



# Lead Your Transformation

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

## Competency 4

### Action Lab

#### Proactive Experience Reliability and Innovation

##### Current State Assessment

#### Description

#### Where Are We?

##### Rescuing High Value Customers at Risk

Are we deliberate about knowing which Customers need follow through and when? Do we have a system to do this follow through? Do we have skilled people? Are we reaching out to Customers, not just from call centers, but from throughout the organization?

**EARLY**  
**ADVANCED**  
**MATURE**

##### One-Company Experience Improvement

Do we do a lot of “one offs” fixing issues one Customer at a time... or do we also fix the company? Do we focus on the key priorities or does every silo pick their own? Do we have an accountability process around the identification, cross-functional teaming and metrics for solving this issues? Have we embedded a competency for customer experience improvement throughout the company?

**EARLY**  
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##### Experience Innovation

Beyond resolving reliability issues, are we actively understanding evolving customer needs and values to inspire innovation? Have we built a customer experience development process and competency that rivals in its importance, the new product development process?

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