

# CXCo Due Diligence Assessment

## Introduction and Overview





## About CXCo

- Expertise in customer insight, customer and employee experience
- Consult with organisations across financial services, insurance, technology, telecoms, professional services, travel, manufacturing and business energy
- B2B, B2C and Intermediated
- Independent evaluation of the experience provided by a company to its customers and employees

## Our clients





# CXCo Assessment

- Alongside legal and financial due diligence the CXCo Assessment provides a representative view of the customer experience from customers and staff perceptions
- It measures the customer and staff view of the company comprehensively and provides a detailed report about how the company is perceived by these two groups
- Based on the Investor in Customers assessment model and supplemented by questions pertinent to commercial due diligence
- Assess the impact of COVID-19 on the companies you already have in your acquisition pipeline
- Build better post acquisition integration plans based on the insight from the assessment



A group of people are gathered around a whiteboard in a meeting. A woman in the foreground is pointing at the board with her right hand. Behind her, a man with glasses and a beard is looking at the board. To the left, another person is partially visible, holding a blue marker. The whiteboard is covered with various sticky notes in yellow, orange, and pink. Some of the notes have text like 'DESIGN', 'ASSESS', and 'PROJECT'. There are also some handwritten notes and diagrams on the board, including a circle with the word 'END' inside it. The scene is brightly lit, suggesting a modern office environment.

# Assessment methodology and metric scoring

# CXCo Assessment Methodology





## 16 metrics, four key themes measured

Understand Customer Needs	Meet Customer Needs	Delight Customers	Create Loyalty
Know your customers	Product/ service quality	Treating customers fairly	Repeat purchases
Understand Needs	Match to customer needs	Right first time	Willing to recommend
Anticipate Needs	Customer feedback	Customer always right	Quality relationships
Communication	Easy to do business with	Post-sales service	Customer experience

# Metric score gap analysis



This overview provides instant visible ratings of the customer health across 16 metrics. We also supply comprehensive feedback to support this



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