



FRESH EYES
MAKING EXPERIENCES MATTER

Customer Experience Solution

Discovery Questionnaire

Please complete the fields below as fully as you can. Your responses help Fresh Eyes design a Customer Experience Solution tailored to your organisation's goals, structure, and readiness for change.

Overarching Business Challenge

Company Name and Business Sector

Please indicate which of the following challenges apply (select as many as apply):

- | | |
|---|--|
| ☐ Customer churn or retention concerns | ☐ Inconsistent service delivery across locations |
| ☐ Lack of measurable CX performance data | ☐ Erratic employee engagement impacting customer experience |
| ☐ Customer complaints or declining satisfaction scores | ☐ Brand perception |
| ☐ Brand trust | ☐ Rapid business growth creating service strain |
| ☐ Competitive pressure requiring differentiation | ☐ Leadership alignment around CX lacking |
| ☐ Operational silos affecting the customer journey | ☐ Other. Please specify below: |

Measurement & Commercial Impact

To align investment with outcomes:

How do you currently measure customer experience?

What CX metrics exist (NPS, CSAT, retention, complaints, revenue impact)?

What improvement targets exist internally?

How is CX performance reported to leadership?

Do you have estimated financial impact tied to retention, satisfaction, or service performance?

What would success look like commercially in 12–24 months?

Organisational Scope & Complexity

This directly impacts program design.

Total number of employees involved in customer experience delivery?

Total number of employees involved in this project?

Geographic footprint (branches, regions, countries)?

Customer-facing vs support roles?

Existing CX teams or resources?

Do you have technology platforms currently supporting CX? If so, which one?

Internal project management capacity?

Leadership Alignment & Cultural Readiness

This is often the biggest success predictor.

Does the executive leadership team actively sponsor CX initiatives?

Is CX embedded in your organisational values?

How would you describe your service culture today?

Is accountability for CX clearly defined?

Are incentives linked to customer outcomes?

How receptive is leadership to behavioural or culture change initiatives?

Strategic CX Foundations

What is your current CX foundation?

- ☐ Do you currently have a documented CX strategy?
- ☐ Do you have customer journey maps?
- ☐ Have you conducted formal CX diagnostics before?
- ☐ Do you have defined CX standards or behaviours?
- ☐ Are customer insights regularly collected and acted on?
- ☐ Is CX linked to brand, marketing, HR, or operations strategy?

Existing CX Infrastructure & Tools

Based on your ecosystem, please indicate which of the following currently exist, and where support may be needed:

Strategy & Insight

- | | |
|---|---|
| ☐ Customer Experience Strategy Development | ☐ Journey Mapping |
| ☐ Analytics & Reporting | ☐ Voice of Customer programs |

Experience Measurement

- | | |
|--|---|
| ☐ Mystery Shopping programs | ☐ Real-time feedback tools |
| ☐ CX data dashboards | |

Capability Building

- ☐ Customer Experience Training
- ☐ Culture change programs

- ☐ Leadership CX coaching

Engagement & Reinforcement

- ☐ Gamification initiatives
- ☐ CX board games or experiential learning

- ☐ CX card programs or engagement tools

Customer Communication

- ☐ Database marketing linked to CX

- ☐ Feedback-driven communications

Program Intent & Priority Level

Which best describes this initiative?

- ☐ Exploratory / understanding phase
- ☐ Pilot program
- ☐ Strategic CX uplift
- ☐ Full organisational transformation

Investment & Commercial Alignment

To ensure appropriate program design:

What level of investment has leadership indicated is realistic?

Is budget already allocated, or is this exploratory?

What ROI would justify investment internally?

Risks, Constraints & Internal Dynamics

Known current internal barriers:

- ☐ Previous CX initiatives that stalled
- ☐ Stakeholder alignment risks
- ☐ Change fatigue or competing priorities
- ☐ Regulatory or operational constraints
- ☐ Leadership resistance to inclusion

Timing, Urgency & Implementation Readiness

Understanding timing helps ensure realistic program design and prevents misalignment between expectations, delivery pace, and investment.

Strategic Timing Drivers

Why is this initiative happening now?

Is there a specific trigger (growth, complaints, leadership change, market pressure, regulatory requirement)?

Is this proactive improvement or reactive intervention?

Ideal start date

Any non-negotiable deadlines (launches, reporting cycles, strategy cycles)

Expected timeframe for measurable impact

Is a phased rollout acceptable?

Internal Readiness

- ☐ Are internal stakeholders aligned on timing?
- ☐ Are operational teams ready for change?
- ☐ Do you have internal resources available immediately?
- ☐ Are there competing strategic priorities?

Implementation Capacity

- ☐ Ability to release staff for training/engagement
- ☐ Leadership availability for participation
- ☐ Existing project management infrastructure
- ☐ Change management capability internally

Business Factors Affecting Timing

- ☐ Budget approval cycles

- ☐ Organisational restructuring
- ☐ Seasonal business peaks
- ☐ Technology implementation timelines
- ☐ Internal politics or leadership transitions

Success Horizon

- ☐ Short-term wins expected (0–3 months)
- ☐ Medium-term behaviour shifts (3–12 months)
- ☐ Long-term cultural transformation (12–36 months)

Additional Context

Anything else we should understand to design appropriately