DO NEXT:

GETTING IN FRONT OF THE CRISIS WHILST DELIVERING YOUR BRAND PROMISE

NOW ——— **NEXT** ——— LATER

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.
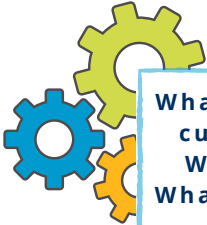
THE KEY QUESTIONS

Is there a single governance group that reviews / approves CX change proposals (possibly as a part of corporate governance)?

What is the feedback from customers on current processes & new initiatives? What are your stakeholders saying? What is the impact? What time horizon? What is the likehood?

What are your current / planned actions to adapt the customer journey and meet your (evolving) customer needs in line with your brand promise? Can your budget support it?

Have you adequately tested or put in to trial new initiatives and made necessary adjustments for enterprise roll-out?

How do you measure success and close the loop / stay in touch with your customers?

Have you engaged your frontline leaders and employees for feedback on what they need?

How do you communicate/ celebrate success internally?

Have you engaged your frontline leaders and employees for feedback on what they need?

Are our teams staffed adequately for CX delivery? Are there new roles for CX delivery?

THE METHODOLOGY

	Know	Use
Focus Prepare and get ready	The current base planning scenario The most recent short list of 'Next' issues	Long and short list templates 'Next' Proposal (framing) template North Star
Team Small team of senior cross functional reps	**Do**	
Timeframe Next 90 days	LISTEN ASSESS EVALUATE SELECT	**Key Outputs** 'Next' proposals for solutions that must be in place in the next 90 days
Frequency Weekly catch-up sessions	CREATE RECOMMEND PRIORITISE RETAIN	

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