



Lead Your Transformation

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

Competency 3

Action Lab

Build a Customer Listening Path

Current State Assessment

Description

Where Are We?

Aided Listening *(we initiate request for feedback)*

Is the survey score the big focus? Do we put the right emphasis on understanding what is causing experience issues, or are we focused on the score? Do we bring in other insights to inform and drive action, or do we tend to react to survey scores in isolation?

EARLY
ADVANCED
MATURE

Real-time Unaided Listening *(customers volunteer feedback)*

Have we identified high volume 'listening pipes' (complaints, social,, etc.) to know real-time issues/opportunities? Are they organized into consistent categories so they roll up to a trend? Do we watch customer behaviors and use that information as a source of real-time information on customer experiences?

EARLY
ADVANCED
MATURE

Telling the Story of Customers' Lives

Are we aggregating multiple sources of insights to tell a balanced story of customer experience issues and innovative opportunities? Do we align customer insights to the stages of the customer journey? Do we practice 'experiential' listening, where people take actions we require customers to do, to understand customers' lives?

EARLY
ADVANCED
MATURE