

## THE CX ACCELERATOR: HIGH-IMPACT CHEATSHEET

### 1. Map the Customer Journey



- Understand every touchpoint through journey mapping
- Identify pain points and opportunities to delight

**ACTION:** INTERVIEW CUSTOMERS TO DEEPLY UNDERSTAND THEIR NEEDS

### 2. Empower the Frontline



- Provide continuous training on service excellence
- Allow staff to go above and beyond for customers

**ACTION:** IMPLEMENT CUSTOMER SERVICE INCENTIVE PROGRAMS

### 3. Leverage Customer Intelligence



- Capture voice of customer data across channels
- Use insights to improve products and processes

**ACTION:** SHARE KEY CUSTOMER FEEDBACK INSIGHTS COMPANY-WIDE

### 4. Deliver Omnichannel Consistency



- Ensure seamless experience across all touchpoints
- Align branding, messaging, and service standards

**ACTION:** CONDUCT OMNICHANNEL EXPERIENCE AUDITS REGULARLY

### 5. Showcase Customer Centricity



- Celebrate customer service wins at all levels
- Build a culture of putting the customer first

**ACTION:** START EMPLOYEE RECOGNITION PROGRAMS FOR "WOW" MOMENTS