### **K** Improvement **Opportunities**

## feedback CX Best Practice Checklist

#### **LEADERSHIP** 1. Align your vision & values with the

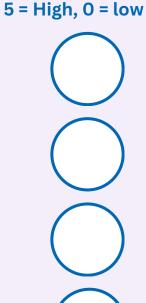
Achievement Rate 5 = High, 0 = low

- 1. Align your vision & values with the purpose & importance of delivering exceptional customer experiences
- 2. Optimise Marketing, Operations & HR into ONE CX Improvement Solution & be the FIRST Choice
- 3. Customer Lead CX Improvement Culture which is Best Practice Driven & Amplifies Successes & ROI
- 4. Unrivalled CX Leadership with a trusted partner to manage & customize your end to end CX solutions

### **FEEDBACK**

- 5. Feedback is accountable & actionable so it is owned by your teams & they are inspired to improve
- 6. Innovative feedback solutions that are personalized by customer profiles, needs & expectations
- 7. Engaging YOUR SAY YOUR WAY with Type Talk or Video to learn HOW customers truly feel & WHY

Achievement Rate





8. Staff Engagement to action feedback with personal development plans, recognition, rewards & culture

# ACTION Achievement Rate 9. Profile Performance to build skills, & Assess Why results are high or low & have one on one coaching 10. Improvements targeted by the individual, based on their No 1. Opportunity linked to eLearning in 1 Click 11. Focus on Needs Based selling to offer the full solution & target missed standards with Alerts & Top Tips 12. Accountability to Improve, Action Plans & Habits, taking the guesswork out to enable behavioural change CROWTH 13. Improve marketing spend effectiveness with Path to Purchase insights for new & existing customers

14. Boost top social ratings & advocacy, % of new customers & google results on location dashboards

15. Insights into Best Practices e.g. NPS, Advocacy, Sales Growth & Productivity, Non-Buyers, ATV & Traffic

16. Top ROI opportunities aligned to growth priorities with an Improvement Plan & share it's worth in dollars

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## **CX** Improvement **Plan To Win**

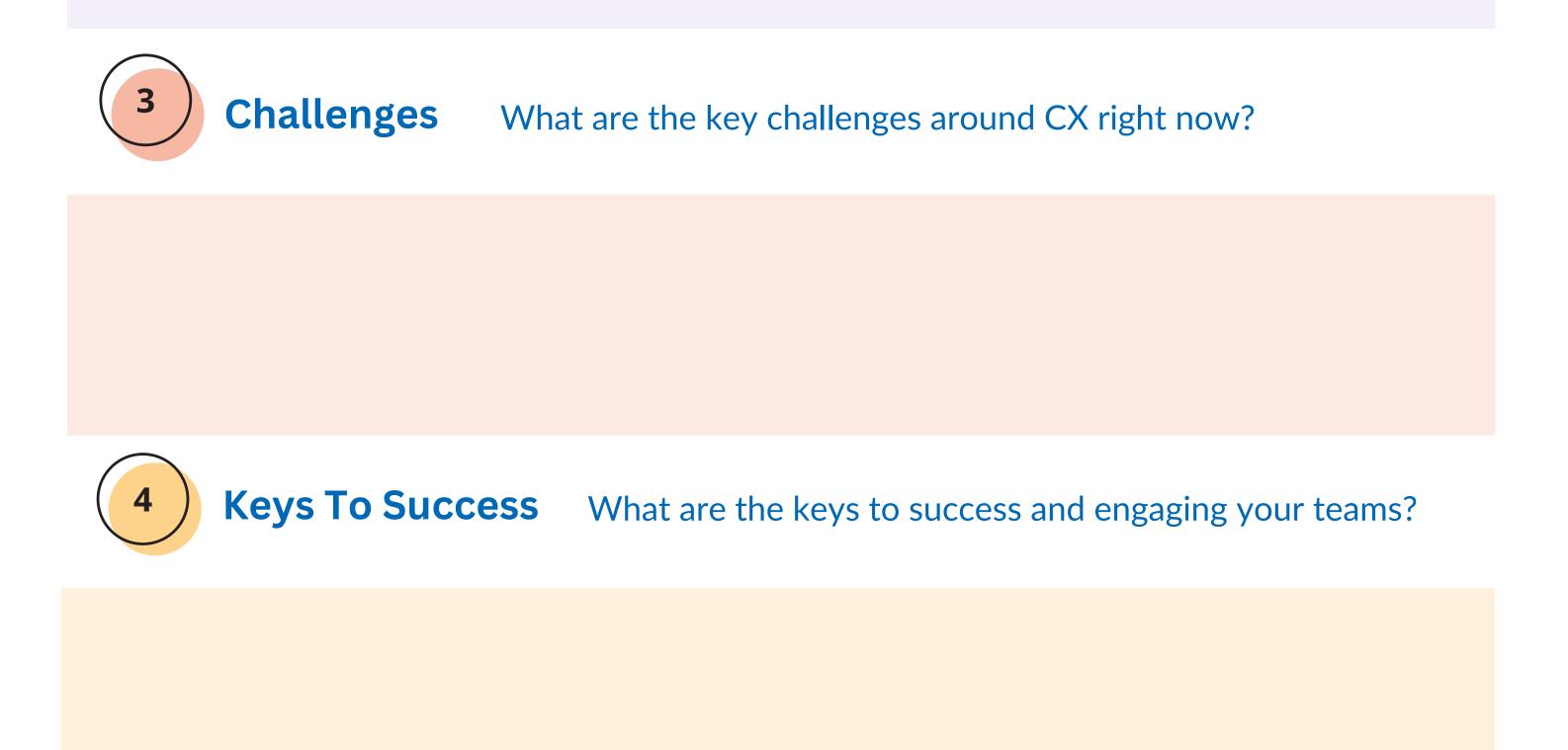




What are your CX Growth goals and their impact?



**Priorities** What are the priorities for CX in Marketing, HR & Operations?



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### **CX** Improvement **Plan To Win**

# feedback Improving Performance

1

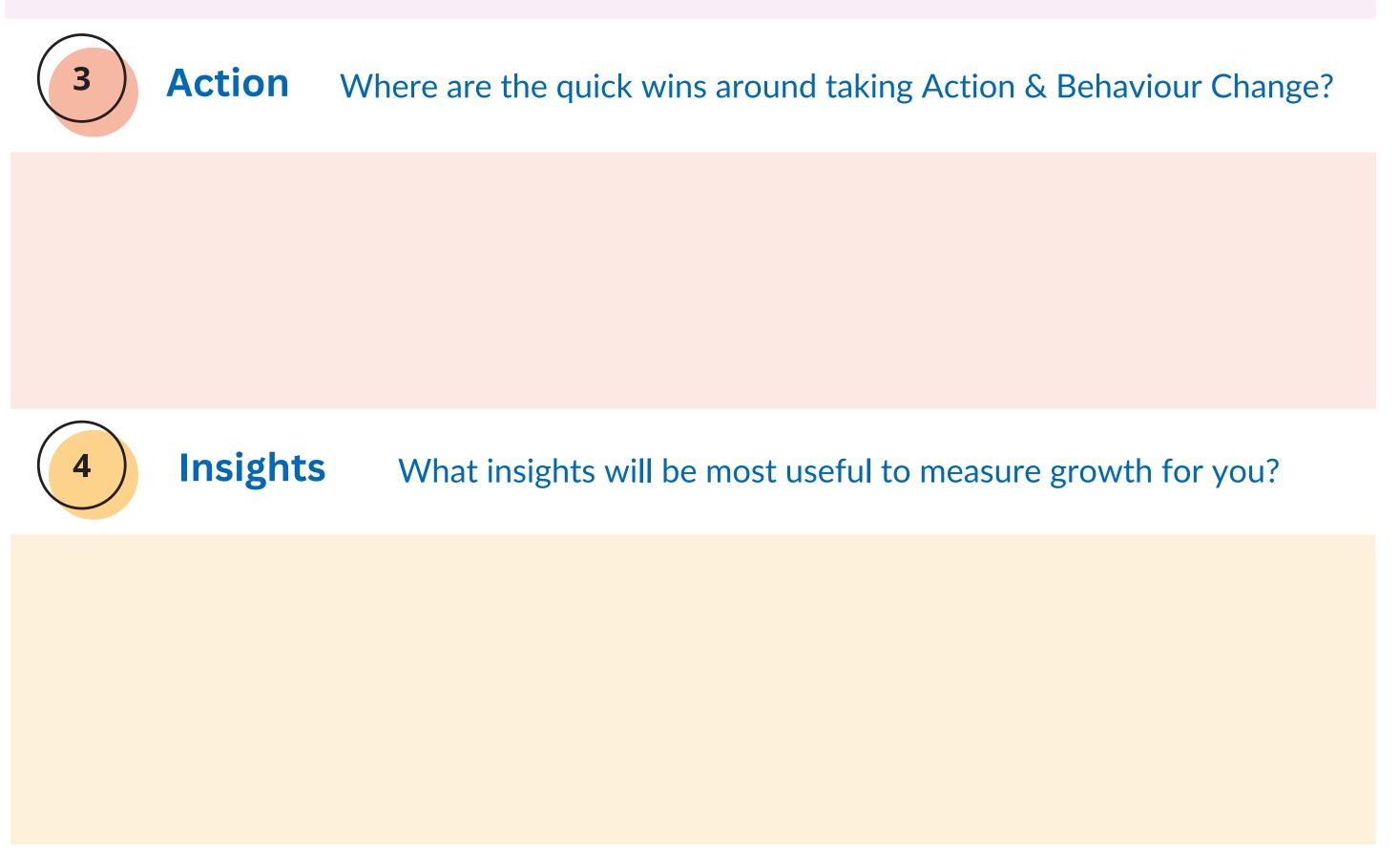
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Leadership

What is needed to increase the CX improvement culture in the business?

Experiences

Where do you plan to improve your Customer Experiences when providing Feedback?



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