

# CUSTOMER EXPERIENCE HEALTH CHECK



## CX Factoids

54% of organizations cite culture as the primary challenge (West Monroe Partners/ CXPA 2018)

89% of businesses will compete mainly on customer experience by as soon as 2017 (Gartner 2016)

45% of companies offering web or mobile self-service saw a reduction in support phone calls (CRM Magazine 2016)

Strong omnichannel strategies boost an average of 9.5% year over year increase in annual revenue (Aberdeen Group 2013)

50% of consumer product investments will be redirected to 2017 CX initiatives (Gartner 2016)

95% of dissatisfied customers tell people about their experiences (Zendesk 2016)

52% of customers are less likely to engage with a company because of a bad mobile experience (WOW Local Marketing 2016)

79% want direct person contact to remain part of customer service (Opinion Lab 2018)

Strong omnichannel strategies boost an average of 7.5% year-over-year decrease in cost per customer contact (Aberdeen Group 2013)

# CX Critical Areas

# Considerations

YES

NO

## STRATEGIC

Company Priorities	Are company objectives customer-centric? Is culture geared to customer advocacy and employees are clear on priorities?	<input type="checkbox"/>	<input type="checkbox"/>
Competitive Advantage	Is customer experience considered a competitive advantage? Is innovation, personalization, omnichannel and digital transformation inherent in the company?	<input type="checkbox"/>	<input type="checkbox"/>

## AWARENESS

Digital Channels	Are digital channels (website, webinars, ads, chat, social media) answering the customers' questions? Are they effective for conversion to sales?	<input type="checkbox"/>	<input type="checkbox"/>
Human Channels	Are human channels (call centers, store reps, sales reps) educating the customers completely? Are they effective for conversion to sales?	<input type="checkbox"/>	<input type="checkbox"/>

## PURCHASE

Digital Channels	Are digital channels (website, chat, mobile app) customer-centric, value prop/benefit clear, mobile friendly, and user friendly? Are sales close rates effective?	<input type="checkbox"/>	<input type="checkbox"/>
Human Channels	Are human channels (call centers, store reps, sales reps) courteous, knowledgeable, setting proper expectations? Are sales close rates effective?	<input type="checkbox"/>	<input type="checkbox"/>

## FULFILLMENT

Service/Product Delivery	Is electronic delivery frictionless? Is physical delivery experience meeting expectations? Is supply meeting demand?	<input type="checkbox"/>	<input type="checkbox"/>
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## PERFORMANCE

Product/Service Utility	Is setup frictionless? Is product/service indispensable to customer? Are changes executed flawlessly?	<input type="checkbox"/>	<input type="checkbox"/>
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## PAYMENT

Billing	Is billing accurate and clear? Are payment options customer-focused? Is billing aligned with value provided?	<input type="checkbox"/>	<input type="checkbox"/>
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## CUSTOMER SUPPORT

Digital Channels	Are digital channels (online self-help, chat, social media, mobile app) customer-centric, resolving issues first time, mobile friendly, and user friendly? Are they all effective for conversion to sales?	<input type="checkbox"/>	<input type="checkbox"/>
Human Channels	Are human channels (call centers, store reps, sales reps) courteous, knowledgeable, resolving issues first time, setting proper expectations? Are sales close rates effective?	<input type="checkbox"/>	<input type="checkbox"/>

## Totals

**LEGEND**

- Outstanding = 11 "Yes"
- Great = 10 "Yes"
- Good = 9 "Yes"
- Fair = 7 - 8 "Yes"
- Challenging = Below 7 "Yes"

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