

Customer Experience Assessment

Customer Experience has a huge influence on the way customers perceive your brand. So when was the last time you really evaluated a customer’s journey of your brand? Many brands evaluate their customer service as a gauge for overall customer experience — but that’s not the only factor that matters. The following Customer Experience Assessment will provide you with a snapshot of some critical areas to consider and an opportunity to objectively assess how well your company is doing in terms of delivering an exceptional experience for your customers.

When answering this Assessment, be as objective as possible and check only one column for each item.

Touchpoints	Agree	Somewhat Agree	Somewhat Disagree	Disagree
We focus on pre-purchase opportunities to create positive customer experiences. Pre-purchase opportunities include SEM/SEO, CX-designed website, mobile optimization and thought leadership content.				
Our website uses chat bots, direct customer service chat options or other forms of direct contact to assist with a customer’s experience on our site.				
We use retargeting ads and cart abandoner techniques for those who do not complete an online purchase.				

Customer Feedback	Agree	Somewhat Agree	Somewhat Disagree	Disagree
We regularly conduct customer surveys to inform our brand about overall trends and issues.				
We use Net Promoter Score (NPS) and Customer Satisfaction Score (CSAT) to help gauge potential areas of improvement in our CX.				
We monitor social media to get a better idea of what our customers are saying about our brand.				
We respond to inquiries, complaints, reviews (positive or negative), and see these as opportunities to engage with our customers and improve the relationship.				

Data & Analytics	Agree	Somewhat Agree	Somewhat Disagree	Disagree
Every time a customer interacts with our brand, we collect data and employ CRM tools to organize and process every piece collected.				
Customer data is regularly analyzed to glean insights and identify trends and opportunities to optimize our customer experience.				
Data informs our brand and helps us determine target audiences and define our customer personas.				
Our platform collects customer data and analyzes activity to create detailed customer personas that we use to optimize our customer experience activities.				

If you answered “Somewhat Disagree” or “Disagree” to any of the statements above, it may be time to get help. As experts in the science and art of customer engagement, J&C has a proven track record of improving customer experience across all touchpoints — from the buyer journey to retention and retargeting to data analysis.

To get in touch,
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