

Ten questions to spice up your

#CXLeadership



Nienke Bloem



CX side:

Five questions to ignite your customer experience magic

1. If I were a customer of my own company today... would I come back tomorrow?
2. Have I spoken to a real customer this month? Or am I stuck in a meeting bubble?
3. Which part of our customer journey makes me cringe a little? What am I doing about it?
4. Are we collecting feedback... or are we actually listening?
5. What's my CX dream for this year and am I telling that story boldly enough?





Leadership side: Five questions to elevate your inner CX superhero

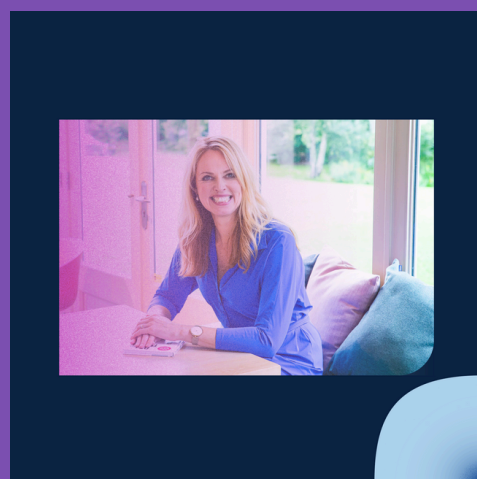
1. How am I making CX the business priority, not just a business priority?
2. If I had to draw our CX strategy on a napkin, could I?
3. What's one decision I'm avoiding if I just dared to be bold?
4. Am I strategic when it comes to my stakeholder engagement or am I shying away from the senior leadership ones?
5. Am I learning and growing as a CX leader or am I stuck in repeat mode?



**Want to
spice up your
CX Leadership
with me?**



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