



.....

CX 2018



Design Your Year

.....

.....

Welcome! Let's make 2018 the Year of CX!

.....

This workbook is the result of great love and hard work by AbilityMatrix co-workers. Your feedback helps us improve this workbook from year to year, so don't hold back. What did you like? What not so much? What would you change? Write us an email, and if we put in the changes suggested your name will be featured on this page as a co-author.

We are providing this workbook for free, and you should never pay for it. The goal is to help any CX leader and CX team with their efforts. If there are any other support materials you would love to see, let us know and we will prepare it for you.



.....

How to use this workbook?

.....

- ➔ Every team member should fill this independently from each other.
- ➔ Talk about the results over a cup of coffee.
- ➔ If everybody puts effort into the answers, you will come up with a plan for the next year.
- ➔ Share the workbook and the results with others.
- ➔ If you have a question, write an email to us from the same email address you used to download this workbook. We will answer ASAP. Please accept that, depending on the projects we are running, it might take a while to reply. If you send your phone number along with the email it will speed up the process.

Successes

Let's start with collecting your success stories from this year!



Non-Successes

What could have turned out different? What would you do different in hindsight?



Competition

Look around in your industry and inspect how your competition got better. If you have the time, do some mystery shopping with some of your competition, or simply call their customer service line. We suggest C level people do the same. Personal impression matters. Use story research to collect insights.

<hr/>	<hr/>
<hr/>	<hr/>
<hr/>	<hr/>
<hr/>	<hr/>
<hr/>	<hr/>
<hr/>	<hr/>
<hr/>	<hr/>
<hr/>	<hr/>
<hr/>	<hr/>
<hr/>	<hr/>
<hr/>	<hr/>
<hr/>	<hr/>
<hr/>	<hr/>
<hr/>	<hr/>
<hr/>	<hr/>
<hr/>	<hr/>

Big bang!

What was the biggest customer experience story from last year? It can be your success story or anything that made the news or lot of people talked about it — good or bad, doesn't matter. Did it influence your work? Could it happen under your watch/with you? Draw or use glue to put in pictures, newspaper cut-outs.



New year, new experience

What do you wish for your customers? Create small success stories as your customers would tell them.



Learning ergo sum

**Learning never stops if you are in CX.
What's the plan for this year? Books,
trainings, events? Ink to the paper! Now!**

Eye of the Tiger

How often are you going to meet customers face to face?

- Weekly
- Monthly
- Quarterly
- Once a year is good enough
- I'll write them a card

Innovation

Who is your most innovative supplier? Any department counts! *Customer experience projects often start with inspiration.* **Wondering: can this be done? That's why learning more about the suppliers of different departments helps your CX efforts. Ask them about their ideas.**



Birds of a feather...

A great CX project is always strategic and can change multiple divisions. Change is the essence of CX. Some groups are easier to work with, while others are more challenging. Name the most challenging groups and create ideas to inspire them and get them involved.



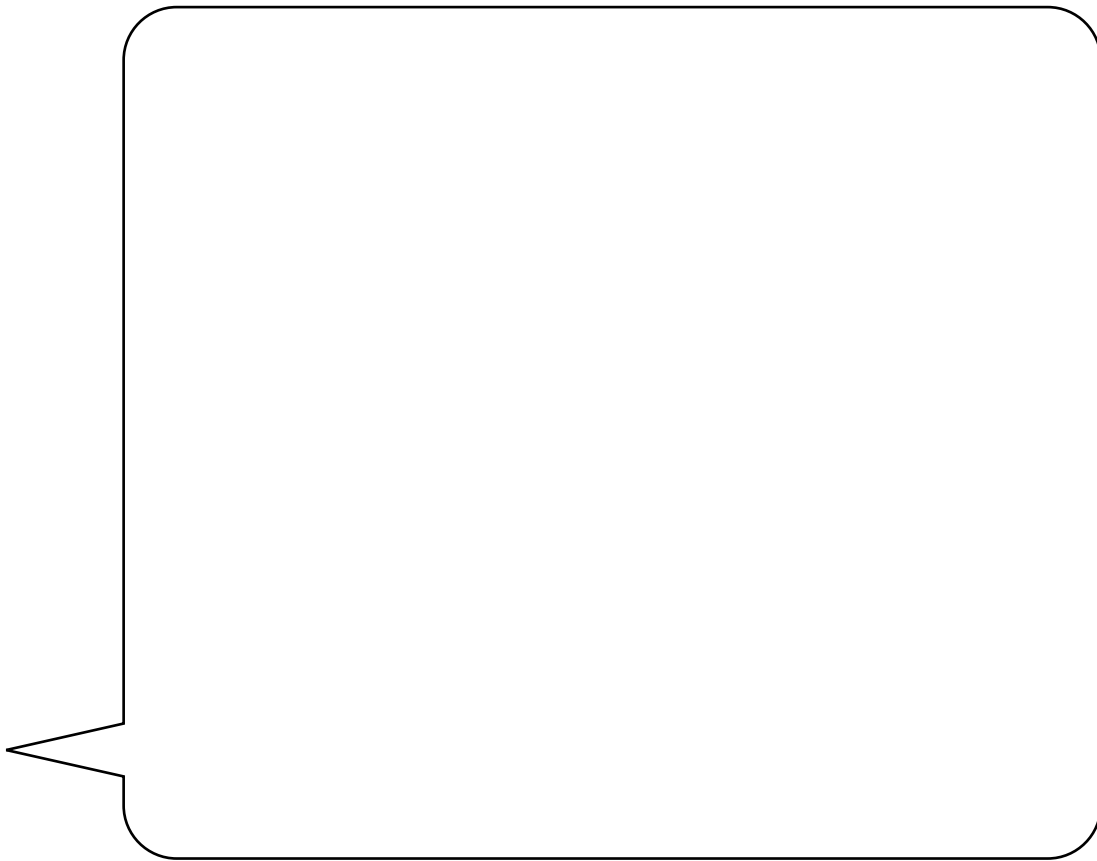
I made it!

How will you know you made it? You don't have to share this with others, but it's important to have a goal, independent from everybody and everything else, to know you got there.



Credo

If you made it this far, you already have an idea of what's coming this year. What should be on the wall? You can draw, pick a quote, or even a photo! This will keep you focused and inspired through the whole year.



Remember, if you need help, just write us an email or call your fellow CX enthusiast at AbilityMatrix.

SUCCESS

— IS A —

CUSTOMER
JOURNEY

→ NOT A →

DESTINATION