

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)

POST-PURCHASE PRESENCE

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

EXPERIENCE & EMOTION

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

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.