

USE THIS CHECKLIST TO ASSESS WHETHER YOUR DECEMBER CX IS SETTING UP JANUARY SUCCESS – OR QUIETLY UNDERMINING IT.

FIRST 30 DAYS

- Onboarding steps are clear and documented
- A quick win is delivered in week one
- Proactive check-ins are scheduled

POST-SALE PRESENCE

- Customers receive a genuine thank-you
- Helpful content is shared after purchase
- No long periods of silence

LOYALTY & ENGAGEMENT

- Repeat behaviour is rewarded quickly
- Loyal customers are recognised
- Buyers are invited into longer-term programmes

CX SYSTEMS

- December friction points are documented
- Support response times improved, not slowed
- Humans step in when urgency is high

JANUARY READINESS

- January messaging planned in December
- Customers invited into what's next
- Clear reason given to return in January

SCORE YOURSELF

- **13-15: JANUARY-READY CX**
- **9-12: MOMENTUM POSSIBLE, LEAKS EXIST**
- **<9: JANUARY CHURN ALREADY BAKED IN**

**LOW SCORE = REACTIVE Q1.
HIGH SCORE = CONTROLLED GROWTH.**