

BE HONEST. TICK ✓ IF TRUE.

JOURNEY & ONBOARDING

- Customer journey mapped end-to-end
- Clear onboarding steps documented
- First 30-day CX playbook in place

SPEED & SUPPORT

- SLAs defined and monitored
- Escalation paths clear
- Support speed tracked as a revenue metric

LOYALTY & RETENTION

- Loyalty rewarded early
- Repeat behaviour recognised
- January incentives or perks planned

FEEDBACK & ALIGNMENT

- VoC captured at key moments
- Feedback themes reviewed monthly
- CX and Sales share KPIs

SCORE YOURSELF

13-15: 2026-READY CX FOUNDATION
9-12: MOMENTUM POSSIBLE, LEAKS EXIST
<9: GROWTH RISK – FIX BEFORE SCALING

LOW SCORE = FRAGILE GROWTH.
HIGH SCORE = COMPOUNDING REVENUE.