

TOP CX OPPORTUNITIES TO DRIVE GROWTH .

Your Trusted
CX Improvement
Partner

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1. Personalize feedback to feel genuinely human and reinforce your brand.
2. Inspire real customer empathy through their authentic voices via talk, video & type
3. Design customized programs that embed customer centricity into your culture.
4. Understand how customers truly feel and why. Did we exceed expectations? Why or why not?
5. Measure the impact of each feedback and its potential improvement on NPS to maximize returns.
6. Proactively manage your customer's journey across all channels and track their loyalty over time.
7. Move beyond NPS scores by listening and learning locally to make meaningful improvements.
8. Identify key drivers of loyalty, dissatisfaction, and product satisfaction using advanced tools.
9. Focus on enhancing top scores, add value to mid-range scores, and address negative feedback.
10. Assess loyalty, tenure, profile, spend, sales influence, and overall customer centricity.
11. Analyze drivers for new, non-buying, and lost customers to predict issues and opportunities.
12. Utilize real-time alerts to follow up on issues and celebrate team successes with sound files and videos.
13. Identify missed sales opportunities and gain competitor insights from non-buyers.
14. Run social media campaigns to encourage advocates to share their experiences and inspire others.
15. Conduct strategic reviews to create a Program Development Plan aligned with your priorities.

Improving People Performance

1. Achieve actionable results linked to eLearning with personalized, authentic performance profiling.
2. Integrate operations, HR, and marketing into one holistic improvement system.
3. Inspire and empower your teams to be customer-led, driven by best practices and growth.
4. Implement daily, weekly, monthly, and quarterly action habits to drive results and eliminate guesswork.
5. Move beyond NPS with accountable measures focusing on sales-driving behaviours.
6. Highlight the impact of NPS measures and sales metrics to secure buy-in for the program.
7. Combine foot traffic and sales metrics with CX and eLearning to target improvements.
8. Track upselling success rates based on customer needs to add value and increase ATV.
9. Assess success through tailored action plans for everyone's top opportunity.
10. Enhance coaching and training effectiveness with real-time behavioural changes.
11. Proactively address underperformance with targeted training programs.
12. Motivate improvements with recognition, rewards, newsletters, awards, and communications.
13. Celebrate best practices from top performers with tips to inspire their peers.
14. Use team profiling to assist in recruitment, induction, and team development.
15. Track program impact, training, staff engagement, insights, and ROI.

1. Track the impact of your marketing campaigns daily, like the percentage of website visitors.
2. Identify purchase patterns for new, existing, lost customers and high spend customers.
3. How many competitors did they visit? What sets you apart?
4. What influenced their visit? e.g. referral or good review, saw something in the window & special promotion
5. Boost social media ratings both locally & nationally to generate leads & elevate your brand
6. Discover what customers like or dislike about their shopping journey.
7. Assess performance for all your touchpoints like online, instore, quotes QR codes, sales reps, and call centres.
8. Monitor the effectiveness of your promotions daily. Are they driving traffic and are well-promoted in-store?
9. Tailor new product promotions and offers to meet customer needs.
10. Evaluate product satisfaction & understand why customers like or dislike their experience.
11. Share the best feedback on social media e.g. local google reviews and key social sites
12. Compare your performance against competitors in terms of overall service, product quality, and value.
13. Understand why customers choose you over competitors or vice versa.

1. How do customers, new customers, and non-buyers feel about your brand?
2. Assess brand statements, customer segments, and needs.
3. Gain insights into customer loyalty and spending. What drives advocacy and dissatisfaction?
4. Evaluate campaign effectiveness daily, weekly, and monthly.
5. For example, did they see the advertising? Did they buy more than they intended?
6. Compare campaigns to optimize spend and tailor feedback as needed.
7. Assess the impact on traffic, sales growth, conversion rates, average transaction value (ATV), and new customers.
8. Boost sales by aligning campaign offers to accelerate upselling with valuable product information, e.g. Why us?
9. Increase loyalty membership by positively promoting it in-store.
10. Create a 'Refer a Friend' program by targeting at your advocates.
11. Target new offers to customers based on their profiles.
12. Constantly track results to assess the impact of your marketing investment.