



ENHANCING CUSTOMER

Experience Checklist

Does Your Customer Experience Need an Upgrade?

Take this quick self-assessment.

Did you know that 80% of businesses believe they're delivering a superior customer experience but only 8% of customers agree? Your customers are the key to unlocking your next level of growth whether as return customers or as your best marketing resources to new customers. Review these questions to:

1. Discover how well you're meeting customer expectations.
2. Determine if you understand the full impact your customer experience has on your business.

If any of these questions strikes a nerve, let's talk about how we can help you deliver a better customer experience.

SPEED OF SERVICE

- Do you know how long does it takes a customer to get to the right person?
- Do you have a plan for how do you handle a large uptick in calls?
- What percentage of all your calls are for common questions or requests? How much time does it take to answer them?
- Do you collect customer information on the phone? How long does that take?
- How do your employees relay customer information to each other?
- Are phone calls keeping your employees from doing other work?

SERVICE QUALITY AND REVENUE OPPORTUNITIES

- Do you know how many calls do you miss in a day?
- What's making you miss calls? (e.g., time of day, low employee capacity)
- How much money do you lose if you don't answer a call?
- Do you know how long your customers wait on hold?

COMMUNICATION CONVENIENCE AND ENGAGEMENT

- Besides a phone calls, do you know if your customers want more ways to talk to you?
- How are you doing customer outreach? How do you track engagement with your outreach?
- How long does it take your employees to call your customers for things like appointment confirmations?
- How quickly can you notify your customers of things like promotions or changes to your business?

EMPLOYEE PERFORMANCE

- How do you ensure your employees are saying and doing what they should?
- Can you monitor employee performance wherever they work?
- What are you using to document customer interactions?
- Do you have the data you need to provide accurate feedback to employees?
- Do you know where your customer-facing employees are spending most of their time?

PERSONALIZATION

- Can you tell the difference between a \$10 or \$10,000 customer? Do you have the tools to treat them differently?
- How long does it take your employees to find out who the customer is?
- Do you know how the last interaction went or what happened?

