

DO LATER:

GETTING IN FRONT OF THE CRISIS WHILST DELIVERING YOUR BRAND PROMISE



Objectives of Do Next: disruption, adaption, iteration & learnings...

Identifying the implications of changes on your customers' experience and what you / your company needs to do about it.

THE KEY QUESTIONS



What are the future state scenarios (economic / financial) and their respective base cases?

What are the respective CX responses per scenario, associated lead times?



What are the specific scenario trigger points (indicators)?



Have you re-evaluated and re-affirmed your Purpose/ North Star / CX Pillars for sustainable success?

What is the feedback from Customers on the adjusted customer journey ?



Have you revisited and built new playbooks for ensuring consistent execution across the enterprise?

Do you need to adjust your VoC channels?

Are there new industry best practices to incorporate into your CX?



Have you adjusted your employee experience to ensure ongoing engagement and commitment to the brand?

THE METHODOLOGY

