

Customer Walk Decision Matrix

Customer Profile: _____

NOTE: If there are multiple types of customers, do this activity for each type or customer profile.

STEP 1: Identify Points of Connection (POC) and the customer experience.

Customer POC <i>Document EVERY POC before continuing to the other elements.</i>	What does the customer expect? <i>A</i>	What does the customer receive/get? <i>B</i>	Delta between A and B	Does this POC meet your organization's needs or the customer's needs? <i>Why does the POC exist?</i>

STEP 2: Determine organizational priorities to build customer loyalty.

Customer POC <i>List each POC identified in Step 1.</i>	VALUE: Is the customer receiving more than they expect? <i>yes or no</i>	TRUST: Do our customers trust that we will deliver on our promises over time and for each POC? <i>yes or no</i>	Is this POC about Strategy (S), Process (PR) or People (P)? <i>S or PR or P</i>	Is this POC one that we want to change or can change? <i>yes or no</i>	Considering each POC that you want to change, number them in priority order. <i>Strategy must come first; process second; and then consider people third.</i>

Step 3: Once you have identified each Point of Connection, completed the Customer Walk, and identified your priorities to build your organization’s customer loyalty, take the time to develop specific goals and action steps to meet your customer loyalty priorities.