

BE HONEST. TICK ✓ IF TRUE.

JOURNEY & ONBOARDING

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

LOYALTY & RETENTION

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

SPEED & SUPPORT

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

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.