



CX Action Calendar in the pandemic world

Your step-by-step guide to driving CX Excellence through a crisis.

Get started!

1

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

2

Shadow shop your product across offline and online channels

3

Read through the twitter feeds about your brand

4

Drop by in one of your stores at 3pm and talk to any one customer at random

5

Tweet about your best performing front-line employees

6

Hold a training session for your front-liners to ensure alignment

7

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

8

Find gaps in the data privacy norms of your company

9

Visit your competitor's flagship store and benchmark it against your own

10

Send personalised thank you letters to the families of the top employees

11

Create a CX strategy and involve 3 floor managers in the decision making panel

12

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

13

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

14

Share the CX performance report with the CEO to check the alignment with the brand's revised ethos

15

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

16

Brush up your basics on NPS® with our Ultimate Guide to NPS.®

17

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

18

Say "Sorry" to 5 customers/employees for the inconvenience they faced

19

Resolve 7 customer concerns yourself and give them a lucrative incentive

20

Attend CX Webinars that talk about requisite changes during a crisis

21

Read the LitmusWorld whitepaper on "Customer Empathy - The North Star To CX Communications"

22

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

23

Reduce the length of your feedback questionnaire

24

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

25

Tune into a webinar that talks about accelerating CX in the COVID-19 world

26

Read "Using the PANIC Model to build customer relations" on LitmusWorld Insights

27

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

28

Subscribe for LitmusWorld Insights and share 4 articles with your colleagues

29

Huddle with core internal teams to evangelise the new CX promises

30

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

31

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

Safeguard your business through crisis with CX!
Access **CX insights** by scanning the **QR code**.

#WeCareForYou

