

Improving the Customer Experience - The Checklist

		Yes	No
	Easy to Contact		
1	Are Advisors Equipped to Handle Every Query Type?		
2	Have We Connected Our Channels?		
3	Is Our Website Adapted for Any Device		
4	Have We Tested Our Contact Centre Opening Times to Ensure They're Suitable?		
5	Can We Solve Customer Queries In Every Location?		
6	Are We Training Advisors to Take Ownership of Customer Queries?		
	Easy to Talk To		
7	Can Customers Contact Us For Free?		
8	Do Advisors Get Easy Access to Customer Information?		
9	Are We Proactive In Anticipating Customer Needs?		
10	Do We Finish Interactions By Making Customers Feel Happy to Have Called?		
	Easy to Change		
11	Is It Easy For Customers to Change Their Contact Details?		
12	Is It Easy For Customers to Add or Delete Items to an Order?		
13	Do We Train Advisors to Give Positive Alternative Options?		
14	Is It Easy for Customer to Return Products?		
	Easy to Save Time		
15	Do We Provide Intuitive (Easy) Self-Serve Options?		
16	Do We Make Online Information Easy to Find?		
17	Have We Made Moves to Reduce Personal Information Repetition?		
18	Do We Actively Try to Eliminate Repeat Contacts?		
19	Do We Teach Customers to do Things Better or Faster?		
	Easy to Get Close		
20	Do We Coach Advisors to Build Rapport Authentically?		
21	Do We Coach Advisors to Show Customers They Care?		
22	Do We Empower Advisors to Delight Customers?		
	Easy to Change		
23	Have We Carefully Considered the Customer's Emotional Journey?		
24	Have We Defined Which Emotions We Want to Evoke?		
25	Have We Added Rewards to the Customer Journey In the Moments That Matter?		
26	Do We Measure the Emotions That Drive Value For Us?		
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