

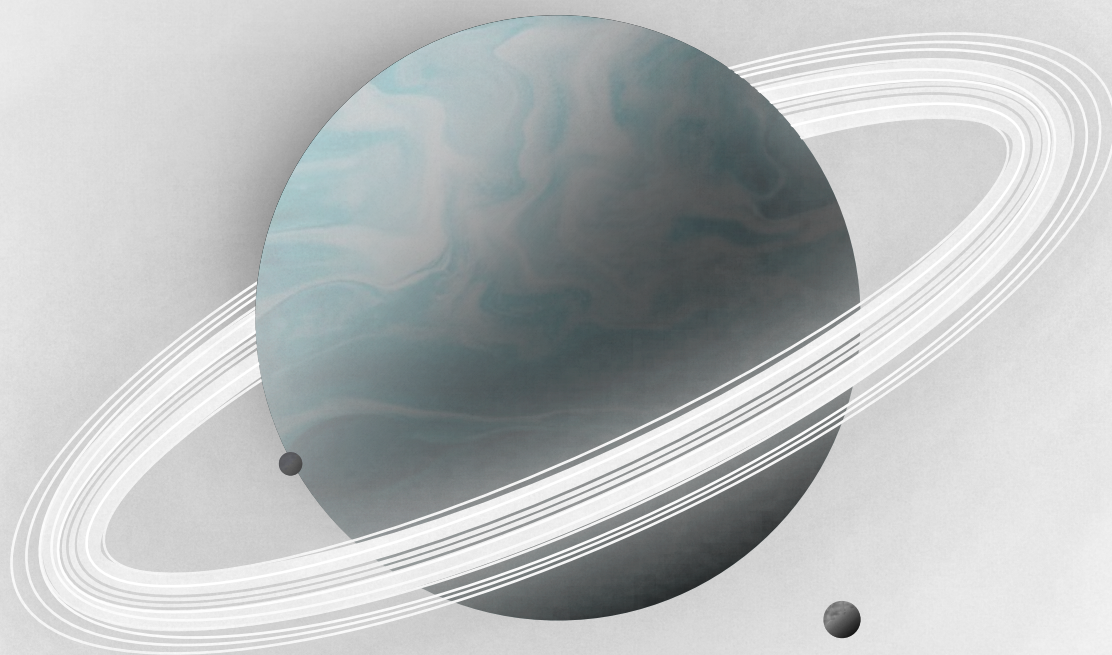
The CX Star Best Practice Checklist: Your Actionable Guide to Success

Mastering the art of customer experience (CX) is paramount. At Twimbit, we believe top-notch CX requires a thorough approach—Digital, Service, Brand, and Employee Experience.

We've put together a practical guide featuring 45 best practices adopted by leading CX practitioners in Asia. Use this best practice checklist to identify innovation opportunities and benchmark yourself on your journey to exceptional CX.

Simply follow these steps:

1. Rate your performance from 1 to 5 for each aspect.
2. Add up your scores for digital, service, brand, and employee experience.
3. Find your relative performance score vis-a-vis Asia leaders.



Sign up on twimbit.com to access the complete CX Stars benchmarking and best practices report.

Digital Experience

1 Deliver smarter, more personalised services

Rate 1 -5

Develop AI/ML algorithms to predict customer behaviour	
Use real-time data to personalise offers, suggestions, and content	
Send prompts and suggestions based on customer behaviour	
Enable self-service personalisation	

2 Provide a holistic mobile app experience

Design a user-friendly interface	
Offer an interconnected suite of services on your app	

3 Drive deeper engagement

Build a subscription program with exclusive value	
Create forums and chat groups for users to connect with one another	
Utilise livestreams and interactive polls to engage with users	
Empower users and creators with earning potential	
Implement points, badges, and leaderboards to reward behaviours	

4 Orchestrate a seamless digital ecosystem

Extend beyond core offerings	
Implement single sign-on across all platforms	
Create a single user profile, consolidating preferences, loyalty points, and order history	

Digital experience score:

70

Service Experience

1 Provide omnichannel support and self-service options

Rate 1 -5

Implement a platform that integrates all support channels into one view	
Empower customers to resolve common issues independently	
Deploy chatbots and train them to understand natural language	

2 Equip your contact centre with innovative tech

Make the identity verification process seamless	
Implement speech-to-text transcription and agent assist	
Deploy video services to provide visual support and guidance	
Utilise forecasting and simulation models	

3 Go the extra mile for your customers

Create a culture of customer-centricity within the organisation	
Empower customer care professionals to make decisions and take actions that are in the best interests of the customer	

Service experience score:



45

Brand Experience

1 Craft a compelling brand story

Rate 1 -5

Know your audience, define your brand identity, and be authentic	
Go beyond providing products/services, create memorable experiences	
Curate “destination stores” where people want to visit	

2 Implement customer-focused strategies

Establish a data-driven approach to CX insights	
Design and innovate continuously to improve the experience	
Communicate and reinforce CX into the way of thinking	
Standardise organisation-wide measurement framework with common metrics	

3 Cultivate social media engagement

Segment your audience based on life stages	
Create informative, valuable, and engaging content	
Leverage diverse content formats to keep your audience engaged	

Brand experience score:

50

Employee Experience

1 Foster a people-centric culture

Rate 1 -5

Treat employees as customers	
Implement flexible employee-centric policies and programs	

2 Invest in employee development and training

Equip employees with the latest skills	
Create a structured leadership program to address leadership competencies and skills needed for success	
Offer a variety of learning formats, including formal classroom training, mentorship programs, etc.	

3 Empower employees with the right tools

Provide employees with access to latest technologies that can help them automate tasks, improve efficiency, and enhance productivity	
Consider implementing collaboration tools, project management platforms, data analytic tools, and CRMs	

4 Encourage collaboration and innovation

Encourage employees to convene cross-functional teams to develop solutions to challenges and opportunities.	
Set up catalyst platforms, such as innovation labs and centers of excellence, to support employee innovation	
Implement an immersion program for employees to gain firsthand exposure to customer experiences.	

5 Celebrate CX as a team

Celebrate individual milestones related to CX achievements	
Plan special occasions to celebrate recent CX successes and build stronger relationships within the team	

Employee experience score:

Your CX Performance

A visual equation showing four white rectangular boxes with plus signs between them, followed by an equals sign and a final white rectangular box. Below each box is a label: "Digital experience", "Service experience", "Brand experience", "Employee experience", and "Your score".

Digital experience + **Service experience** + **Brand experience** + **Employee experience** = **Your score**

Your Score	Performance Level
1 - 149	You are in the early stages of CX implementation. Identify areas for improvement and strategise for enhanced CX.
150 - 200	You are doing great things in the CX space. Continue refining strategies and exploring innovations.
>200	Congratulations! You are at the cutting edge of CX adoption. Maintain your commitment to customer satisfaction and continue leading in CX innovation.