

# ***Take The Customer Experience Test***

How do you rate your customers experience? Try this test, you maybe surprised.

- 1) Is your organisation price, brand and features focused? Yes/No
- 2) Are you re-active or pro-active to customer demands? Yes/No
- 3) Are you dealing with an increasing number of complaining customers? Yes/No
- 4) Do you have above average staff turnover for your industry? Yes/No
- 5) Are you currently losing market share? Yes/No
- 6) Are you using gimmicks to try and gain customer loyalty? Yes/No
- 7) Is your marketing spend increasing? Yes/No
- 8) Do you currently have a strategy in place to increase loyalty? Yes/No
- 9) Are you followers and copiers, not innovators? Yes/No
- 10) Do you have limited communication with existing customers? Yes/No
- 11) Do you carry out regular customer surveys? Yes/No
- 12) Do your customers have difficulty communicating with you? Yes/No
- 13) Do you have difficulty attracting the right people? Yes/No
- 14) Do you advertise unrealistic promises? Yes/No
- 15) Do you know a lot about your product/service but little about your customer's expectations? Yes/No
- 16) Do front-line staff lack empowerment? Yes/No
- 17) Does management have very little to do with customers? Yes/No
- 18) Do staff view their role as just a job? Yes/No
- 19) Is your company vision clearly communicated and understood? Yes/No
- 20) Do you conduct exit interviews? Yes/No
- 21) Do you encourage ideas from within? Yes/No
- 22) Do you lack internal communication? Yes/No
- 23) Are you seen as a stressful place to work? Yes/No
- 24) Do you have documented service standards? Yes/No

Chris Bell is a Christchurch-based experience designer. Chris has spent more than 30 years in the sector. He is the founder of Customer Experiences a company that works with businesses to grow their sales and profits by providing great customer experiences.

Contact Chris 027 279 2360, or email [chris@customerexperiences.co.nz](mailto:chris@customerexperiences.co.nz) if you want your customers to have a great experience and start spreading the word about your business.