



Rating your firm

Determine how much you agree with each statement:

- +2 Completely agree
- +1 Somewhat agree
- 0 Neither agree nor disagree
- 1 Somewhat disagree
- 2 Completely disagree

Scoring your firm

Interpret the total scores as follows:

- 6 to 8 Excellent
- 3 to 5 Good
- 0 to 2 Problem
- <0 Major flaw

Principle No. 1: Obsess about customer needs, not product features.

Rating

"Our company has a clearly defined set of target customer segments."	<input style="width: 40px; height: 20px;" type="text"/>
"Employees across the company share a consistent and vivid image of target customers."	<input style="width: 40px; height: 20px;" type="text"/>
"Primary research is used to fully understand the needs and behaviors of target customers."	<input style="width: 40px; height: 20px;" type="text"/>
"Decision-making processes systematically incorporate the needs of target customers."	<input style="width: 40px; height: 20px;" type="text"/>
Total	<input style="width: 40px; height: 20px;" type="text"/>

Principle No. 2: Reinforce brands with every interaction, not just communications.

"The attributes of our company's brand are well-defined."	<input style="width: 40px; height: 20px;" type="text"/>
"Employees fully understand the key attributes of our brand."	<input style="width: 40px; height: 20px;" type="text"/>
"Our company's brand drives how we design customer experiences."	<input style="width: 40px; height: 20px;" type="text"/>
"We translate brand attributes into specific promises that we make to customers."	<input style="width: 40px; height: 20px;" type="text"/>
Total	<input style="width: 40px; height: 20px;" type="text"/>

Principle No. 3: Treat customer experience as a competence, not a function.

"Senior executives regularly interact with target customers."	<input style="width: 40px; height: 20px;" type="text"/>
"Senior executives consistently communicate the importance of serving target customers."	<input style="width: 40px; height: 20px;" type="text"/>
"Employees across the company are recognized and rewarded for improving the experience of target customers."	<input style="width: 40px; height: 20px;" type="text"/>
"The quality of interactions with target customers is closely monitored."	<input style="width: 40px; height: 20px;" type="text"/>
Total	<input style="width: 40px; height: 20px;" type="text"/>