

3-Step CX Strategy Mid-Year Check-In



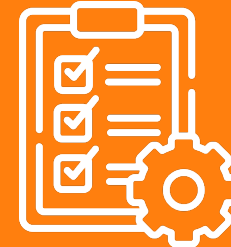
1. Set Your Cx Goals

- **Set a Cx goal** if you don't have one
- **Review progress** against your goal if you have one
- **Benchmark** against others if your program is mature



2. Reach The Right Audience

- **Add touchpoints** if you aren't surveying the full experience
- **Update the survey** if questions aren't relevant/response rate is lower



3. Share Your Results

- **Send regular reports** with relevant data
- **Follow up** on negative responses
- **Share success stories** with the company