Customer Experience Scorecard

proto cx

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).