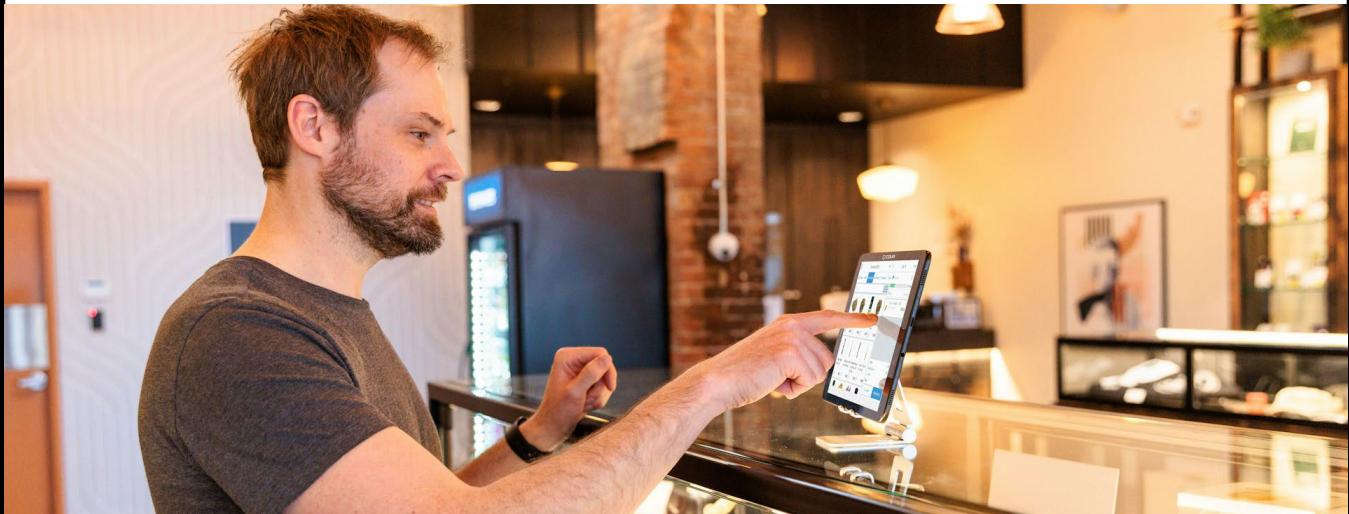


# Customer Experience Audit 101

**Your Guide to Elevating the Customer Journey  
and Future Proofing Your Business**

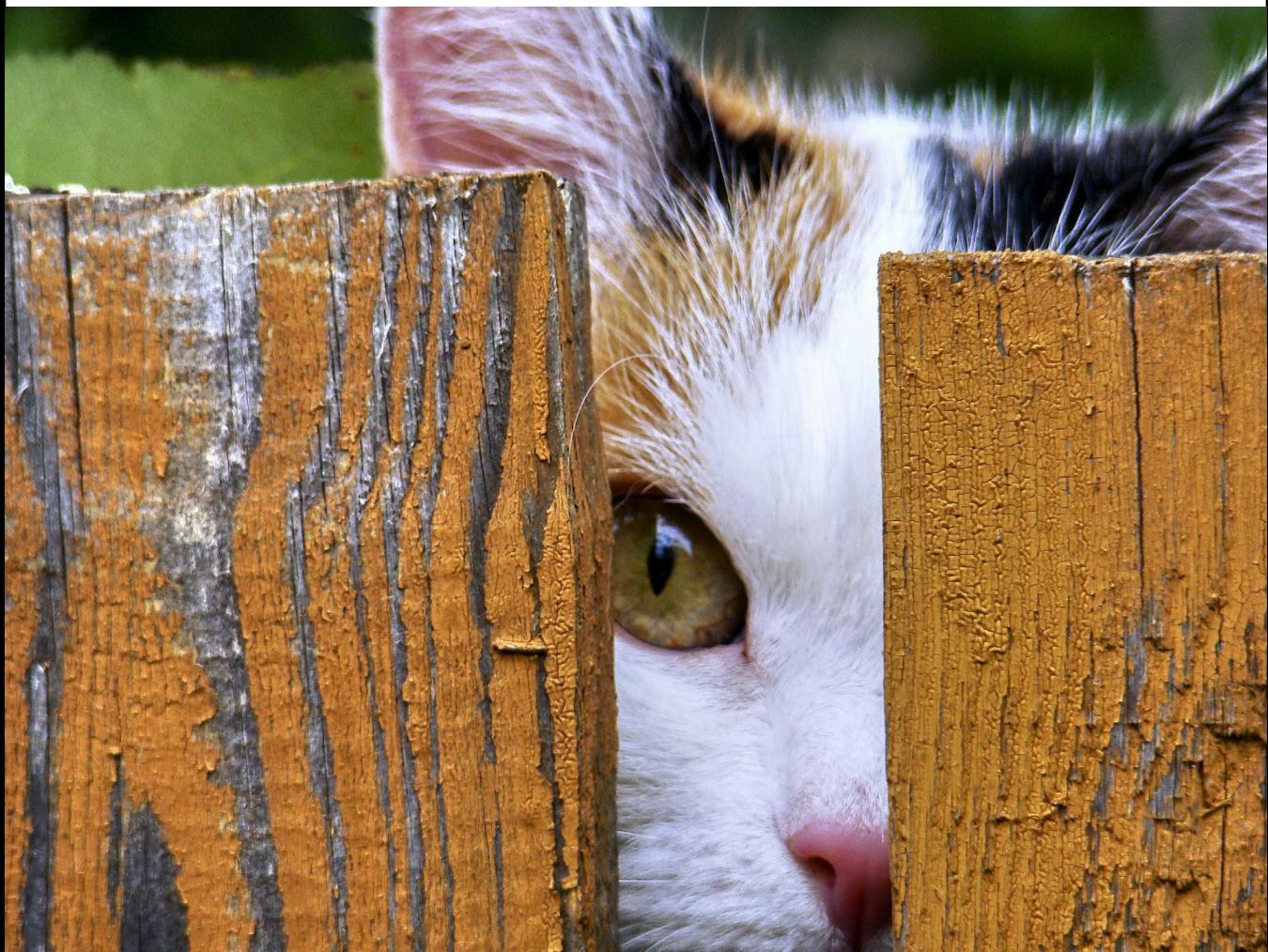
[by Braden Kelley](#)



As a customer experience (CX) professional it is always surprising when I encounter a flawed experience that would have easily been caught if the experience had been walked by someone distant from the experience design process – an auditor.



To oversimplify things, think of a CX auditor as a secret shopper on steroids, informed by the CX expertise of a professional that maps, compares and improves different experiences for a living.



All public companies have their financial reports audited, but most fail to engage in a similar annual audit for their customer, partner or employee experiences. Given that companies exist only as long as their customers permit them to, this seems short-sighted and incredibly risky.



# The Importance of a Customer Experience Audit



Conducting a Customer Experience Audit helps you identify gaps, inconsistencies, and opportunities in your current customer journey. This systematic approach allows you to enhance interactions, fostering loyalty and driving growth. A well-executed audit provides insights that guide innovations and improvements, ensuring that your brand is always delivering value and delight to your customers.

# Six Key Components of a Customer Experience Audit



## 1. Customer Touchpoint and Journey Mapping

Identify all the points of interaction between customers and your organization across the different phases of the customer journey.



## 2. Feedback Analysis

Gather and analyze customer feedback through surveys, reviews, and direct communications.



### 3. Performance Metrics

Review key performance indicators (KPIs) such as Net Promoter Score (NPS) and Customer Satisfaction Score (CSAT).



## 4. Competitive Benchmarking

Evaluate your CX against industry peers to identify best practices and areas for improvement.



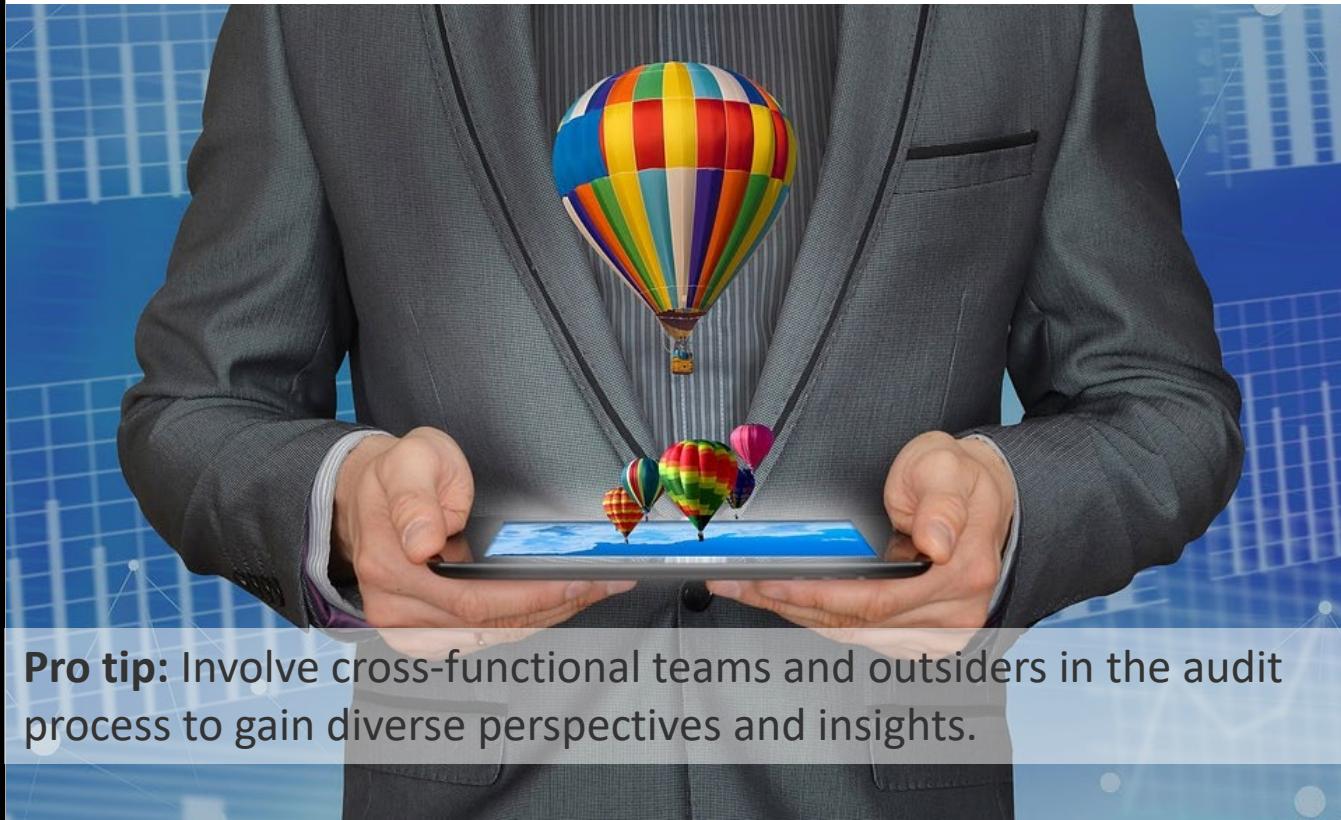
## 5. Customer Journey Step and Touchpoint Walking

A lot can be learned by having an outsider walk the key touchpoints and steps in your customer journey, especially those connected to your moments of truth. These are the critical touchpoints in a customer's journey that significantly impact their perception and relationship with your brand. These moments are pivotal in determining customer satisfaction, loyalty, and advocacy, and addressing them effectively can create lasting positive impressions and drive meaningful engagement – and revenue.



## 6. Journey Analytics

Use analytics tools to track customer behavior and identify bottlenecks.



**Pro tip:** Involve cross-functional teams and outsiders in the audit process to gain diverse perspectives and insights.



# Six Steps to Conducting a Successful Customer Experience Audit



## 1. Define Objectives

Clearly outline what you aim to achieve with the audit.



## 2. Gather Data

Collect quantitative and qualitative data from various sources.



### 3. Analyze Findings

Identify patterns, pain points, and opportunities from the collected data.



## 4. Implement Changes

Develop a roadmap to address identified issues and enhance the CX.



## 5. Monitor and Iterate

Continuously monitor the impact of changes and refine strategies as needed.



## 6. Rinse and Repeat

Conduct a customer experience audit at least once a year to track your progress and the success of your improvement project pursuits, while also creating an opportunity to identify new deficiencies that have been introduced as your customer experience continues to evolve.



By undertaking a Customer Experience Audit, you're not only future-proofing your business but also prioritizing the needs and expectations of your customers. Remember, a remarkable customer experience is not a one-time effort but an ongoing commitment. As you embark on this journey, keep in mind that customer-centric innovation is the cornerstone of sustainable success.

Commit to a culture of continuous improvement, and you will see your brand not just meet, but exceed customer expectations. Let's create experiences that are not only memorable but transformative.

If you are interested in conducting a customer experience audit of your business, please [contact me](#).



# ABOUT THE AUTHOR

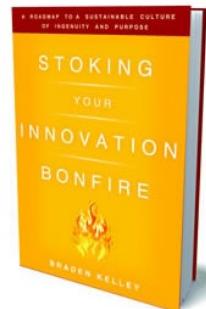
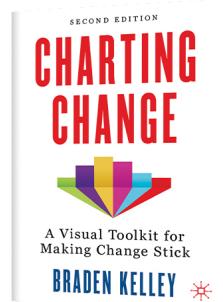
As a Human-Centered Change & Innovation professional, Braden transforms experience and foresight into best practices for human-centered design, customer experience, change management, digital transformation and the building of innovation capabilities.



Braden is a best-selling author and an engaging, insightful keynote speaker at conferences and corporate events around the globe.

*"Braden was an exceptional speaker at our annual insurance event in Peru, not only due to the clarity and quality of his presentation, but because he managed to leave important seeds of innovation with the audience. Braden set a superb standard for the conference."*

– Fernando Cesar Gonzales Daly Marrou,  
Director of Sales, MAPFRE Perú





**Let me help you supercharge  
your customer experience!**

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