

# Customer Experience Competency 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	
The executive team uses a clearly defined set of values to guide how it makes decisions	
Employees across the company understand the core values of the company and understand how those values relate to their role	
Senior executives support decisions to trade-off short-term financial results for longer-term customer loyalty	
<b>PURPOSEFUL LEADERSHIP total</b>	<input type="text"/>

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 its brand values	
Marketing does as much brand marketing inside the company as it does outside the company	
Employees are encouraged to interpret how their efforts can reinforce brand values	
<b>COMPELLING BRAND VALUES total</b>	<input type="text"/>

Employee feedback is actively solicited and acted upon	
Managers are evaluated based on the engagement level of their employees	
The company provides industry-leading training for employees	
The company celebrates and rewards employees that exemplify its core values	
The human resources organization is actively involved in strategic initiatives	
<b>EMPLOYEE ENGAGEMENT total</b>	<input type="text"/>

Customer feedback is regularly collected and acted upon	
User-centered design approaches are used to design interactions in all touch points (Web, phone, etc.)	
The company has a well defined set of target customer segments that guides priorities	
Executives regularly interact with customers in target segments	
Customer feedback is integrated throughout key processes like product development and marketing rollout	
<b>CUSTOMER CONNECTEDNESS total</b>	<input type="text"/>

<b>OVERALL TOTAL</b>	<input type="text"/>
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<b>Competency Area Totals:</b>  <b>5 to 10</b> Very Poor <b>11 to 15</b> Poor <b>16 to 20</b> Okay <b>21 to 25</b> Very Good	<b>Overall Total:</b> <b>&lt;50</b> Customer-Oblivious Organization <b>50 to 59</b> Very Weak Customer-Centricity <b>60 to 69</b> Weak Customer-Centricity <b>70 to 79</b> Moderate Customer-Centricity <b>80 to 89</b> Strong Customer-Centricity <b>90 to 100</b> Customer-Centric Organization
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