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**How to Nurture Motivation for Customer Experience Excellence**

Motivate people to center their work and attitudes on customer well-being.

What are the costs of NOT striving for customer experience excellence?

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| --- | --- | --- | --- |
| Nuisances Caused by Customers | Costs\* | Nuisances Caused for Customers | Costs\* |
|  |  |  |  |

*\*make a rough estimate of wasted time, materials, manpower, morale, trust, costs, fines, etc.*

What would it take to resolve the top nuisances?

|  |  |  |  |
| --- | --- | --- | --- |
| Top Nuisances | Resolution Possibilities | Costs  to Fix | Status Quo Costs |
|  |  |  |  |

Consider the value-add you may provide to customers by reducing key nuisances they experience:   
could this become a differentiator for your company?

Consider the profitability growth you may achieve by reducing key and/or minor nuisances.

Consider the additional time available, morale, productivity, and other soft gains.

Consider the likelihood of more positive word-of-mouth: how might revenue grow from this?

*This is a sample of ClearAction’s many tools and techniques for successful CX ROI.*

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