



# Is Your Organisation CX-Ready?

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## A 5-Minute Diagnostic for Leaders in the GCC

This 5-minute diagnostic is designed for senior leaders in the GCC to assess the maturity and readiness of their organisation's Customer Experience (CX) capabilities. Answer the following 10 questions with Yes or No to identify strengths and gaps in your CX approach.

### Section 1: Diagnostic Questions

- 1. Do you measure Customer Experience using specific KPIs?
- 2. Is there a unified customer view across all channels?
- 3. Do managers have the authority to act on customer feedback?
- 4. Are CX insights regularly shared across departments?
- 5. Are frontline staff trained in emotional intelligence and service recovery?
- 6. Do you consistently follow up on and close the loop with customer complaints?
- 7. Is your CX strategy tailored to local culture and language preferences in the GCC?
- 8. Have you mapped customer journeys for your most important services?
- 9. Do you track emotional as well as functional service metrics?
- 10. Is your CX strategy more than a digital project—i.e., is it business-wide?



## **Section 2: Scoring & Action Guide**

Score 8–10 YES:

Your organisation is well on its way to CX maturity. Ensure consistency and continue refining best practices.

Score 4–7 YES:

You have a solid foundation, but some areas need attention. Focus on integration and staff empowerment.

Score 0–3 YES:

There's urgent need for foundational CX training and strategic alignment.

## **Next Steps**

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