

## WHAT ARE THE “MUST DO” PRACTICAL CX ACTIONS TO ENSURE RESULTS FROM CX IN Q1 2021?



### DO NOW (TO END 2020):



#### LEARN FAST

Pool all formal data & insights, research and information sources to a central team to rapidly identify and respond to growth opportunities; ensure rapid proving/testing mechanisms are in place.



#### PRIORITIZE

Objective prioritization of 2-3 activities that will drive outcomes is key. Focus on those initiative that matter most. And focus all CX resources on these by leveraging Governance to keep on track



#### DO MORE WITH LESS

Review all existing customer tech investments and create an intensive focus to build capabilities to deliver top line and bottom line value



### DO NEXT (JAN TO MARCH 2021)



#### SHARE DETAILS OF CX WINS

Start early to build and share a monthly storyboard of CX wins based on your 2021 roadmap. Ensure the roadmap is based on an achievable ROI - if you can't measure the success of doing it, don't start it



#### BUILD A PLAYBOOK

Capture all historic and current learning on CX into a Playbook (to lock in the IP and enable scalability). Recruit & celebrate contributors into the CX community



#### BUILD CX EXECUTION MUSCLE

Establish those CX capabilities are needed in 2021 to ensure CX delivers against business goals. Build a 2021 capabilities roadmap with milestones/ activities/ resources / deliverables to ensure CX delivers outcomes



### DO LATER (APRIL TO JUNE 2021):



#### NURTURE INNOVATION

Plan and start to collect learnings with colleagues from the pandemic, organize events to ensure spirit of innovation is nurtured



#### CHECK RELEVANCE OF CX MAPS & METRICS

Systematically review all customer journeys and metrics to ensure relevant post-Covid19 learnings are captured. Institutionalize them through CX Playbooks



#### BUILD A CX COMMUNITY

Build CX community and celebrate CX winners, clearly link business results from CX to colleague reward & recognition programs and systems