

The background features a complex network of thin grey lines connecting small square nodes. Various business-related terms are scattered throughout the network, including: SALES PROCESS, CULTURE, CONTENT, CAMPAIGNS, VIDEO, POST PURCHASE, ACQUISITION, CUSTOMER SERVICE, SOCIAL, CHANNELS, EMPLOYEES, WORD-OF-MOUTH, SELF-SERVICE, MESSAGING, POSITIONING, RETENTION, LOYALTY, and DIFFERENTIATION. The title text is overlaid on this network.

CEO Commitment to Customer Experience: Assessment Worksheet



This worksheet is designed to help you identify where you may require additional commitment from your CEO and C-suite with respect to successfully institutionalizing and operationalizing Customer Experience Management at your company.



For each question, select the number that corresponds to the level of commitment and conviction you believe your CEO has on that particular topic, with 1 being extremely low and 5 being extremely high.

1. Commitment to Customer Centricity

Commitment to making customer centricity a cornerstone of the company's business strategy.

1 2 3 4 5

Commitment to driving customer knowledge deep into the fabric of the company's culture.

1 2 3 4 5

Commitment to securing rich and actionable insights about your customer.

1 2 3 4 5

2. Commitment to CX Ownership

Commitment to appointing a sole leader who is fully responsible for vision, strategy, execution and optimization of the customer experience.

1 2 3 4 5

Commitment to giving this person authority to manage across organizational and political boundaries.

1 2 3 4 5

3. Commitment to C-Suite Reporting Relationship

Commitment to a customer experience leader having a direct reporting relationship with a member of the C-suite.

1 2 3 4 5

Commitment to providing this leader with consistent access to the entire C-suite.

1 2 3 4 5

Commitment to aligning strategic business decisions with customer requirements and vice versa.

1 2 3 4 5



4. Commitment to C-Suite Funding and Involvement

Commitment to a customer-centric strategic planning, decision making and budgeting process across the C-suite.

1	2	3	4	5
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Commitment to assigning customer experience initiatives and accountability to every member of the C-suite.

1	2	3	4	5
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Commitment to ensuring every C-suite member plays an active role in shaping the customer experience strategy.

1	2	3	4	5
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5. Commitment to Cross-Functional Leadership Accountability

Commitment to defining and managing specific CX expectations for every level of the organization (C-suite, Leaders, Managers, Front-line)

1	2	3	4	5
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Commitment to ensuring every leader understands the strategic nature of customer experience initiatives that pertain to their area of the business.

1	2	3	4	5
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Commitment to holding leaders responsible for ensuring direct reports know how customer experience is being measured and how it impacts daily work activities.

1	2	3	4	5
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6. Commitment to Organizational Change (People, Process, Technology)

Commitment to ensuring everyone in the organization embraces change that is essential in delivering a superior customer experience.

1	2	3	4	5
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Commitment to making it clear that there are no sacred cows, political motivations are outlawed and functional barriers are being torn down.

1	2	3	4	5
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Commitment to forming a cross-functional CX leadership that drives change deep into the organization.

1	2	3	4	5
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Commitment to providing the CX leader with complete autonomy and authority to inject change into customer-facing areas of the business.

1	2	3	4	5
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Commitment to rewarding functional leaders for keeping their eye on the prize (CX success) and not on their pride.

1	2	3	4	5
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7. Commitment to Clearly Defined Performance Metrics

Commitment to identifying the key performance indicators the company will focus on.

1	2	3	4	5
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Commitment to getting every member of the C-suite to lock arms and communicate those metrics to leaders across the organization.

1	2	3	4	5
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Commitment to creating incentives and penalties for leaders that meet or fall short of CX performance metrics at every level of the organization.

1	2	3	4	5
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8. Commitment to Measurement and Reporting

Commitment to putting data collection, measurement systems and reporting processes in place to capture key performance metrics.

1	2	3	4	5
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Commitment to deploy systems that provide employees, managers and leaders with actionable insights they need to improve the customer experience in daily work activities.

1	2	3	4	5
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Commitment to providing leaders with consistent performance metrics and reports for each area of the business.

1	2	3	4	5
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Commitment to review performance reports with leaders on a regular basis.

1	2	3	4	5
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9. Commitment to Realistic Timeline for Business Impact







About OnMessage

Companies that succeed in maintaining complete alignment between their corporate story and strategy — win. They win because their words and actions are consistent; creating a superior experience that increases customer acquisition, retention, loyalty and competitive differentiation. OnMessage specializes in helping executives align and activate their entire organization around a corporate strategy and story that dramatically improves the customer experience. Leveraging our disciplined methodology — executive teams are able to crystallize their go-to-market strategy, formulate a strategically aligned corporate messaging platform and ensure every stakeholder understands how to activate the strategy and story throughout the customer journey. In addition, our cloud-based intelligence console provides leaders with timely and accurate insights. Market, customer, employee, culture, competitor and partner insights they need to optimize their strategy, story and customer experience over time. We are OnMessage, the strategy consulting firm helping executives win in the highly competitive experience economy that exists today.

For more information

For more valuable and informative resources that can help you improve your customer's experience, go to: itsonmessage.com/resource

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James O'Gara

President and Founder

James O'Gara is the president and founder of OnMessage. Under his leadership, OnMessage has developed a proven model for helping companies develop a clear, compelling and consistent message. With almost 25 years' experience working in business and marketing leadership positions, O'Gara is known and respected for building collaborative relationships with executive teams that result in highly effective go-to-market, messaging / positioning and demand generation strategies.