



boostpartners

# Boost Cx Growth Inventory™

## Quick Start

1

Create a comprehensive list of your customers' Cx touchpoints with your business. Here are a few with which to start: product, people, education, customer service, confidence, innovation, place, messaging, partnership, referrals. Add others...

2

From your list of touchpoints, choose the three that you believe are most important to your target audience in driving your Cx score. Ask your customers for help.

3

Examine the three highest ranked Cx touchpoints. Determine which of these three offers the most opportunity to positively impact your Cx versus your competitors'.

4

Design and execute a change plan that you can initiate by the end of the month. Lay a new brick in the foundation of your brand. When you know it is in place, let your customers know about your change in Cx.

Remember, you don't have to be light years ahead of your competitors to succeed. You only have to **be a little bit better in the right places**. Once you have made your first improvement in Cx, listen to your customers to find the next key touchpoint, rinse...and repeat.

[www.80amps.com](http://www.80amps.com)

[www.boostpartners.com](http://www.boostpartners.com)

(804) 512-7654

[eric@80amps.com](mailto:eric@80amps.com)

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