

Customer Experience Assessment

To what degree do the following activities occur within your company?

1 = Never **2** = Periodically **3** = Usually **4** = Almost Always **5** = Always

Customer experience metrics are reviewed and treated as importantly as financial metrics	
Senior executives regularly communicate that customer experience is one of the company's key strategies	
Employees across the company understand the core values of the company and know how the values relate to their role	
Our culture promotes and energizes the delivery of exceptional service to customers	
Departments across the company work together effectively in support of customers	

PURPOSEFUL LEADERSHIP TOTAL

The company's brand is translated into a clear set of promises to customers	
The company's brand guides decisions about how customers are treated and interactions are designed	
The company regularly examines how effectively interactions live up to it's brand values	
Employees are encouraged to interpret how their efforts can reinforce the brand values	
The products we sell are very competitive in the market	

COMPELLING BRAND VALUES TOTAL

Employee feedback is actively solicited and acted upon	
I have the tools to do my job effectively	
The company provides industry-leading training for employees	
The company celebrates and rewards employees that exemplify its core values	
Managers are evaluated based on the engagement level of their employees	

EMPLOYEE ENGAGEMENT TOTAL

Customer feedback is regularly collected and acted upon	
Processes are designed at all touch points (branch, web, phone, etc.) with the customer in mind	
Executives regularly interact with customers in target segments	
My department regularly evaluates it's processes from a customer's perspective	
Customer feedback is integrated throughout key processes like product development and marketing rollout	

CUSTOMER CONNECTEDNESS TOTAL

OVERALL TOTAL

Competency Area Totals:	Overall Total:
5 to 10 Very Poor	<50 Customer-Oblivious Organization
11 to 15 Poor	50 to 59 Very Weak Customer-Focus
16 to 20 Okay	60 to 69 Weak Customer-Focus
21 to 25 Very Good	70 to 79 Moderate Customer-Focus
	80 to 89 Strong Customer-Focus
	90 to 100 Customer-Focused Organization



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