SELF ASSESSMENT

How well does your company monetise its customer experience (CX)?

DO YOU LOOK AT THE MONEY SIDE OF CUSTOMER EXPERIENCE MANAGEMENT?

Customer experience usually costs money. But does your business calculate the financial *return* of your CX initiatives?

	Not at all ⟷ Always			
When making CX decisions, our leaders consider their financial return.	○	○	○	○
We estimate the financial impact of our CX efforts overall.	○	○	○	○
We estimate the financial impact of individual CX initiatives.	○	○	○	○
We estimate the return on investment (ROI) of individual CX initiatives.	○	○	○	○

ARE YOU TURNING CUSTOMER SMILES INTO CASH?

Experience initiatives are great at *adding* customer value. But how well does your business *capture* value in return?

	Not at all ⟷ Always			
DO YOU USE CX THINKING AND DATA TO SELL MORE?				
We ensure that 'happy customers' have every opportunity to purchase the all relevant products and services that we provide.	○	○	○	○
We ask happy customers to recommend us (social media, in person, testimonials, ...).	○	○	○	○
We invite (happy) customers that left us, to repurchase when their situation changes.	○	○	○	○
We pay special attention to customers that are '*satisfied but otherwise indifferent*'.	○	○	○	○
We reduce our discounts by looking at them through a customer experience lens.	○	○	○	○
We use CX feedback data as the foundation for our account plans.	○	○	○	○
We proactively manage key influencers who are positive/negative about our company, even when they change job or company.	○	○	○	○
We use CX feedback data to prioritise the sales opportunities that we pursue.	○	○	○	○
We consider CX feedback when we create (sales) forecasts for the next fiscal period.	○	○	○	○
DO YOU USE CX THINKING AND DATA TO WORK SMARTER?				
We use CX thinking as a driver for cost reduction and efficiency.	○	○	○	○
We use ROI calculations to prioritise our customer experience initiatives.	○	○	○	○
We consider the impact of good/bad CX in our employee costs.	○	○	○	○
Best CX practices in one part of our business are shared and implemented across the rest of the company.	○	○	○	○
DO YOU USE CX THINKING AND DATA TO CRAFT BETTER STRATEGIES?				
When building customer journeys we also look for value capture opportunities at individual steps and touchpoints.	○	○	○	○
We involve (happy) customers as co-creators in product development & innovation.	○	○	○	○
Before adding a new (communication) channel, we weigh its customer impact against the added complexity for our business.	○	○	○	○
We include CX feedback data in our M&A due diligence process.	○	○	○	○
We include CX feedback data in our communication to investors, shareholders and debt holders.	○	○	○	○
We use our competitor's CX feedback data to identify where we can capture new market share or where we should better defend our position.	○	○	○	○

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