





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?”¹

Scenario	Description	Advantages	Disadvantages	Likely impact
 1. Flying blind	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.
 2. Marking your own homework	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.
 3. Taking a risk on what humans say they will do	Relying purely on client feedback.	<ul style="list-style-type: none"> ✓ Focus on the ‘voice of the client’. ✓ Low effort. 	<ul style="list-style-type: none"> ✗ Dependency on data known for its gaps and inaccuracies: “feedback is nothing more than a biased guess.”² <ul style="list-style-type: none"> - 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.” ²
 4. Silo mentality	Organization first ... client second – using different benchmarks per department, e.g. marketing, or service comparisons.	<ul style="list-style-type: none"> ✓ Department heads do not need to work together in managing their aggregate impact on client engagement. 	<ul style="list-style-type: none"> ✗ Lack of coherent and joined-up view of your sales funnel and client journey. ✗ Lack of dollarizable insights about your effect on whether clients buy, stay, and buy more. 	<p>A handicap in the competition for time and money.</p> <p>Internal friction.</p>