

1	In our every board meetings substantial time is spent on customer experience with our Brand/Touch Points?	True Always/Mostly/Rarely/Never
2	We have Chief Experience Officer in place to design and manage end to end customer experience for our customers.	No / Yes
3	Chief Experience Officer is a part of board/top management meet?	No / Yes / Sometimes
4	Everyone (irrespective of dept) in our organization is aware of how their action and inaction will impact customer experience.	No / Yes / May Be
5	We listen to our customers in many different ways. There are surveys, calls, interviews, feedback, etc	No / Yes / Some
6	We have ample and all medium open to receive customer complaints. We are available easily when customers have trouble or complaints against us.	No / Yes/ Don't Know
7	We track customer experience with our touch points regularly.	No/ Yes/ Rarely
8	Our employees are happy with our companies. We found this during our customer happiness surveys.	No / Yes / May Be / Don't Know
9	Our CEO meets our customers (Existing/ Past) regularly.	No / Yes/ Rarely
10	We get substantial new business from referrals of our existing customers.	No / Yes/ Don't Know
11	We have social media presence through blog, face book, twitter, LinkedIn etc ?	No / Yes All / Some / Not Active
12	We have social media strategy action plan in place and someone is fully responsible for the same.	No / Yes/ Thinking/ Confused
13	We think much more can be done in the area of customer experience & Social Media?	No / Yes/ Not Now/ Want Immediate Action