How to Celebrate Your CX Success Stories

Individual Employees

Your Organization

Your Customers

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Individual Employees

Share Their Success

- **Share recognize alerts** with individuals to celebrate success

Make It Tangible

- **Provide prizes and contests**, based on recognition within surveys
- **Include bonuses** based on Cx feedback and goals

Do It Daily

- **Have a regular schedule** for sharing customer feedback

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Your Organization

Share The Big Picture

- **Show trended scores** so it's clear how your Cx has improved
- **Say what processes have changed** so employees know what has resulted from the feedback

Make It Personal

- **Share customer videos and quotes** to highlight the impact on individual customers

Meet Employees Where They Are

- **Share these stories where employees meet.** There is no one best place, but break rooms, office space, intranet, TVs, newsletters

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Your Customers

Publicly Release Your NPS

- **Show how you compare** so customers understand you value Cx

Thank Customers for Participating

- **Reach out to individual participants** to thank them for their feedback and drive feedback in the future

Showcase your Changes

- **Tell customers what you've changed** and that it's a direct result of the feedback they provided
- **Share across channels** like your survey invitations, press releases, and on your website