

USE THIS QUICK SELF-CHECK TO SEE WHETHER YOUR YEAR-END CX IS BUILDING LOYALTY – OR LEAKING IT.

SPEED & EASE

- Order / booking confirmations were instant
- Customers received proactive updates
- Support response times improved (not slowed)

EXPERIENCE & EMOTION

- Customers received a personal thank-you or acknowledgement
- At least one “surprise” or thoughtful touch was added
- Repeat customers were recognised

POST-PURCHASE PRESENCE

- We stayed in touch after the sale
- Customers received helpful guidance or updates
- January communication focused on value, not just selling

LOYALTY SIGNALS

- Customers were rewarded for coming back
- We invited December buyers into a longer-term relationship
- We gave them a reason to return in January

SCORE YOURSELF

10-12: STRONG YEAR-END CX – LOYALTY LIKELY

7-9: SOME WINS, BUT LEAKS EXIST

<7: HIGH RISK OF JANUARY CHURN

LOW SCORE?

YOUR CX JUST COST YOU FUTURE REVENUE.