

# YOUR CX | POSTERS DON'T BUILD CULTURE. PEOPLE DO.

THIS TOOLKIT GIVES YOUR TEAM THE MINDSET (AND PLAYBOOK) TO DELIVER REAL CX.

## WHAT'S INSIDE THE TOOLKIT?

### Customer-Centric Culture Strategy Planner

Define your vision, values, and actionable steps for creating a customer-obsessed culture.

### Customer-Centric Behaviours Playbook

Practical examples of customer-first behaviours to embed across teams.

### Voice of the Customer (VoC) Feedback Loop Template

Capture, share, and act on customer feedback consistently.

### Employee CX Engagement Survey Template

Measure how aligned your employees are with customer-centric values.

### CX Communication & Storytelling Guide

Help teams communicate the impact of customer experience through powerful stories.

### Customer-Centric Metrics & KPI Tracker

Track key indicators such as NPS, CSAT, retention, and employee engagement.

## WHO IS THIS FOR?

- Business owners and founders striving to create a customer-first culture
- HR, People & Culture leaders embedding CX into employee experience
- CX and marketing leaders driving customer loyalty from within
- Service, retail, hospitality, and B2B organisations

## WHAT YOU'LL BE ABLE TO DO

- Define and communicate your customer-centric vision clearly
- Foster behaviours that put the customer at the heart of every decision
- Build feedback loops that keep the voice of the customer front and centre
- Engage and align employees around CX goals
- Track progress with meaningful CX metrics

# CUSTOMER-CENTRIC CULTURE STRATEGY PLANNER

## 1. CUSTOMER-CENTRIC VISION & VALUES

- What does “customer-centric” mean for your organisation?
- Define your customer experience vision statement.
- List 3-5 core values that support this vision.

## 2. LEADERSHIP COMMITMENT

- Who are the key sponsors and champions of this culture?
- How will leadership model customer-first behaviours?
- What leadership actions will signal commitment to employees

## 3. CUSTOMER-CENTRIC BEHAVIOURS & EXPECTATIONS

- Define specific behaviours you want to see across teams (e.g., ownership, empathy, responsiveness).
- Align these behaviours with your company values.
- Create a “Customer-First Code” or guiding principles for daily actions.

## 4. VOICE OF THE CUSTOMER INTEGRATION

- How will customer feedback be collected and shared across teams?
- Define how insights from feedback will influence decision-making.
- Assign ownership for maintaining this feedback loop.

## 5. EMPLOYEE ENGAGEMENT & ENABLEMENT

- How will you engage and educate employees on customer-centricity?
- Plan onboarding, training, and ongoing reinforcement activities.
- How will employees be empowered to act in the customer’s best interest?

## 6. RECOGNITION & CELEBRATION

- How will you recognise and reward customer-first behaviours?
- Define informal (day-to-day) and formal (monthly/quarterly) recognition methods.
- Plan how to share success stories that inspire others.

# CUSTOMER-CENTRIC CULTURE STRATEGY PLANNER

## 7. CUSTOMER-CENTRIC METRICS & MONITORING

- Identify the key metrics you'll use to track culture impact (e.g., NPS, CSAT, retention, employee engagement).
- Set clear targets and review frequency.
- Plan regular culture health checks or pulse surveys.

## 8. ROADMAP & MILESTONES

- Set 30-day, 90-day, and 6-month milestones for rolling out your culture strategy.
- Define ownership, deadlines, and success indicators for each phase.

## 9. CONTINUOUS IMPROVEMENT PLAN

- How will you gather feedback on your culture change journey?
- Plan quarterly reviews and action planning to keep momentum.
- Identify opportunities to embed customer-centricity into hiring, product development, and service delivery.

# CUSTOMER-CENTRIC BEHAVIOURS PLAYBOOK

## 1. WHAT IS CUSTOMER-CENTRIC BEHAVIOUR?

Customer-centric behaviour means putting the customer's needs, preferences, and emotions at the heart of every action and decision. It involves taking ownership, showing empathy, and acting in the customer's best interest.

## 2. CORE CUSTOMER-CENTRIC BEHAVIOURS

- Empathy: Actively listen to customers and validate their feelings.
- Ownership: Take responsibility for resolving issues without passing blame.
- Proactivity: Anticipate needs and offer solutions before being asked.
- Transparency: Communicate clearly, honestly, and keep customers informed.
- Personalisation: Tailor interactions to the individual customer's context.
- Follow-Through: Always follow up and deliver on promises made.
- Respect: Treat every customer with respect, regardless of situation.

## 3. POSITIVE LANGUAGE & COMMUNICATION

Instead of saying: "That's not my department."  
Say: "Let me find the right person to help you and stay with you through the process."

Instead of saying: "We can't do that."  
Say: "Here's what I can do to help."

## 4. SERVICE RECOVERY BEHAVIOURS

- Apologise sincerely when something goes wrong.
- Take immediate action to fix the issue or escalate appropriately.
- Offer a gesture of goodwill when appropriate.
- Follow up to ensure the customer is satisfied.

# CUSTOMER-CENTRIC BEHAVIOURS PLAYBOOK

## 5. GOING ABOVE & BEYOND

- Surprise and delight customers with small, meaningful gestures.
- Remember returning customers' preferences.
- Make recommendations that show you understand the customer's needs.
- Look for opportunities to turn a negative into a positive moment.

## 6. ROLE MODELING & TEAM EXPECTATIONS

- Leaders and managers must demonstrate customer-centric behaviours in their daily actions.
- Regularly discuss positive examples in team meetings.
- Reinforce the importance of customer-centricity during performance reviews.

## 7. EMBEDDING BEHAVIOURS INTO PROCESSES

- Integrate these behaviours into onboarding, training, and SOPs.
- Use real-life case studies to illustrate best practice.
- Ensure customer-centric values are reflected in recognition programs.

## 8. MEASURING CUSTOMER-CENTRIC BEHAVIOURS

- Monitor customer feedback, NPS, CSAT, and complaint data for behavioural insights.
- Conduct peer and manager feedback on observed behaviours.
- Celebrate individuals who demonstrate outstanding customer-first actions.

# VOICE OF THE CUSTOMER (VOC) FEEDBACK LOOP TEMPLATE

## 1. PURPOSE OF THE VOC FEEDBACK LOOP

- Capture the authentic voice of your customers to understand their needs, expectations, and pain points.
- Translate feedback into actionable insights that drive improvements.
- Keep teams informed and engaged with the customer perspective.

## 2. VOC DATA COLLECTION METHODS

- Surveys (CSAT, NPS, post-interaction, event-specific)
- Customer interviews or focus groups
- Online reviews and social media mentions
- Customer complaints and compliments
- Employee feedback on customer pain points (internal VoC)

## 3. VOC ANALYSIS & INSIGHT GENERATION

- Identify recurring themes and issues
- Highlight emotional drivers (positive or negative)
- Use qualitative and quantitative data for balanced insights
- Prioritise issues by frequency and business impact

## 4. VOC SHARING & COMMUNICATION PLAN

- Share feedback highlights monthly with all teams
- Include real customer quotes and stories to bring data to life
- Use dashboards or reports to visualise trends
- Celebrate positive feedback as well as highlight areas for improvement

## 5. VOC ACTION & OWNERSHIP

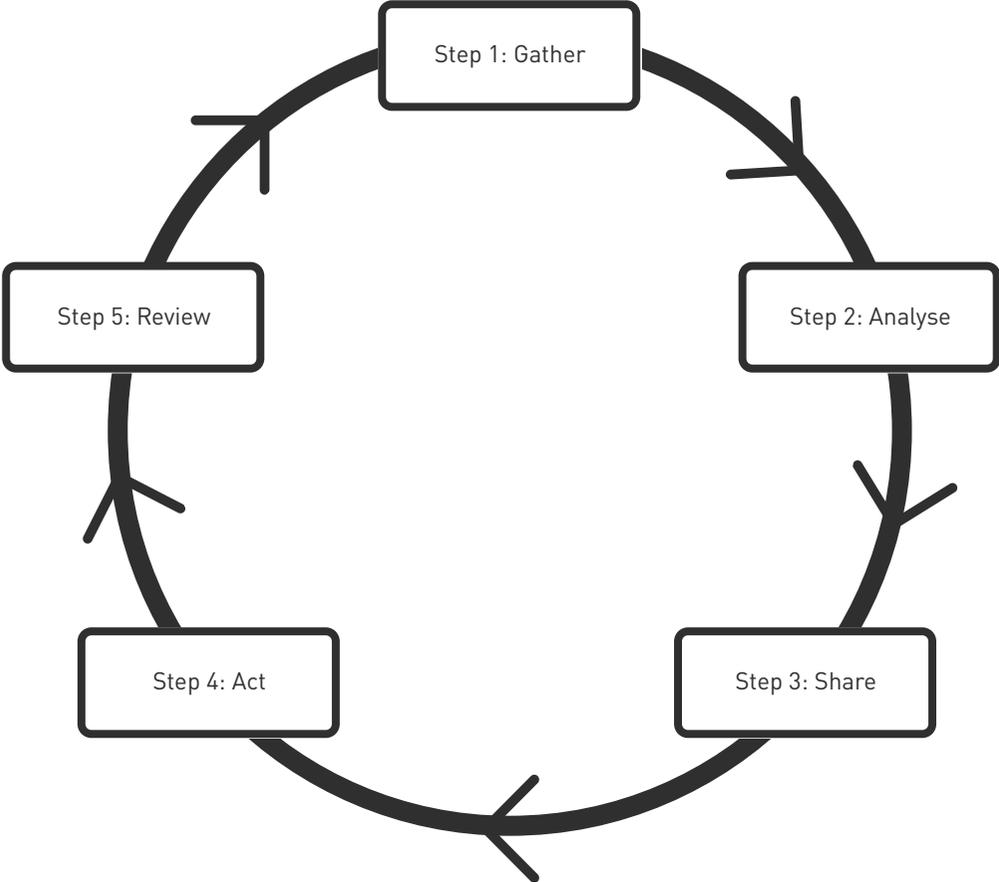
- Assign action owners for each priority feedback item
- Track actions taken and results achieved
- Close the loop by informing customers of the changes made as a result of their feedback ("You Said, We Did")

# VOICE OF THE CUSTOMER (VOC) FEEDBACK LOOP TEMPLATE

## 6. CONTINUOUS IMPROVEMENT & GOVERNANCE

- Schedule regular VoC review meetings (monthly or quarterly)
- Monitor VoC impact on key CX metrics (NPS, CSAT, retention)
- Refresh surveys and collection tools regularly to maintain relevance
- Keep customer-centricity visible in strategic decisions and internal communications

## 7. VOC FEEDBACK LOOP FLOW EXAMPLE



# EMPLOYEE CX ENGAGEMENT SURVEY TEMPLATE

## 1. PURPOSE OF THE SURVEY

- Understand how connected employees feel to the customer experience mission.
- Identify gaps in empowerment, communication, and understanding of CX goals.
- Gather suggestions for improving customer-centric culture.

## 2. SUGGESTED SURVEY FORMAT

- 10-12 questions maximum (mix of scaled and open-ended questions).
- Anonymous submission recommended for honest feedback.
- Quarterly or bi-annual distribution for trend monitoring.

## 3. SAMPLE SURVEY QUESTIONS

### A. CX AWARENESS & UNDERSTANDING:

1. I understand how my role contributes to our overall customer experience. (Strongly Agree → Strongly Disagree)
2. Our company has a clear vision for customer experience that I am familiar with. (Strongly Agree → Strongly Disagree)

### B. EMPOWERMENT & DECISION-MAKING:

1. I feel empowered to make decisions that benefit the customer without needing approval every time. (Strongly Agree → Strongly Disagree)
2. I know where to find resources to help me deliver excellent customer service. (Strongly Agree → Strongly Disagree)

### C. CUSTOMER-CENTRIC CULTURE:

1. Our leadership team demonstrates customer-centric behaviours. (Strongly Agree → Strongly Disagree)
2. My team regularly discusses how we can improve customer experience. (Strongly Agree → Strongly Disagree)

# EMPLOYEE CX ENGAGEMENT SURVEY TEMPLATE

## 4. SAMPLE SURVEY QUESTIONS

### D. RECOGNITION & MOTIVATION:

1. I feel that my efforts to deliver great customer service are recognised and appreciated. (Strongly Agree → Strongly Disagree)
2. I am motivated to go above and beyond for customers. (Strongly Agree → Strongly Disagree)

### E. OPEN-ENDED INSIGHTS:

1. In your view, what could we do better to improve our customer experience?
2. What ideas do you have to make it easier for you to serve our customers?
3. Please share any recent examples of great customer service you've seen within the company.

## 5. SURVEY REPORTING & ACTION

- Summarise results and share key themes back with employees.
- Celebrate positive findings.
- Turn feedback into action plans with clear ownership and follow-up.
- Repeat regularly to track progress and maintain cultural momentum.

# CX COMMUNICATION & STORYTELLING GUIDE

## 1. WHY STORYTELLING MATTERS IN CX

- Stories connect emotionally and help employees relate to the customer perspective.
- Real-life examples inspire behaviour change and ownership.
- Sharing success (and failure) stories keeps customer experience front of mind.

## 2. TYPES OF CX STORIES TO SHARE

- Customer Success Stories: Highlight moments when your team delivered outstanding service.
- Service Recovery Stories: Show how the business responded to challenges and turned situations around.
- Voice of the Customer Quotes: Share direct feedback (both positive and constructive).
- “Day in the Life” Customer Perspectives: Illustrate customer journeys through storytelling.

## 3. STORYTELLING FRAMEWORK: THE 4 CS

1. Context: Set the scene—who was the customer and what was the situation?
2. Challenge: Describe the issue, need, or opportunity.
3. Customer-Centric Action: Highlight the decision or action taken by the employee/team.
4. Conclusion: Share the outcome—what was the result for the customer and the business?

## 4. EMBEDDING CX COMMUNICATION INTO DAILY ROUTINES

- Share customer stories in team huddles, meetings, or internal newsletters.
- Display positive feedback on office screens, digital platforms, or noticeboards.
- Encourage teams to submit their own “CX moments” each month.
- Use storytelling in onboarding and training to set expectations.

## 5. TONE & LANGUAGE TIPS FOR CX STORYTELLING

- Use human, relatable language—not jargon.
- Focus on emotions and the customer’s perspective.
- Celebrate effort and values, not just outcomes.
- Keep it short, memorable, and inspiring.

# CX COMMUNICATION & STORYTELLING GUIDE

## 6. CELEBRATING & AMPLIFYING STORIES

- Use stories in employee recognition programs.
- Share powerful stories with leadership to inform decision-making.
- Feature stories in all-hands meetings or company updates.
- Turn exceptional stories into case studies or customer testimonials (with permission).

## 7. BUILDING A STORYTELLING HABIT

- Assign a "CX Story Champion" in each team to gather and share stories.
- Regularly prompt teams with storytelling themes (e.g., empathy, recovery, delight).
- Track the volume and variety of stories being shared over time to measure cultural engagement.

## CUSTOMER-CENTRIC METRICS & KPI TRACKER

METRIC / KPI	DESCRIPTION	TARGET	FREQUENCY	OWNER
Net Promoter Score (NPS)	Measures likelihood of customers to recommend your business. Reflects overall satisfaction and loyalty.	e.g., +50	Quarterly	
Customer Satisfaction (CSAT) Score	Measures customer satisfaction after specific interactions or services.	e.g., 90% satisfaction	Monthly	
Customer Effort Score (CES)	Measures how easy it was for customers to get their issue resolved or achieve their goal.	e.g., 85% low-effort responses	Monthly	
First Contact Resolution (FCR) Rate	Percentage of customer issues resolved on the first contact without the need for escalation.	e.g., 80%-85%	Monthly	
Customer Retention Rate	Tracks the percentage of customers retained over a given period.	e.g., 90%+ retention	Quarterly	
Employee CX Engagement Score	Measures employee alignment with customer-centric values and motivation to deliver great service.	e.g., 80%+ positive responses	Quarterly	
Complaints Resolved within SLA	Tracks the percentage of customer complaints resolved within agreed service timeframes.	e.g., 95% resolved within SLA	Monthly	
Positive Service Stories Logged	Number of positive customer service stories or recognition moments captured and shared.	e.g., 5+ stories per month	Monthly	

**YOURCXC** |

**FIX THE EXPERIENCE.  
GROW THE REVENUE.**

**YOURCXC.COM  
EXPERIENCE@YOURCXC.COM**