



CX Action Calendar 2021

Your step-by-step guide for driving CX Excellence.

Get started!

1

Understand your current customer segmentation and see if it is still relevant.

2

Read through the Twitter feeds about your brand.

3

Take the LitmusWorld **CX maturity assessment**.

4

Spend 30 mins with your customer care team and take a couple of live calls.

5

Create a CX Strategy and communicate it across the organization.

6

Learn more about the Measure, Act and Improve® framework to improve CX on the LitmusWorld website.

7

Plan a cross-functional huddle on CX and follow the "10th man rule".

8

Tune in to a webinar that talks about accelerating CX in the post-pandemic world.

9

Tweet about your best-performing front-line employees.

10

Brush up your basics on NPS® with the help of our **NPS® 101 insight**.

11

Create a checklist of Inner-loop and Outer-loop improvements.

12

Resolve 7 customer concerns yourself and give them a lucrative incentive.

13

Attend the next CX event that hits your email.

14

Read the **CX Maturity Roadmap Guide**.

15

Create a counter-strategy to stay ahead of your competitor's CX initiatives.

16

Ask customers about the changes they would like to see in the store.

17

Create a "Customer-First" marketing campaign to increase engagement.

18

Raise your NPS® benchmark by 5 percentage points.

19

Read **'The Ultimate Question'** by Fred Reichheld.

20

Listen to the "The Leadership Habit" Podcast by Shep Hyken.

21

Subscribe for LitmusWorld Insights and share 4 articles with your colleagues.

22

Read the best practices on driving **Huddles**.

23

Create a leaderboard on the basis of your front-line performance.

24

Educate your customers on the in-store health & safety measures.

25

Send personalized thank you letters to the families of the top employees.

26

Campaign a customer success story in tandem with the Marketing team.

27

Share the **CX Dictionary** with your colleagues.

28

Shadow shop your product across offline and online channels.

29

Share the CX performance report with the CEO to check alignment with the company's vision.

30

Optimise your survey questionnaire design.

31

Grab a coffee with the CHRO and learn their views on improving your CX imperatives.

Access **CX insights** and more!

#WeCareForYou

