

Five Key Questions to Help Determine the State of Customer Experience for Your Business

HorizonCX offers a quick and inexpensive VOC solution that will provide you with immediate feedback on the state of customer experience (CX) for your business—whether you are a B2B or B2C organization—based on the following five key elements.



1. If asked, how likely would your customers be to recommend your business to others?
2. Why specifically would they or why would they not recommend you?
3. How strong is the relationship between your customers and their primary contact?
4. How does your business measure up (re: products and or services) to your competition?
5. Why did your customers choose you and why do they continue to do business with you?

The answers to these five key questions will uncover insights to help you determine which internal processes require attention and what actions on your part might be necessary to help retain existing valued customers, acquire new business, and improve business objectives and results.

CX Kick-Start

- A short **five** question survey
- Up to **five** hundred of your customers
- A **five**-page comprehensive report

Called the **CX Kick-Start**, this is a short **five** question survey targeted toward up to **five** hundred of your customers with overall results analyzed and insights compiled within a comprehensive **five**-page report.

All this and more for just \$500.

Your only requirement is to provide us with a clean contact list of up to 500 of your customers—with a minimum of first name, last name, and email address. If your customer-base is large, you can select a subset of customers, perhaps from one business segment or from one geographical location. There is no better or quicker way for you to get a handle on your customer's experiences with your business than through the CX Kick-Start. Within six weeks from start to finish, you will have in-hand a narrative report containing both quantitative data and qualitative insights to share amongst colleagues and key stakeholders within your organization.

This brief CX engagement does not have to end here either—that is totally up to you. HorizonCX offers many more services aimed at generating interest and excitement around CX and bringing CX to life within your business. If you are looking for a quick assessment of the state of CX for your business, the CX Kick-Start is right for you. Contact us today for brief consult along with additional details on how to get started.

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