



Checklist to CX Prioritization

Navigate your customer
experience with this CX
prioritization checklist

bizrate insights



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During a time of constantly changing consumer needs and behaviors, it can be extremely difficult to consolidate and prioritize your CX efforts.

Combine that with the fact there's often pressure to make changes based on a response to competitor activity (rather than real customer insights) and you may be left wondering how you can ever meet your CX demands.

New technology and the evolving customer journey, mean it's essential to implement a system to capture customer reviews and ratings to identify your shoppers' priorities across every step of their path to purchase.



Bizrate Insights has developed this checklist to help you prioritize your Customer Experience efforts.

1. UNDERSTAND THE PEOPLE WHO ENGAGE WITH YOUR BRAND

Who are your customers? What do they want and what emotional connection do they have with your brand? Depending on target audiences, a seamless shopping experience can vary greatly across different demographics.



Identifying and understanding the specific needs of your consumer base is an essential first step towards improving the customer experience.

2. LAUNCH A MECHANISM FOR SHOPPERS AND BUYERS TO LEAVE FEEDBACK

Understand the roadblocks your customers are facing—*what's broken and what needs improvement*. Do you have a mechanism in place for verified buyers to tell you about their experience or why they might be about to abandon your website before they make a purchase? Collecting VOC feedback is crucial to understanding consumer pain points.

A screenshot of a customer feedback survey form. The form is titled "Point of Sale Survey" and includes fields for "Overall Satisfaction (POS)", "Likelihood to Recommend (FF)", "Likelihood to Buy Again (FF)", "Topic", "Frequency", "Device", "Make", and "OS". The form is partially filled out with the following information: "johnxyz@gmail.com", "March 15, 2018", "Point of Sale Survey", "Order Id:#09321", "I had trouble with the current 'free gift' promotion and I used the Live Chat feature to connect to a representative who helped me right away. Thanks!", "Tone: Positive", "Overall Satisfaction: 7/10", "Device: Mobile", "Topic: Customer Service", "Likelihood to Recommend: 9/10", "Make: iPhone", "Frequency: Repeat Customer", "Likelihood to Buy Again: 8/10", "OS: iOS 6". The form also includes a list of categories: "Key Performance Indicators", "Marketing", "Product Selection (POS)", "Product Mix Effectiveness (FF)", "Clarity of Product Information (POS)", "On-Time Delivery (FF)", "Charges Stated Clearly (POS)", "Order Tracking (FF)", "Checkout (POS)", and "Returns Process (FF)".

3. REVIEW YOUR CURRENT CX INITIATIVES FROM AN OMNICHANNEL PERSPECTIVE

Now that you understand their needs, you can determine if the shopping experience delivers what your customers really want as they move between all of your brand's touchpoints.

Are you anticipating their next step?

Perhaps your consumers prefer to buy in person, but organize returns online. Do they like to ask their product questions via e-mail, online chat, or phone call? Gain insight into their behaviors.



Provide them with a seamless experience between your customer service channels.

4. □ LET YOUR CUSTOMERS GUIDE THE NEXT STEPS

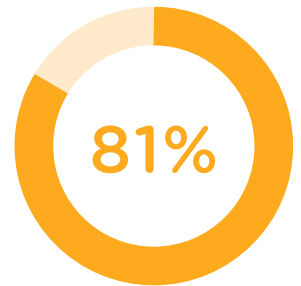
The comprehension of ratings and reviews guides customer led enhancements that boost your organization's growth. In one case study, once they implemented Bizrate Insights' Online Buyer Survey, [J&P Cycles](#) improved their post-purchase likelihood-to-recommend score by 2.3%, to 9.4/10 YOY.

By maintaining repeat customers and securing new shoppers, J&P Cycles was able to drive new business growth, powered by customer feedback.

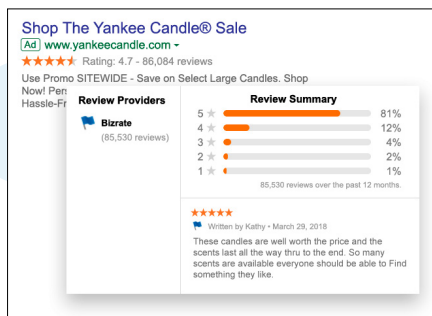


5. □ ALLOCATE TEAM RESOURCES ACCORDINGLY

Is your team set up to deliver the experience your customers are asking for? By tailoring solutions to issues revealed by the Bizrate Insights' Online Buyer Survey, party supply retailer [Shindigz's](#) customer service team were able to reallocate resources to other areas of their business. This resulted in an 81% overall positive response rate from their customer network.



6. □ BUILD YOUR ONLINE REPUTATION TO HELP CUSTOMERS WITH PURCHASE DECISIONS



Build your Google ratings profile and customer reviews on your site and product pages to grow customer confidence in your brand. "According to Pew Research Center, 50% of adults routinely check online reviews before making a purchase."¹

¹<https://bizrateinsights.com/resources/product-reviews-3-ways-they-strengthen-your-business/>

7. □ IMPLEMENT A VOC LISTENING TOOL

It's easy to make assumptions about what the customer wants. However, it's even easier to find out what they actually want by asking them directly. Connect with your shoppers and visitors using the Bizrate Insights Online Buyer Survey and Site

Abandonment Survey, a comprehensive solution that provides a deep dive into how customers feel about each step of their shopping experience on your website.



To learn more, contact one of our CX experts [here](#), or email your Bizrate Insights representative.