

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.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
We estimate the financial impact of our CX efforts overall.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
We estimate the financial impact of individual CX initiatives.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
We estimate the return on investment (ROI) of individual CX initiatives.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
We ask happy customers to recommend us (social media, in person, testimonials, ...).	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
We invite (happy) customers that left us, to repurchase when their situation changes.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
We pay special attention to customers that are ' <i>satisfied but otherwise indifferent</i> '.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
We reduce our discounts by looking at them through a customer experience lens.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
We use CX feedback data as the foundation for our account plans.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
We proactively manage key influencers who are positive/negative about our company, even when they change job or company.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
We use CX feedback data to prioritise the sales opportunities that we pursue.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
We consider CX feedback when we create (sales) forecasts for the next fiscal period.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
DO YOU USE CX THINKING AND DATA TO WORK SMARTER?			
We use CX thinking as a driver for cost reduction and efficiency.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
We use ROI calculations to prioritise our customer experience initiatives.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
We consider the impact of good/bad CX in our employee costs.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Best CX practices in one part of our business are shared and implemented across the rest of the company.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
We involve (happy) customers as co-creators in product development & innovation.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Before adding a new (communication) channel, we weigh its customer impact against the added complexity for our business.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
We include CX feedback data in our M&A due diligence process.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
We include CX feedback data in our communication to investors, shareholders and debt holders.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>