

# Your CX Checklist

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## Strategy



Outline your “ONLY YOU” proposition

Create persona profiles

Competitor Analysis

Create a CX Map

## Social Media



Conduct a Social Listening audit

Create a social media plan to build community

## Payment



Create seamless payment experience

## Review



Review customers opinion of your awareness, exterior, in-store and post-sale experience

Use Google Forms to get customer feedback

## Measurement and analytics



Implement customer spending and behavior tracking

Feedback data into loyalty programme

## Communication



Consistent message in all communication

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## Notes