Experiment 1
10 Questions that Work

An organization that puts customers first begins to shape its model and culture to reflect this core driver. As a team, take a moment to answer the following questions to identify the level of your organization's customer experience maturity and specific areas for improvement.

1. Has your organization designed key performance indicators to measure performance against customer satisfaction objectives?

2. Does your organization carry out research to understand the wants, needs, and purchase drivers of customers?

3. Does your organization examine sales processes to understand where they might fail or why customers may not purchase?

4. Does your organization analyze the number of customers gained or lost each year?

5. Does your organization apply a customer journey framework to design, document, and share the ideal end-to-end customer experience?

6. Does your organization use a set of broad research techniques to understand customer experience, satisfaction, and loyalty?

7. Does your organization carry out research to understand how customers are using your products and services, and why they may use them differently than you had planned?

8. Does senior management have regular, direct contact with customers to get a realistic view of what they experience when they engage with your organization?

9. Does your organization have a clear, consistent calculation of customer lifetime value when making customer investment decisions?

10. Does your organization understand the direct and indirect costs customer incur when they engage with your organization?

I DON'T KNOW.

NO. WE HAVE NO COMMITMENT TO DO SO.

SORT OF. WE'VE COMMITTED BUT HAVE NO REAL PLANS IN PLACE.

YES. WE HAVE A PLAN BUT IT'S NOT YET IMPLEMENTED.

YES. WE'VE IMPLEMENTED AND IT'S HAVING SOME IMPACT.

YES. WE'VE IMPLEMENTED AND IT'S HAVING MAJOR IMPACT.