

CX Best Practice Checklist

LEADERSHIP

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

Achievement Rate
5 = High, 0 = low

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

ACTION

Achievement Rate
5 = High, 0 = low

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

GROWTH

Achievement Rate
5 = High, 0 = low

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

CX

Improvement Plan To Win

feedback
asap

Setting Goals & CX Strategy

1

Goals

What are your CX Growth goals and their impact?

2

Priorities

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

3

Challenges

What are the key challenges around CX right now?

4

Keys To Success

What are the keys to success and engaging your teams?

CX

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Improving Performance

1

Leadership

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

2

Experiences

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

3

Action

Where are the quick wins around taking Action & Behaviour Change?

4

Insights

What insights will be most useful to measure growth for you?