

	CS Checklist for setting the Customer First	Check
1	CS Vision: Have you defined a clear Vision based on building extremely satisfied customers using the templates on my website?	
2	CS Mission: Have you defined a well-formulated mission including customer experiences and customer journeys based on the templates on my website?	
3	CS Targets: Have you defined the targets for SSI, CSI and ESI scores (including subtargets) based on the templates on my website?	
4	CS SWOT: Did you perform a SWOT Analysis with your team based on the templates on my website?	
5	CS Strategy Map: Have you defined a CS Strategy Map based on the templates on my website?	
6	SSI, CSI, ICLI and ESI survey: Did you set up a survey to measure the performance of the team?	
7	CS Launch meeting: Did you set up a launch meeting for the team?	
8	CSS & ESI follow up meetings: Did you set up a launch meeting for Customer First strategy meeting?	
9	CS Honours/Employer of the year: Did you set the targets for the team based on the templates on my website?	
10	CS Target achievement celebration: Did you set the targets for the dealers/importers based on the templates on my website?	
11	CS Trainings: Did you set-up a training plan for your team based on the templates on my website?	
12	CS Focus groups: Did you organize focus groups to get input from your customers, based on the templates on my website?	
13	Have you printed and distributed the Best Practise guide to all team members?	
	If you were able to complete the Checklist, then you are on your way to making a turnaround in your automotive business. You will soon gain extremely satisfied customers, extremely high customer loyalty, and extremely good profitability!	