



Survey: CX in the WFH era

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Proposed scope and approach

- The recent and sudden shift to home-working (WFH) will impact the experience clients receive in different ways.
- Some of these impacts will be temporary, some may recur, and some may prove superior and have a lasting impact.
- The objective of this survey is to understand these impacts to ensure your CX remains relevant in this new environment.



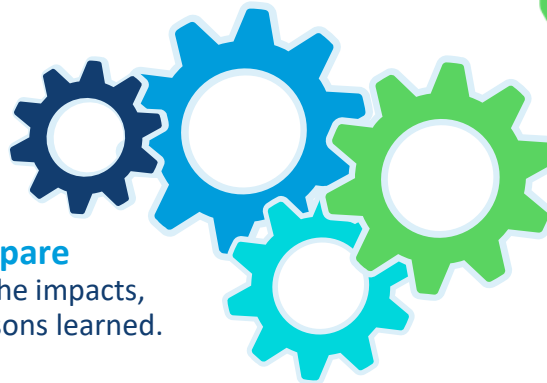
1. Survey

- Most impacted activities and functions
- Nature of the effects, e.g. temporary or lasting
- Typical response from clients
- What works well
- What works less well



2. Analyse & compare

Define and analyse the impacts, and discover the lessons learned.



4. Share findings among participants



3. Draw conclusions

Articulate common issues and response strategies

Seize the opportunity to benefit from peer-group insights