

For: [Candidate Name]

Role: [Job Title] at [Client Company]

Prepared by: YOURCXC | TALENT FIX

1. PURPOSE OF THE PLAYBOOK

Your first 90 days define whether you'll stick, deliver ROI, and prove your value. This playbook gives you a no-fluff roadmap to:

- Win credibility quickly.
- Spot CX leaks early.
- Deliver measurable impact in under 3 months.

2. GUIDING PRINCIPLES

- **Customer-First:** Every decision starts with "how does this help the customer?"
- **ROI-Driven:** Link actions to retention, revenue, or efficiency.
- **Fix-It Mindset:** Don't just spot problems. Own them. Solve them.
- **Transparency:** Share wins and roadblocks with leadership before they ask.

3. THE 90-DAY PLAN

Days 1–30: Learn & Listen

Focus: Understand the business, culture, and customer pain points.

- Meet your team, peers, and key stakeholders.
- Review customer feedback, support tickets, NPS/CSAT scores.
- Shadow frontline staff to see CX in action.
- Identify 3–5 major friction points in the customer journey.

Deliverable: 30-Day CX Insight Report – a one-pager highlighting quick wins + long-term opportunities.

DAYS 31–60: ACT & FIX

Focus: Turn insights into action. Prove you can deliver fast wins.

- Implement 2–3 quick fixes that improve the customer experience.
- Start tracking key metrics (response time, churn %, NPS, conversion rates).
- Communicate improvements clearly to stakeholders.
- Begin building a CX dashboard or scorecard.

Deliverable: 60-Day Progress Update – show before/after impact of early fixes.

DAYS 61–90: BUILD & SCALE

Focus: Cement credibility and set up for long-term ROI.

- Propose 2–3 larger initiatives to reduce profit leaks or increase retention.
- Embed customer-first practices into team routines (feedback loops, journey reviews).
- Align your role KPIs with revenue outcomes.
- Coach colleagues on customer-first thinking.

Deliverable: 90-Day CX Growth Plan – strategy for scaling improvements, with ROI forecast.

4. KEY SUCCESS METRICS

At the end of 90 days, you should be able to show:

- **Customer Wins:** Fewer complaints, higher satisfaction.
- **Business Impact:** Retention % up, churn % down, or improved conversions.
- **Process Gains:** Faster onboarding, reduced support tickets, or clearer customer journey.
- **Leadership Trust:** Seen as someone who fixes leaks and adds value.

5. YOURCXC SUCCESS CHECKLIST

- ✓ Delivered one measurable CX win in first 60 days.
- ✓ Linked your role impact directly to revenue/retention.
- ✓ Built credibility with leadership & team.
- ✓ Created a roadmap for the next 6–12 months.

YOURCXC REMINDER: YOU WEREN'T HIRED TO SIT STILL. YOU WERE HIRED TO FIX LEAKS, PROTECT PROFIT, AND MAKE CX PAY FOR ITSELF. THIS PLAYBOOK IS HOW YOU PROVE IT—FAST.