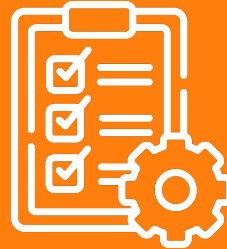


3-Step Plan for Your 2022 CX Strategy Update



1. Baseline 2021 Progress

- **Start with company goals** to align your CX program more broadly
- **Share success stories** from your 2021 CX initiatives
- **Define key customer themes** for context in the new year



2. Set Clear CX Goals

- **Set CX targets** based on 2021 customer feedback
- **Confirm survey touchpoints** match your moments of truth
- **Update the survey** if you have missing elements



3. Define Accountability

- **Map feedback to individuals** with reporting and alerts
- **Create timelines** for acting on all CX goals
- **Break into quarterly segments** to keep it manageable