This 14-point checklist is designed to help organizations discover both their strengths and opportunities for growth around their customer and employee experiences.

1. KNOW YOUR CUSTOMER
   Do you know your customer, their needs and wants? Do you use surveys? When sentiments are discovered, do you adapt?

2. SERVICE PROCESS
   Do you have a replicable process that serves as the standard for your employees?

3. SUPREME OBJECTIVES
   Can your employees recite your three or four most important business objectives?

4. HANDLING COMPLAINTS
   Are your employees trained and equipped to handle simple and complex complaints from customers?

5. CUSTOMER TYPES
   Does your team understand the important differences between satisfied, dissatisfied, and loyal customers?

6. PEOPLE SELECTION
   Do you have the right people selected for your roles? Have you offered them inspiring purpose?

7. ORIENTATION | ONBOARDING
   Does your onboarding, orientation, and training processes communicate your company purpose before job functions?

8. SYSTEMS OF REPETITION
   Have you created systems that cause important values and behaviors to be repeated daily?

9. LEADERS LEADING
   Do you have leaders in the organization, not managers, inspiring employees with motivation and purpose?

10. BRIDGING THE ORG. GAP
    Do leaders and employees have rapport, connection, and a culture of trust?

11. DEVELOPING LEADERS
    Are leaders growing in personal and professional confidence to make strong decisions for the organization?

12. VISION MATTERS
    Do you have a compelling destination in mind for your company? Is it good for all involved?

13. PICKING THE RIGHT METRICS
    Does your team have a firm grasp on the most helpful metrics to measure progress and success? Is your team capturing the right data to produce the insights?

14. TIE IT TOGETHER
    Have you developed a cohesive strategy, from customer experience, employee care, and product and service user experience that expresses one, cohesive brand?