

# Customer Experience Scorecard



Company Name: \_\_\_\_\_

Your Name: \_\_\_\_\_

0  
We don't do  
this at all



5  
We do this  
sometimes



10  
We are strong  
in this area

## Understanding

### REGULAR FEEDBACK

We solicit feedback from customers about their experiences (e.g. through surveys or interviews).



### EMPLOYEE INPUT

We gather input from employees about their experiences with customers and their role in delivering them.



### DOCUMENT UNDERSTANDING

We document customer understanding in a way that is easy for employees to understand and use.



## Design

### DEFINE PROCESS

We follow a defined customer experience design process any time a new experience is introduced or improved.



### PROTOTYPING AND TESTING

We constantly use iterative ideation, prototyping, and evaluation as part of the experience design process.



### BUSINESS INTERDEPENDENCIES

We identify the key people, processes, and technologies that shape interactions with customers.



## Strategy

### ORGANISATIONAL STRATEGY

Our organisation's customer experience strategy is aligned to the overall organisation strategy.



### BRAND ATTRIBUTES

Our organisation's customer experience strategy aligned with your organisation's brand attributes.



### SHARE CX STRATEGY

Do you regularly share the customer experience strategy with all employees (e.g. documentation, training sessions).



## Culture

### HIRING SELECTION

We screen candidates for the specific skills needed to deliver on the CX strategy as part of hiring and selection process.



### TRAINING SKILLS

We provide training to help new/existing employees build the skills needed to deliver on their part of the CX strategy.



### REWARDS & RECOGNITION

We use informal rewards and celebrations to highlight exemplary customer centric behaviour.



## Adoption and Accountability

### DECISION CRITERIA

We include impact on customer experience as a criterion for business decisions about policies, processes, technology, etc.



### RESOURCING ALLOCATION

We review customer experience program status and metrics regularly to monitor progress toward business goals as req'd.



### TEAM COORDINATION

We facilitate and support the necessary coordination across groups that share responsibility for a given experience.



## Measurement

### STAFF KPI'S

We define the customer experience metrics that show how each group, role, and individual in the organisation contributes to customer experience quality.



### DESCRIPTIVE METRICS

We collect descriptive metrics about each experience (e.g. interaction length, errors, etc) that provide needed context.



### CX DRIVERS

We model the relationship between drivers of CX quality (e.g. speed); customer perceptions of their experiences (e.g. easy); and business outcomes (e.g. increased sales).

