



Lead Your Transformation

Your Experience Evolution. The evolving role of the CXO, CMO and CEO.

Competency 2

Action Lab

Align Around Experience

Current State Assessment

Description

Where Are We?

Alignment Around Experience

Do we have consensus on how to define the experience we deliver to our Customers – holistically as they would describe it?
 Have we agreed on the number of journeys?
 Do we have consensus on the stages of the experience?

EARLY
ADVANCED
MATURE

Move from Silo-based Actions to Customer Priorities

Have we mapped the touchpoints to know which are most critical to a) driving revenue, b) forming a relationship/bond, c) rescuing Customers at risk, and c) retaining and growing share of wallet?

EARLY
ADVANCED
MATURE

Have we done the research and work to know what Customers value most, emotionally what drives them so that we can build differentiated actions. Are we focusing on the right things?

EARLY
ADVANCED
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