

CX self-check

Ten questions to find where your customers go quiet. Answer yes, no or not sure.
Every “not sure” is a place to look first.

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| 1 | Can a customer find out where their order is without contacting you? | ☐ Yes ☐ No ☐ Not sure |
| 2 | Do you know what customers contact you about most, and does the whole team see it? | ☐ Yes ☐ No ☐ Not sure |
| 3 | Can a customer start a return or exchange without writing to you? | ☐ Yes ☐ No ☐ Not sure |
| 4 | Do customers get a first reply within the time your site promises? | ☐ Yes ☐ No ☐ Not sure |
| 5 | When a customer writes in twice about one problem, does the second person see the first conversation? | ☐ Yes ☐ No ☐ Not sure |
| 6 | Do your team and your AI agent, if you use one, follow the same rules for refunds and exceptions? | ☐ Yes ☐ No ☐ Not sure |
| 7 | Does your AI agent know when to hand over to a person, and has someone tested it with real customer questions? | ☐ Yes ☐ No ☐ Not sure |
| 8 | Has someone read your automatic emails and saved replies lately, the way a customer would? | ☐ Yes ☐ No ☐ Not sure |
| 9 | Do you read reviews and support contacts together at least monthly, and does anything change because of it? | ☐ Yes ☐ No ☐ Not sure |
| 10 | Can you say which customers have gone quiet, and why? | ☐ Yes ☐ No ☐ Not sure |
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Your result. Count your “no” and “not sure” answers. Three or more suggests a CX Health Check would be worth a conversation. Email nick@sydneystandard.com.