# Customer Experience CEXP

Ensuring the delivery of high-quality interactions and experiences that meet customer expectations across all touchpoints and channels.

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| **Guidance Notes:**Activities may include, but are not limited to:* engaging with customers to understand their needs, preferences, and expectations through various research methods
* creating and optimising customer journeys to enhance satisfaction, loyalty, and overall experience
* developing and implementing customer experience strategies that align with business goals and improve customer interactions
* continuously monitoring and measuring customer experiences using appropriate metrics and feedback systems
* leading initiatives to improve customer experience based on data-driven insights and customer feedback
* working with cross-functional teams to ensure a consistent and integrated customer experience across multiple channels and touchpoints
* using technology and tools to support and enhance customer experience efforts
* ensuring that customer experience practices comply with relevant standards, regulations, and policies.
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## Level 2

Engages with customers to understand their basic needs and preferences.
Uses standard techniques to gather feedback.
Assists in the creation of customer journey maps and identifies key touchpoints for improvement.
Follows established procedures to document customer feedback and support the implementation of minor improvements.

## Level 3

Analyses research to gather detailed insights into customer needs and preferences.
Uses appropriate tools and methods for data collection. Participates in the design and optimisation of customer journeys.
Collaborates with team members to implement customer experience improvements.
Documents findings and supports the analysis process.

## Level 4

Leads customer research activities, ensuring a comprehensive understanding of customer needs and expectations.
Designs and refines customer journeys, working with cross-functional teams to enhance touchpoints and interactions.
Develops and implements strategies to improve customer experience.
Monitors metrics and feedback to assess effectiveness and drive continuous improvement.

## Level 5

Plans and oversees customer experience initiatives.
Ensures alignment with business goals and customer expectations.
Establishes frameworks for monitoring and measuring customer experience. Uses data-driven insights to guide improvements.
Works with senior stakeholders to develop and implement customer experience strategies. Drives collaboration across teams to ensure a consistent experience.

## Level 6

Champions customer experience at an organisational level.
Leads strategic initiatives to enhance customer experience. Aligns efforts with business objectives and customer needs.
Monitors industry trends and innovations in customer experience.
Develops policies and standards to guide customer experience practices. Ensures adoption of good practices and continuous improvement within the organisation.