

The Effective CX Leader

Self-evaluation Tool

Do you search out every little tip for making the most of CX? Or do you love digging in to the numbers to get down to the nitty gritty of which strategies are working and which aren't? Is seeing how CX fits into the bigger picture of your company's strategy more your speed?

This self-evaluation tool gives you a visual representation of your strengths and growth opportunities as a CX leader. You can plot your whole team to best capitalize on strengths and see who can help others shore up their weaknesses. After following the tips for several months, use the evaluation tool again – you'll be amazed at how much you've grown!



PASSIONATE

You are enthusiastic about ensuring great experiences for customers and believe in the power and impact of CX.

I'm just going through the motions when it comes to CX.



I'm totally into everything about customer experience.



KNOWLEDGEABLE

You demonstrate good judgement in developing strategies and tactics to understand customer needs, anticipate emerging demands and design excellent experiences.

I have no idea what I'm doing. Who gave me this assignment?



I totally understand CX. This role was made for me.



COMMUNICATOR

You effectively communicate the importance of CX in a way that not only encourages empathy for customers but also presents CX as a vital business strategy.

I don't really talk about CX with others.



I'm constantly touting CX at our company.



COLLABORATIVE

You effectively work across silos, involving others and working together to exceed customer demands.

I really try to handle everything myself.



I'm constantly working with others on CX projects.



INFLUENTIAL

You have shown the ability to open the minds of colleagues and ensure action takes place.

I can't seem to get anyone to do anything.



I do all I can to influence colleagues to drive action.



ANALYTICAL

You see the benefit in digging deep into customer data to test assumptions and understand the necessary initiatives to launch and actions to take.

I don't really bother with customer data. It's too overwhelming.



I'm all about getting the most out of customer data.



FOCUSED

You effectively prioritize customer-centric initiatives and are persistent in seeing them through to have the greatest possible impact.

I can't keep everything straight – I'm constantly juggling priorities.



I have specific priorities that always come first.



INNOVATIVE

Not only do you work to improve the existing experience but you think outside the box to create new, ideal experiences for customers.

I stick to what I know – the same process all the time.



I'm always thinking of ways to design better experiences for our customers.



CATALYST FOR CHANGE

You understand your responsibility as an agent for change in your organization and have developed methods to effectively drive change.

I really prefer the status quo. I don't want to push people to change.



I push relentlessly for customer-focused change.



BUSINESS SAVVY

You effectively align customer experience strategies with business goals and demonstrate a strong return on investment.

I don't really understand my company's goals or how CX fits with them.



Everything I do is closely aligned with our strategies and measured meticulously.