

KEEPING AGILE - HOW TO FOCUS ON CONTINUOUS IMPROVEMENT AND KEEP EVOLVING TO MEET THE CHANGING DEMANDS THAT 2021 WILL BRING (INCLUDING POTENTIAL UPSWING)

DO NOW
DO NEXT
DO LATER



DO NOW (NEXT THREE MONTHS):



LEARN FAST

Identify the process and policies that block agility and challenge (or just ignore) them.



COLLECT DATA

Regularly collect every source of data to identify the strong points of leverage for CX improvement, and focus on 2-3 improvements.



DEFINE NORTH STAR

Clearly define North Star and identify one improvement each to the customer, employee, stakeholder experience

DO NOW
DO NEXT
DO LATER



DO NEXT (THREE TO SIX MONTHS)



CJM VALIDATION

Validate the end to end CJM is still relevant and ensure clear ownership of key customer touch points by key business leaders



UNDERSTAND CX

Provide visibility of the current CX to the business - maybe through a customer room- so as colleagues can see where the experience is working and not working



CHECK YOUR NEW REALITY

Revisit CX Governance to ensure it is relevant to new reality, aligned & thoughtful to drive CX sprints towards the CX ambition.

DO NOW
DO NEXT
DO LATER



DO LATER (SIX MONTHS PLUS):



CHECK AND VALIDATE

Continuously check and validate customer journey maps and customer metrics and competitor information. Things are moving much faster.



GET SYSTEMATIC METRICS

Get systematic about collating and reviewing all customer insights, and set up processes to regularly share with your business partners.



BUILD A PLAYBOOK

Formalise playbook to distil and rapidly share details of what is working across the enterprise.

LOOKING FOR HELP WITH THE HOW? CONTACT TRIBECCX NOW

Book your complimentary session to collaborate with Senior CX Leaders to co-create your own do now, do next, do later plan for the CX agenda in your organization.