

10 Point Customer Experience Assessment Tool

— Client Retention & Revenue Focus



Do your CX Practices Drive Retention?

— Existing Customers & Client Retention

Most companies say they want to provide an outstanding Customer Experience (CX), but they may not be looking at the most common touch points of a good CX. Your customers' journey with you is comprised over many points of contact over time. This tool is designed to help you review some of these areas as you interact with clients, and evaluate what your company is doing to ensure a positive Customer Experience. Part two (below) of our tool is designed to help you review points of contact and evaluate what your company is doing to ensure a positive **long-term** Customer Experience and drive **client retention**. *Please request part one for Pre-Sale and Early Client Relationships.*

Consumers are more educated, savvy and vocal than ever. They want and deserve a positive experience, or very often they will leave. Bottom line impact:

“ Reducing your customer defection rate by 5% can increase your profitability by 25 to 125%. — *Harvard Business Review / Bain & Company* ”

1. Do you have a formal customer loyalty program?

Rewarding loyal customers is simply a “no-brainer” for improving client retention and revenue.

- What does it look like?
- What triggers a client receiving a gift, special offer, or other loyalty tool?
- Who or what department handles this?

A formal program is not an occasional thank you, sale or special offer. It requires planning, investment and commitment to follow through. The rewards are continued loyalty, repeat business and the potential to create brand ambassadors, who are more powerful than any sales copy you can create.

“ 75% U.S. companies with loyalty programs generate a return on investment. Only 6% do not see a return. (balance do not track) — *Experian Study 11/14* ”

2. When you are growing rapidly

Companies are most vulnerable to a decline in customer experience during periods of rapid growth. Errors often occur within management, hiring, product quality, productivity among other areas. If and when the decline is discovered, how companies react and recover is essential to success.

- Have you been reaching out to them since they left you? In what ways? Via what channels?
- Do you know the LTV of that category of client?
- Do you have jumpstart campaign of content? or a gift, based on the LTV?
- Have you ever asked to win their business and trust back?
- Do you use surveys to find out why they may have left?
- Can you meet increased current demands?

“ 91% of unhappy customers will not willingly do business with the same company again — *Lee Resources* ”

3. If they have a problem

How you handle conflict resolution can be the deciding factor in whether you keep a client. Policies, procedures and partners must be in place in advance of any problems, so they can be handled smoothly for the best client outcome.

- Do you have partners and a framework in place to rectify issues with a high priority?
- Is your intent to retain your clients?
- Do you have a formal conflict resolution plan?
- Do you train your customer service team to creatively resolve issues (within guidelines) without rigid scripts or transferring the client to various departments?

Giving customer service representatives skills (not scripts) and a certain level of autonomy gives them an investment in delivering results, instead of setting them up to disappoint clients.

“ 91% of unhappy customers will not willingly do business with the same company again — *Lee Resources* ”

4. When they want to buy from you again

Trace your customer's journey with you. A common mistake among companies of all sizes is not to monitor how easy it is to renew/reorder/continue the relationship.

- Is there an auto-renewal/easy option (if applicable) to facilitate the repeat business?
- Are there auto-delivery, replenishment options (if applicable). How can the client find them?
- Do you alert them prior to the time when they should be renewing and ASK them for the repeat business?
- Is it easy to provide current pricing or other upgrades to them as applies to your product/service?

5. When they interact with your sales team again in the future

A company infrastructure that is not siloed, and allows multiple departments to see client history allows for a much smoother, intuitive relationship for both the clients and sales team.

- Is there a system/CRM platform that helps trigger and facilitate the repeat sales?
- Does your team get periodic sales and customer relationship training?
- Does sales and marketing collaborate on new product offerings and updates?

“ Engaged employees are the ones most likely to drive the innovation, growth, and revenue that their companies need — *Gallup* ”

6. When you want to introduce a new product or expand into a new vertical

Don't stagnate. As your market and customer needs evolve, be prepared: with product, targeted messaging and the infrastructure to deliver.

- Have you surveyed clients for what they need and want from you in a new offering?
- Is your messaging consistent with your brand and compelling enough to draw in your audience for the new addition?

7. When you want to improve client retention

Client retention is not an occasional “thank you.” The intention for a long-term client relationship must be set from the first client interaction. Ongoing nurturing of the relationships drives retention and increases revenue.

- Do you actively build client relationships, with long-term service in mind?
- Do you survey customers for satisfaction?
- Do you have a formal outreach program to provide relevant content, tools and information?
- Do you periodically reach out and thank clients for their business? With words only? With a gift?
- Do you offer clients special “access” that they cannot otherwise receive?
- Do you use contact management or other technology to help maintain client relationships? How?

“ Most organizations attack the symptom (poor experience), not the cause (lack of customer centricity). — *Beyond Philosophy*

”

8. What tools, gifts do you use to thank and reward your best clients?

Clients are not mind readers. They do not know that you value and appreciate their business unless you remind them...frequently. Such practices and tangible rewards foster good will and can be a catalyst for future business opportunities. These practices should be viewed as an investment in future business.

- How often do clients receive them? Is the schedule formalized?
- What gifts or leave-behinds do you use for client meetings? How often do you change or rotate them? How many tiers of gifts do you use? What is the protocol for using them?
- Do you use special offers, access to client-only information, et al.

9. When you want to re-engage inactive clients

Re-engagement usually has a shorter sales cycle, so why not have systems in place to facilitate the customer’s journey back to you.

- Have you been reaching out to them since they left you? In what ways? Via what channels?
- Do you know the LTV of that category of client?
- Do you have jumpstart campaign of content? or a gift, based on the LTV?
- Have you ever asked to win their business and trust back?
- Do you use surveys to find out why they may have left?

“ Only 29% of organizations cite social networking as a customer experience improvement initiative for 2015. — *Gartner*

”

“ 92% of customers are likely to repurchase a product from a company with a high CX rating, while 9% of customers who view companies as having poor CX will repurchase a product. *Temkin Group 2014* ”

10. When you want to boost revenue from existing clients

Investing the time to really know your customer allows you to offer them more services and become more valuable to them. It is much easier for a client to award an existing partner more projects and sales. Very often they just do not know the additional levels of service you can provide.

- Does your client know about all the ways you can possibly help them achieve their goals?
- Does your infrastructure support your sales and marketing teams for growth?
- What systems are in place to trigger follow up sales?
- Does the sales team have the materials to help upsell and best serve client needs?

CX drives Revenue, Retention, Referrals

“ U.S. businesses lose approximately \$83 billion dollars annually due to poor customer service — *NewVoice Media Infographic* ”

Gallup says by 2016 89% of companies expect to compete mostly on the basis of Customer Experience. To ensure that your CX initiatives are focused and that you are preventing the Critical Churn Triggers™ which can derail your growth, we should talk. [Contact us today](#) at 203-254-0195 or email us at CX@grazianoassoc.com to schedule a call.

[Request part one of this tool, which focuses on Pre-Sale and Early in the Client Relationship here.](#)

About Graziano Associates

Denise Graziano is a leading authority in helping fast growth, mid-market companies to improve customer and employee experience. A strategic thinker and leader with over 28 years of business experience, Denise is a speaker and author of numerous articles on customer experience, employee experience, client retention, sales, and trade show practices.

Founded in 1992, Graziano Associates helps fast-growing mid-market and larger companies in the business-to-business market capitalize on customer and employee interactions — to deepen loyalty, improve engagement, and support sustainable growth.