CUSTOMER WHAT?

The customer experience readiness scale

1	**Acknowledge.** The role of and benefit of customer experience management in the business.	Benefits not acknowledged at any level of the organisation. ❑	Benefits acknowledged at lower levels of the organisation only. ❑	Benefits partially acknowledged at leadership level. ❑	Benefits acknowledged at all levels of the organisation. ❑
2	**Diagnose.** Recognise strengths and weaknesses of current state and underlying drivers.	No recognition at any level of the organisation. ❑	Partial recognition at lower levels only. ❑	Partial recognition at leadership level only. ❑	Complete recognition at all levels. ❑
3	**Improve.** Commit to a series of appropriate actions to embed strengths and address weaknesses.	No commitment to act at any level of the organisation. ❑	No formal action – employees make tactical decisions at function level. ❑	Partial agreement and investment in addressing specific 'burning' issues. ❑	Priorities identified and investment and resource allocated. ❑
4	**Embed.** Commit to a roadmap with ongoing investment to embed capability and continuously meet changing customer needs.	No specific focus on continuous improvement at any level of the organisation. ❑	Need for continuous improvement recognised but not actioned. ❑	Investment in some areas, but with finite scope, budget, and timescale. ❑	Customer experience continuous improvement programme embedded. ❑

NOTES

CUSTOMER EXPERIENCE CONSULTANCY
www.jjgolding.com