



After your presentation,

HOW DO YOU WANT YOUR AUDIENCE TO ACT?

23 CX Calls-to-Action to make them act >>>

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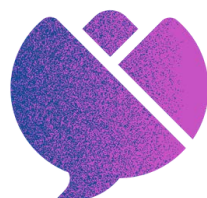
**YOUR PRESENTATION WENT GREAT.
YOU GOT YOUR CX STORY ACROSS.**

BUT NOW...

YOU WANT YOUR AUDIENCE TO ACT!

WHAT DO YOU WANT THEM TO DO?
AND YES, YOU THINK OF THAT, BEFORE YOU GIVE YOUR
PRESENTATION, WORKSHOP OR KEYNOTE.
I HAVE COME UP WITH 23 POSSIBLE CALLS TO ACTION.

USE THESE, AND PLEASE SHARE OTHER POSSIBLE CALLS TO
ACTION, SO I CAN ADD THEM TO MY LIBRARY 😊



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1. SURVEY FOR FEEDBACK

"Please take a moment to complete a brief survey about today's presentation. Your insights will help us refine our CX strategy further."

2. JOIN A WORKSHOP

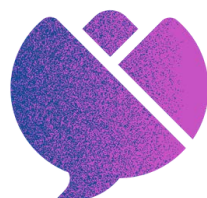
"Sign up for our upcoming workshop where we'll dive deeper into implementing these CX strategies in your teams."

3. SET PERSONAL GOALS

"Identify one key area from today's presentation that you can apply in your role. Share your goal with your team lead by the end of the week."

4. PARTICIPATE IN A PILOT PROGRAM

"Volunteer for our pilot program where you can test and provide feedback on new CX initiatives before they are rolled out company-wide."



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5. ATTEND A FOLLOW-UP MEETING

"Join us next month for a follow-up meeting where we'll discuss progress and address any challenges encountered in implementing these strategies."

6. READ AND SHARE RELEVANT ARTICLES

"Read the recommended articles on Customer Experience and share your thoughts in our internal forum. This helps in fostering a culture of continuous learning."

7. JOIN A CROSS-FUNCTIONAL WORKSHOP

"Collaborate with colleagues from different departments in a cross-functional workshop to address specific CX challenges mentioned today."

8. PROPOSE YOUR IDEAS

"Submit your ideas on how we can enhance our customer experience. The most innovative suggestions will be discussed in our next strategy session."



9. ENGAGE IN CUSTOMER INTERACTION

"Spend a day interacting with customers to gain firsthand experience of their needs and feedback, aligning your perspective with our CX vision."

10. MENTOR AND BE MENTORED

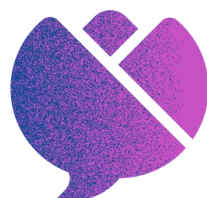
"Sign up for our mentorship program where you can either mentor a junior colleague in CX strategies or be mentored by us from the CX Team."

11. DEVELOP A CX IMPROVEMENT PLAN

"Challenge yourself to develop a personal CX improvement plan based on today's insights and present it to your team within the next two weeks."

12. SHARE BEST PRACTICES

"Identify and share a best practice you have observed or implemented in CX with the team. Let's learn from each other's successes."



13. CREATE A CASE STUDY

"Document a recent customer interaction you handled well and turn it into a case study to share with the team. This can serve as a learning tool for all."

14. ORGANIZE A TEAM DISCUSSION

"Organize a team discussion to reflect on today's presentation and brainstorm how these strategies can be translated into daily operations."

15. ENGAGE WITH THOUGHT LEADERS

"Follow and engage with at least three CX thought leaders on social media. Share interesting findings with your team."

16. PARTICIPATE IN CUSTOMER JOURNEY MAPPING

"Get involved in a session to map out our customer's journey, identifying key touchpoints where we can enhance the experience."



17. LEAD A TRAINING SESSION

"Volunteer to lead a training session on one aspect of our CX strategy, sharing your knowledge and insights with others."

18. COMMIT TO A CUSTOMER-FIRST INITIATIVE

"Identify one change you can make in your daily work to put the customer first, and commit to this change for the next month."

19. INITIATE A TEAM FEEDBACK LOOP

"Start a regular feedback loop within your team where customer feedback from surveys, customer research and reviews is regularly discussed and acted upon."

20. IMPLEMENT A NEW TOOL OR PROCESS

"Identify and propose a new tool or process that could improve our CX, and lead a trial of this innovation within your team."



21. BECOME A CX AMBASSADOR

"Become a CX ambassador in your department, promoting customer-centric values and practices, and encouraging others to follow suit."

22. ADOPT OUR BRAND VALUES OR CUSTOMER PROMISES

"Memorize our organization's customer manifesto, share it with your team and align towards the desired behavior."

23. SHARE A CUSTOMER STORY

"Start every team meeting with a story of a customer. Some good, some bad, and make sure the team truly understands the human needs and wants to align with future work."

