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**How to Embed Customer-Focus in Your Organization**

Assess everything you do per the backdrop of customers’ and employees’ ease.

How well does your business enable experiences that are likely to increase business results?

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| --- | --- | --- | --- | --- |
| BusinessGovernance | How It’s Done Today | Employees’ Ease | Customers’ Ease | Ranking |
| External Policies |  |  |  |  |
| Internal Policies |  |  |  |  |
| Business Models |  |  |  |  |
| PerformanceMetrics |  |  |  |  |
| Rewards |  |  |  |  |
| Penalties |  |  |  |  |

1. List the key elements in place for each business governance area: how it’s done today.
2. Employees’ Ease: 5 = morale-building, 3 = non-intrusive, 1 = a hassle.
3. Customers’ Ease: 5 = trust-building, 3 = non-intrusive, 1 = a hassle.
4. Rank-order your elements from lowest ease scores to highest ease scores
5. What are some ways to increase employees’ and customers’ ease?

Consider how to empower your customer experience management teams to influence improvements in these areas.

*This is a sample of ClearAction’s many tools and techniques for successful Customer-Centered Culture.*

***Send us your thoughts and questions about this template: OptimizeCX@ClearActionCX.com***