not comparing your non-investment performance against competitors.	✓ No external data needed.	✗ Impossible to claim that you provide a superior client experience.	Risk that your internal targets become divorced from market norms as they evolve.
 <b>3. Taking a risk on what humans say they will do</b>	Relying purely on client feedback.	✓ Focus on the 'voice of the client'. ✓ Low effort.	✗ Dependency on data known for its gaps and inaccuracies: "feedback is nothing more than a biased guess." <sup>2</sup> - We forget less recent events. - We avoid difficult conversations. - We say one thing ... and do another.	A business that makes decisions "purely on what consumers say they will do runs a very significant risk." <sup>2</sup>
 <b>4. Silo mentality</b>	Organization first ... client second – using different benchmarks per department, e.g. marketing, or service comparisons.	✓ Department heads do not need to work together in managing their aggregate impact on client engagement.	✗ Sales funnels and client journeys do not recognise your internal structure. ✗ Your business intelligence will lack dollarizable insights about your effect on whether clients buy, stay, and buy more. ✗ Internal friction.	A handicap in the competition for time and money.