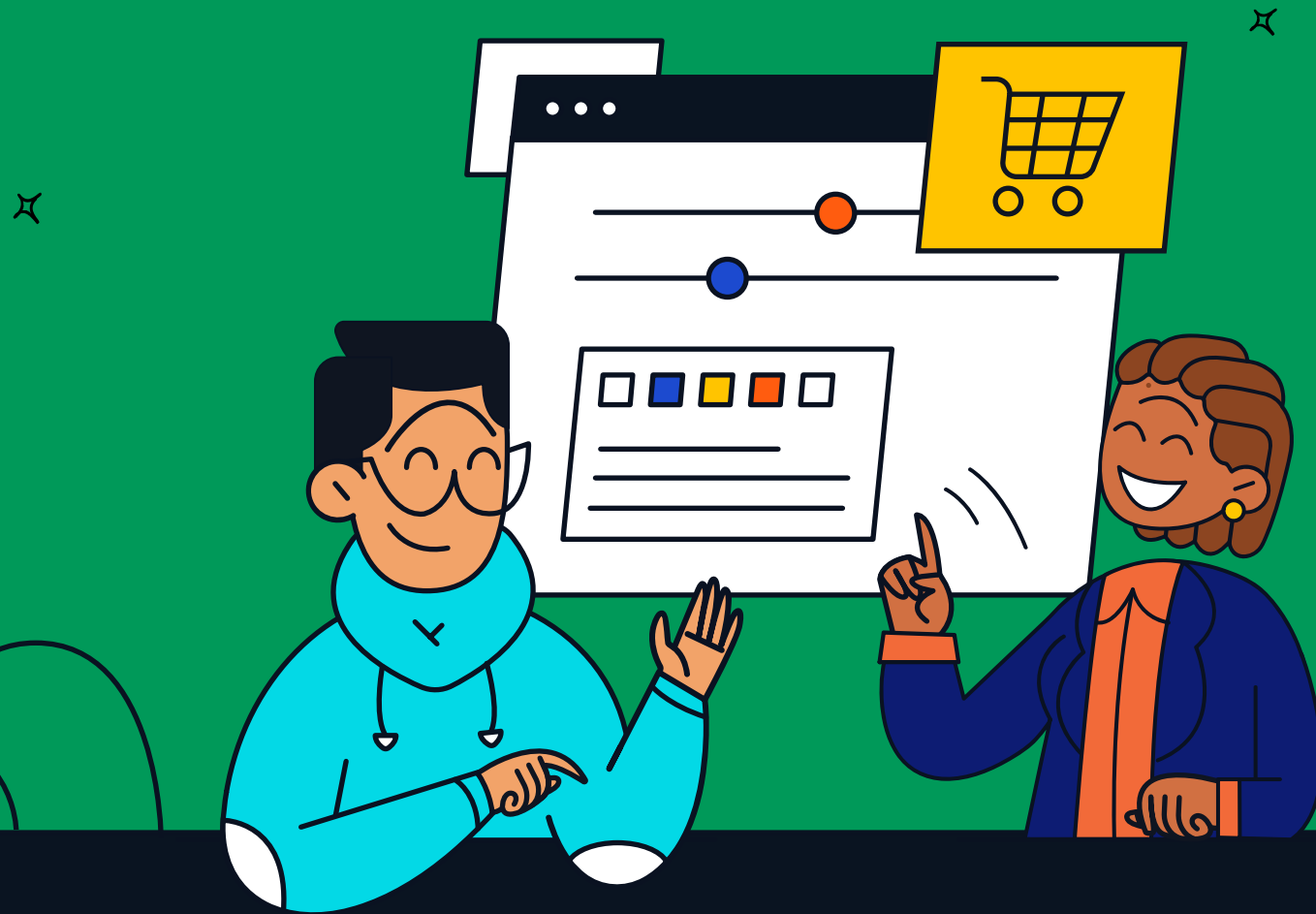# Framework for assessing current CX Org competence


freshworks

Checklist to assess CX competence

The **priorities of the new shopper** have shifted radically because of the pandemic. Whether in-store or online, shoppers are now comfortable with reduced human interactions. They also **prefer using digital and messaging platforms** like Facebook and WhatsApp to contact businesses.

As digital customer interaction **volumes increase** and **physical touchpoints diminish**, the sequential processing of 1 agent for 1 customer interaction (P2P) model, is no longer feasible because of the traffic resulting in **high wait times and frustrated customers**.

Retail and eCommerce organizations are in for a major upgrade of their customer service systems to delight the new shopper. In this document, we ask you to take this assessment to **find out the maturity level** of your organization's current customer service offering.
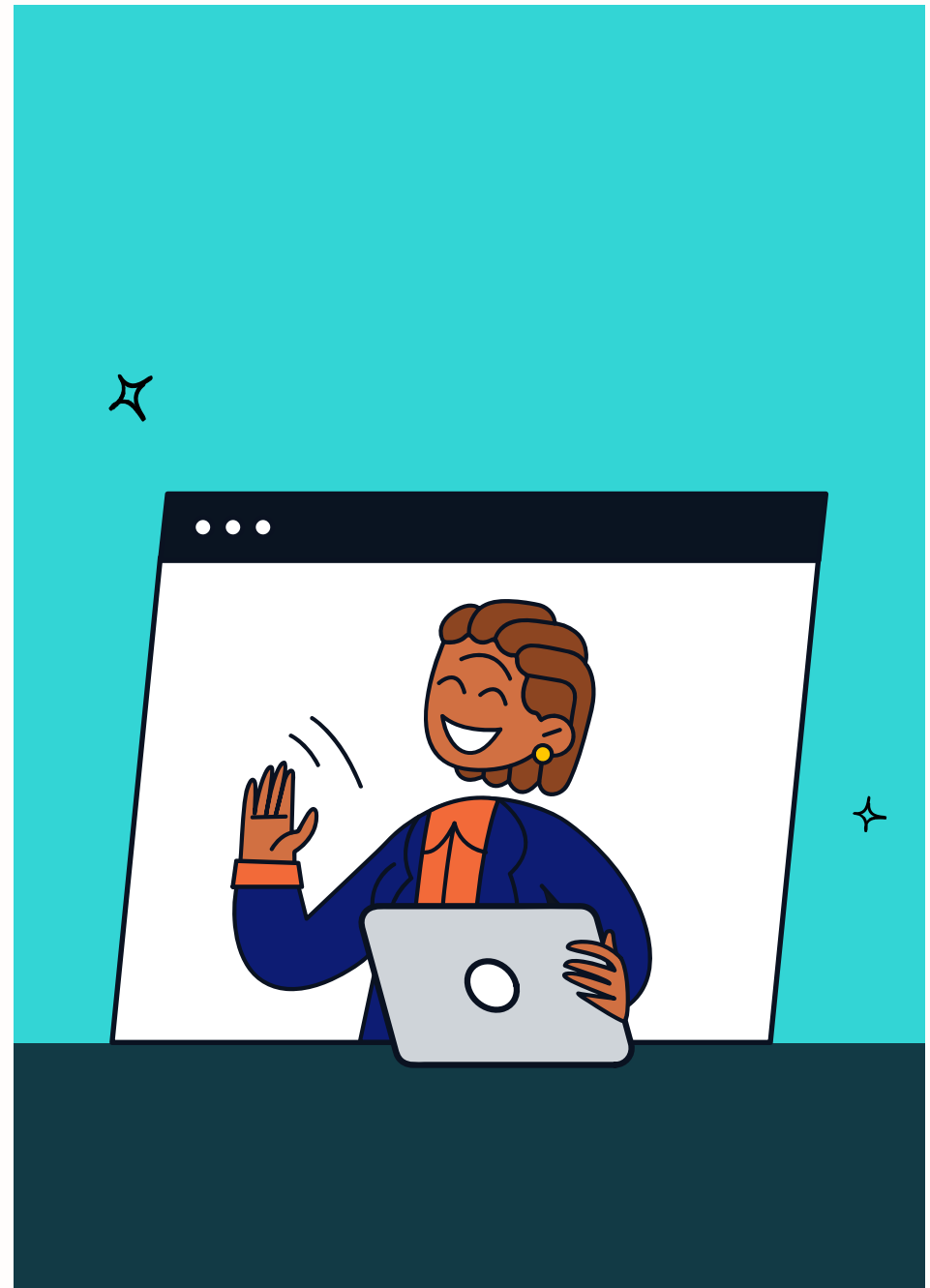
S.No	Questions	No	Yes
1	Do you have a digital presence? - eCommerce store, Listed on Google My Business, Facebook profile, etc	0	1
2	Do you use a customer service software today?	0	5
3	Can your customers contact you via Messaging apps like WhatsApp, Facebook Messenger, LINE, iMessage, etc?	0	10
4	Does the software act as a single Inbox for all the channels you use?	0	10
5	Can your team comfortably handle all incoming queries?	0	50
6	Can your customers get help 24*7, either through FAQs or other information?	0	50
7	Have you deployed chatbots on all support channels?	0	50
8	Do you know what are the most common asked support questions?	0	100
9	Do you have a record of all issues, escalations, logs and transcripts from multiple channels?	0	100
10	Do you use POS systems, Inventory management systems, Shipping & Delivery systems?	0	100
11	Are these software available inside your customer service software for quick access?	0	100
12	Do you have a single platform that provides a 360° customer profile?	0	100

Total

Understanding the current state of CX

Once you've undertaken the audit, you will have a keen understanding of the setup of your current customer service organization. Based on your score, you will find yourselves in at least one of the scenarios listed below.

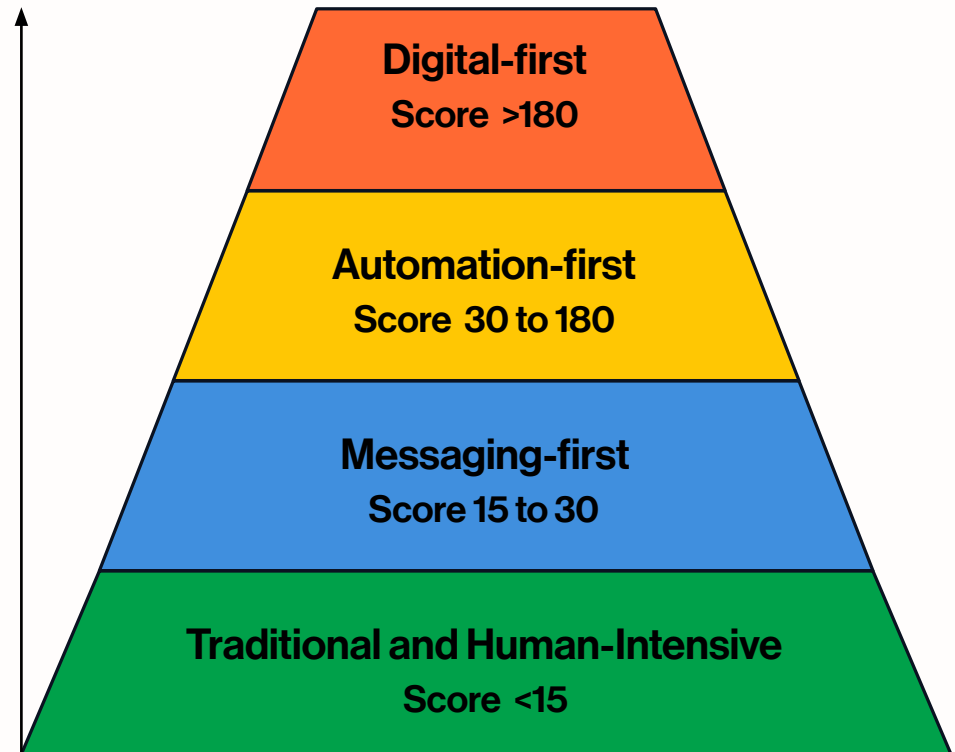| Scenario	Takeaway
If your score is less than 15	It is likely that your service offering is a **traditional P2P support channels** and you need to update them to modern ones.
If your score is between 15 and 30	It is likely that you're finding it **hard to maintain the scale** of incoming messages.
If your score is between 30 and 180	It is likely that your customer service team is finding it **tough to get customer context immediately.**
If your score is above 180	Your customer service org **needs only a few tweaks** to reach the service standards set in the New Normal.

Redefining Retail CX

The ultimate goal for every retail and e-commerce business is to **make customer service frictionless and seamless** for both customers and agents. Once a CX organization's level of maturity is identified, it is easier to take a step-by-step approach in order to get to the highest level of maturity.

We understand that not every business would be in a position to execute a major digital transformation. Having planned and implemented Digital-first CX, our team of experts can provide further information, steps, and case studies and guide you to implement Digital-first CX for your organization.

Talk to our experts to implement Digital-first CX and delight your shoppers consistently.

Improving order of CX-org maturity

Digital-first
Score >180

Automation-first
Score 30 to 180

Messaging-first
Score 15 to 30

Traditional and Human-Intensive
Score <15

About Us

Delight made easy with Freshworks

Headquartered in San Mateo, California, Freshworks is on a mission to make it fast and easy for businesses to delight their customers and employees. Freshworks provides businesses of all sizes with modern SaaS products - designed with the end user in mind. Freshworks' 3000+ team members work in offices around the world.

Freshdesk Messaging

Freshdesk Messaging is a customer messaging software from Freshworks to connect organizations of all sizes with customers on the channels they love and easily guide them to find answers fast.

For more information, visit [*www. freshworks.com/live-chat-software/*](www.freshworks.com/live-chat-software/)

freshworks