

How connected is your organization?

1. How do your customers rate their experience with your brand?

Poor 1 2 3 4 5 Excellent

2. How well are functions (marketing, sales, care, etc.) and processes across your organization aligned to deliver for customers?

Not well 1 2 3 4 5 Extremely well

3. Do you have proactive engagement strategies in place across the enterprise to conveniently, consistently offer customers what they want in the channels they prefer?

Not really 1 2 3 4 5 Absolutely!

4. Are you using a comprehensive ecosystem of communication technology, including business rules, reporting and data management across all channels and functions?

No, every channel is distinct 1 2 3 4 5 Yes, there's one go-to source of info

5. Do you have experts analyzing all data to predict user-intent, guide dynamic prescription of the next best-action and guarantee measurable ROI?

Umm... What data? 1 2 3 4 5 Yes, data is driving CX improvements

6. Are CX measures (e.g. satisfaction, Net Promoter Score, etc.) correlated with operations and profitability at all levels across the enterprise?

Not at all 1 2 3 4 5 For sure!