Customer Experience Readiness Checklist

System Monitoring & Visibility

- [ ] We monitor all CX channels (voice, IVR, chat etc.) in real-time.
- [ ] We get alerts before customer experience degraded service.
- [ ] We have visibility into call quality (QoS, MOS scores, jitter, etc.).

Testing Processes

- [ ] We simulate real customer interactions to test IVRs and call flows.
- [ ] We run proactive tests during off-hours or prior to big changes.
- [ ] Our tests identify issues before deployment—not after.
- [ ] We have repeatable test scenarios for change cycles and upgrades.

Scalability & Peak Readiness

- [ ] We've tested our system under peak call volumes
- [ ] We've run load tests with thousands of concurrent simulated calls.
- [ ] We know the contact center's max capacity and can plan for it.

Speed & Productivity

- [ ] We can recreate reported CX issues quickly and accurately.
- [ ] We've minimized vendor finger-pointing during troubleshooting.
- [ ] Our testing is done on independent infrastructure (no risk to prod).

Issue Resolution & Risk Mitigation

- [ ] We've reduced manual testing burden with automation.
- [ ] Our QA/testing cycles are 5–10x faster than last year.
- [ ] Engineering time spent scripting or retesting is minimal.

Customer Experience Outcomes

- [ ] We proactively test for dead ends, routing loops, and failed prompts.
- [ ] We've seen a decrease in call abandonment or hold time complaints.
- [ ] Our IVR changes improve—not harm—the customer experience.

SCORE YOURSELF

- 🟢 15–19: Your CX is strong and scalable
- 🟡 10–14: Opportunities exist to automate, test more often, or detect issues faster
- 🔴 <10: High risk of customer experience issues during changes or peak periods

Want a Personalized CX Readiness Assessment?

Let us help you benchmark your performance and identify areas of improvement.

Get your Assessment

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Every Conversation Matters™