



NorthFace ScoreBoard (NFSB) Audit Recommendations 2019:

Ajax Inc.

- Update Survey Instrument (No Changes)
- Update Survey Questions (No Changes)
- CXDNA Playbook Strategy: Consider Implementing
 - Key account telephone relationship survey: 10 accounts – 5 contacts per account
Q1/Q3 Tier I account, Q2/Q4 Tier II accounts
Segment by Title: Decision Maker / Recommender / Influencer
Goal prevent loss of key accounts
<https://www.crmirewards.com/article/modern-key-account-management-relies-on-proper-segmentation>
 - Survey Categories:
Company – Marketing – Sales – Service – Benchmarking – Loyalty – Impact on operations
Corrective Action Satisfaction – Action Alert Request
 - CXDNA Partner Presentation Briefing – Select Tier I / Tier II Accounts
Frequency: Annual year end (Telephone / In person)
Content: Service Incidents open - closed/ Corrective Action Level of Satisfaction / Impact on Business costs productivity – revenue
Goal prevent loss of key accounts: https://www.crmirewards.com/docs/cxdna_partner_presentation.pptx
 - CXDNA Webcast:
Audience: Customers– Prospects – Partners – Employees
Duration: 1 hour
Frequency: Semi- Annual (June / December)
Panelist: Executive Team President / VP Marketing / VP Sales / VP Service / VP Quality / VP Human Services
Content: Review CXDNA program survey process – results / corrective action process / employee engagement process/ testimonials / awards / certifications/ this year goals vs last year goals/ next year goals
Goal: re-energize CXDNA Playbook Strategy, CX most critical component of company’s DNA
http://crmirewards.com/pdf/bcfl/bcfl_presentation_dec_8_2016.pptx

Customer Relationship Management Institute LLC

Diane Plante

Date: / /

Diane Plante
CXDNA Master Auditor

Bill Moore

Date: / /

Bill Moore
Chief Customer Officer