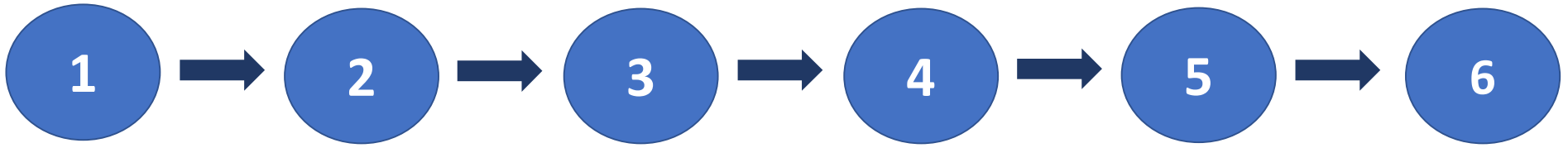


CX WORKSHEET - CUSTOMER GOALS

Use this worksheet first to break-down the interactions involved in helping a customer complete a task. You might not need to use all 6 goals, or you might need two of these worksheets.

For the customer task of: _____



Goal Name *Goal Name* *Goal Name* *Goal Name* *Goal Name* *Goal Name*

Goal Details *Goal Details* *Goal Details* *Goal Details* *Goal Details* *Goal Details*

Where does it happen? **Where does it happen?** **Where does it happen?** **Where does it happen?** **Where does it happen?** **Where does it happen?**

Who's involved? **Who's involved?** **Who's involved?** **Who's involved?** **Who's involved?** **Who's involved?**

What's the customer expecting? **What's the customer expecting?** **What's the customer expecting?** **What's the customer expecting?** **What's the customer expecting?** **What's the customer expecting?**