

G R O W

G ALVINIZE PEOPLE

R EVITALIZE OPPORTUNITIES

O PEN THE FUTURE

W INNING MARGINS & SUSTAINABLE GROWTH

What are your growth opportunities and obstacles?

How much market share do you have?

How do you drive and manage change?

Who are your top customers?

What is the profile of your top customers?

How much do your top customers spend?

How many customers do you have in Prospects, Risk, Growth and Maintain segments?

What is the largest opportunity segment?

How many customers do you churn, acquire and retain?

What are your acquisition and retention costs in time and money?

What are your opportunities on the Customer Journey Map?

How do you stand out from the competition?

What differentiates your products/services?

What differentiates your customer experience?

How do you measure CX?

What metrics do you use?

What methodology do you use?

How would you describe the culture of your organization? How customer centric is your leadership team? What is your turnover?

How do you communicate with your team?

What is your performance appraisal process? How effective is succession planning?

Does compensation support the organization's goals?

Rate your operational efficiencies. What are your strengths? What are your opportunities?

How much ease is there getting the right product/service to the customer?

How much have you automated with tech and what results have you achieved?

Who analyzes the Voice of the Customer and CX data?

How is the Voice of the Customer communicated through the organization?

How much digitization and personalization do you have in your CX and marketing?

