

THE CLIMB

The Enterprise Operating System
Behind Resilient Customer Experience

*“Execution that holds
when the terrain shifts”*

CX & SERVICE

- Human Work + System Work
- Seams show up first in CX

***“Effort does not create
altitude when the system
cannot hold”***



BEFORE THE SHIFT

Early warning signs

- Meetings get busier
- Dashboards get louder
- Decisions evaporate

THEN THE SHIFT HAPPENED

*“Terrain changes faster than
the system can adapt”*





CHANGED THE TERRAIN

- Time compressed
- Volume increased
- Expectations multiplied
- Buffers disappeared

***“The route you
knew is gone”***

THE AVALANCHE REVEALS

87%

of CX maturity is
driven by three
areas below

Strategy

Listening

Analysis

Monitoring

Action

Culture

13%

driven by the
other three

*State of CX Report Q1 2026 — $R^2 = 0.867$





PRE-CLIMB CHECKLIST

Where does your company fall on CX maturity?

56.7

Average CX Maturity*

*State of CX Report Q1 2026

THE ROUTE THAT HOLDS

Six Camps to the Summit

01

Get
Acclimated

02

Listen to the
Mountain

03

Map the
Expedition

04

Watch Your
Instruments

03

Engage the
Operating System

04

Run the
Rope Lines



PREPARING THE CLIMB



Get Acclimated

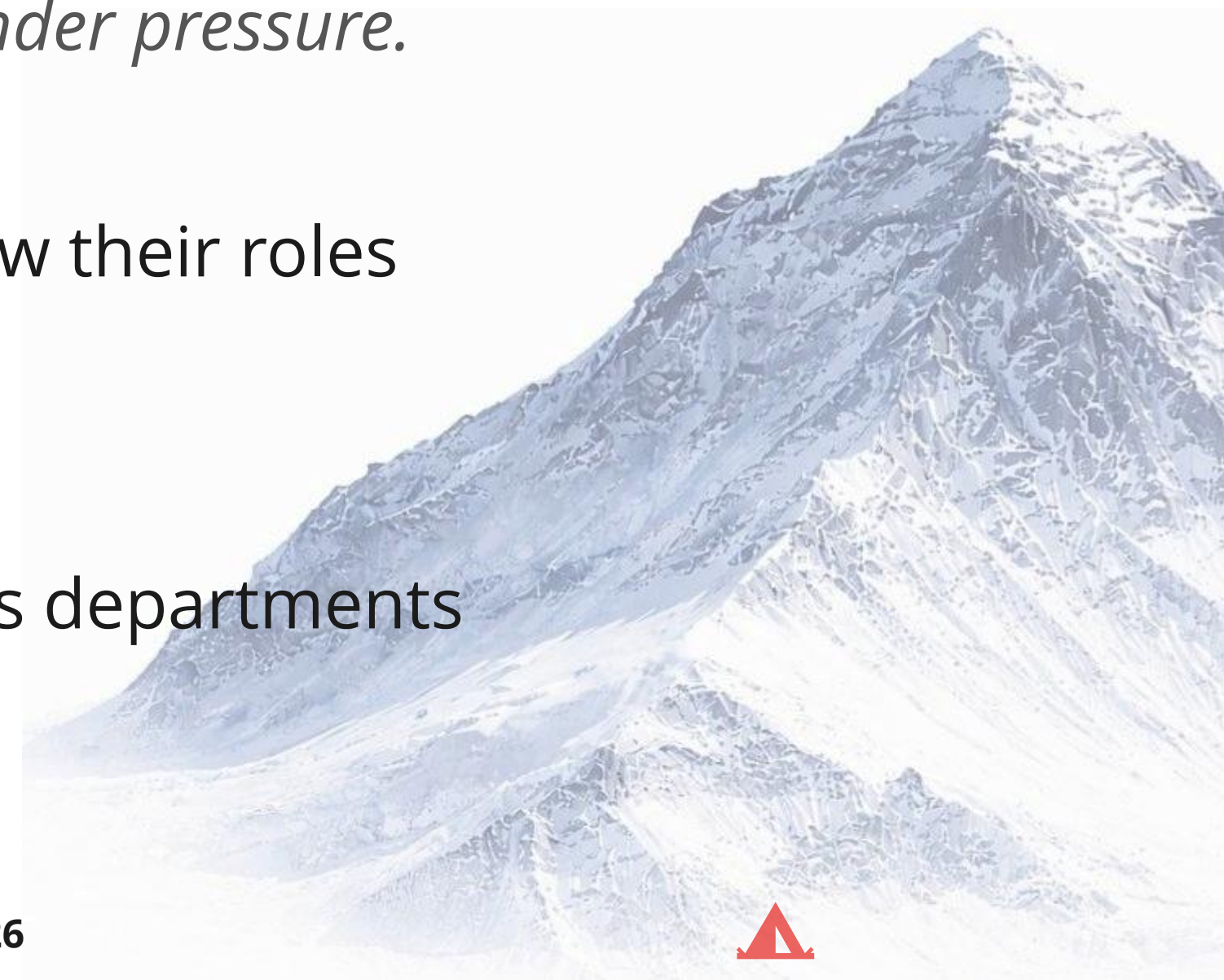
Culture & Leadership

Culture is not a poster. It's what becomes normal under pressure.

***“The preparation
before progress”***

25% of customer-facing teams understand how their roles impact CX

47% report difficulty cascading CX goals across departments



CAMP 1: WHERE ARE YOU?

Rate your organization's Leadership & Culture maturity (1–5)

★ 1

CX is discussed but rarely prioritized under pressure. No shared definition of customer truth.

★ 2

Leaders acknowledge CX importance but decisions are inconsistent. Signals are softened to avoid conflict.

★ 3

Leadership has agreed on CX priorities. Some ownership is clear, but execution still resets after meetings.

★ 4

Leaders handle uncomfortable signals consistently. Ownership is explicit. Decisions hold across cycles.

★ 5

CX discipline is visible in how leaders operate daily. Culture of truth and accountability is the norm.

Rate where you are today using the Slido poll →



Leadership & Culture

VOICE OF THE CUSTOMER



Listen to the Mountain

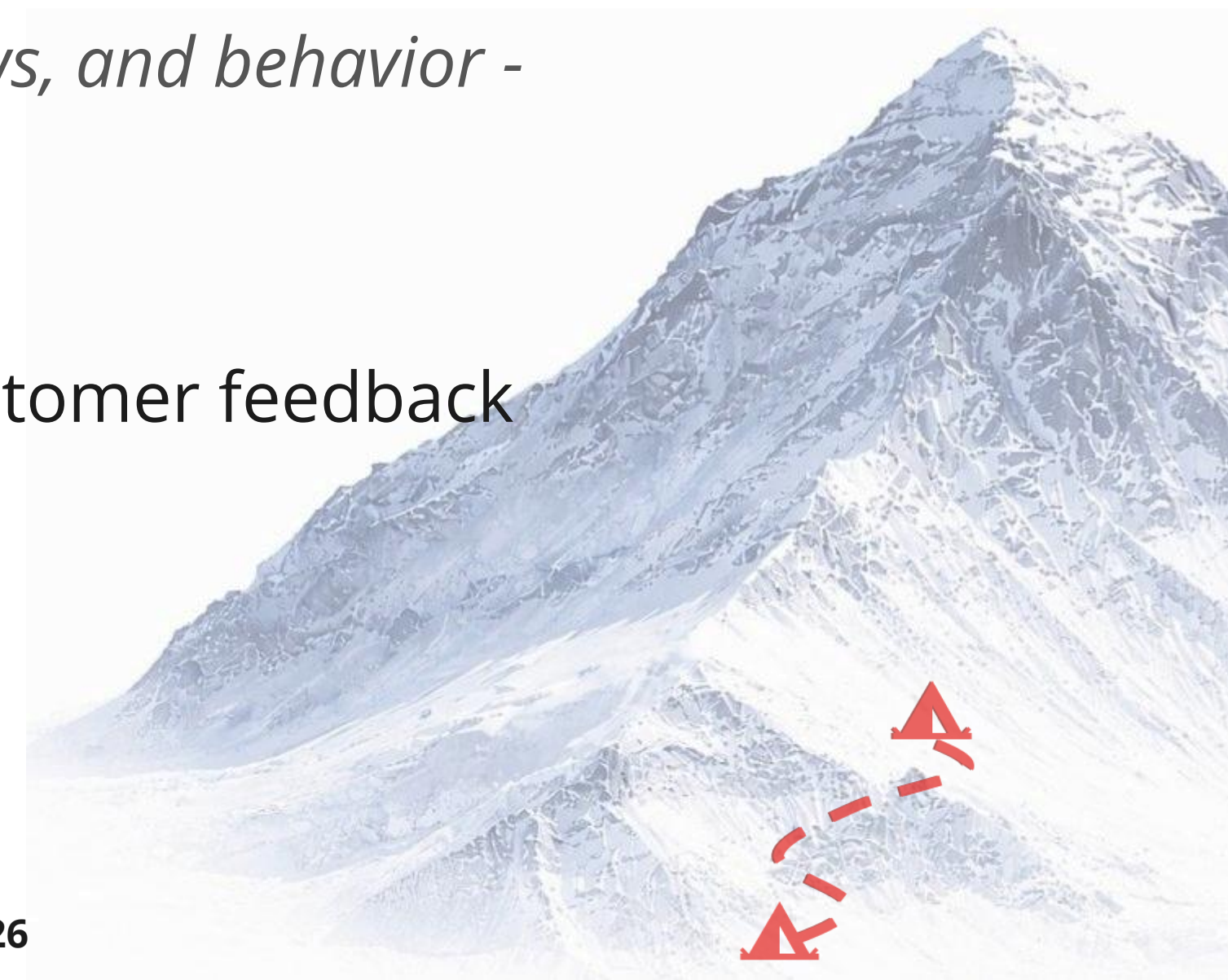
Listening is a system, not a channel

The richest signals live in conversations, calls, reviews, and behavior - not just surveys.

70% rely primarily or solely on surveys for customer feedback

15% systematically leverage call transcripts

***“Understanding
intent and
emotion”***



CAMP 2: WHERE ARE YOU?

Rate your organization's Intelligent Listening maturity (1–5)

★ 1

Listening is survey-only.
No systematic capture
of unstructured signals.
Listening happens
quarterly or less.

★ 2

Multiple feedback
channels exist but are
siloed. Signals don't
connect. No shared
interpretation cadence.

★ 3

Surveys plus one or
two unstructured
channels (calls,
reviews). Some
synthesis, but not yet
systematic.

★ 4

Structured and
unstructured signals
are integrated. A
cadence converts
signals into shared
themes regularly.

★ 5

Listening is a live
system. AI assists
synthesis. All signal
types connect and
inform leadership in
near real time.

Rate where you are today using the Slido poll →



Voice of the Customer

JOURNEY MANAGEMENT



Map the Expedition

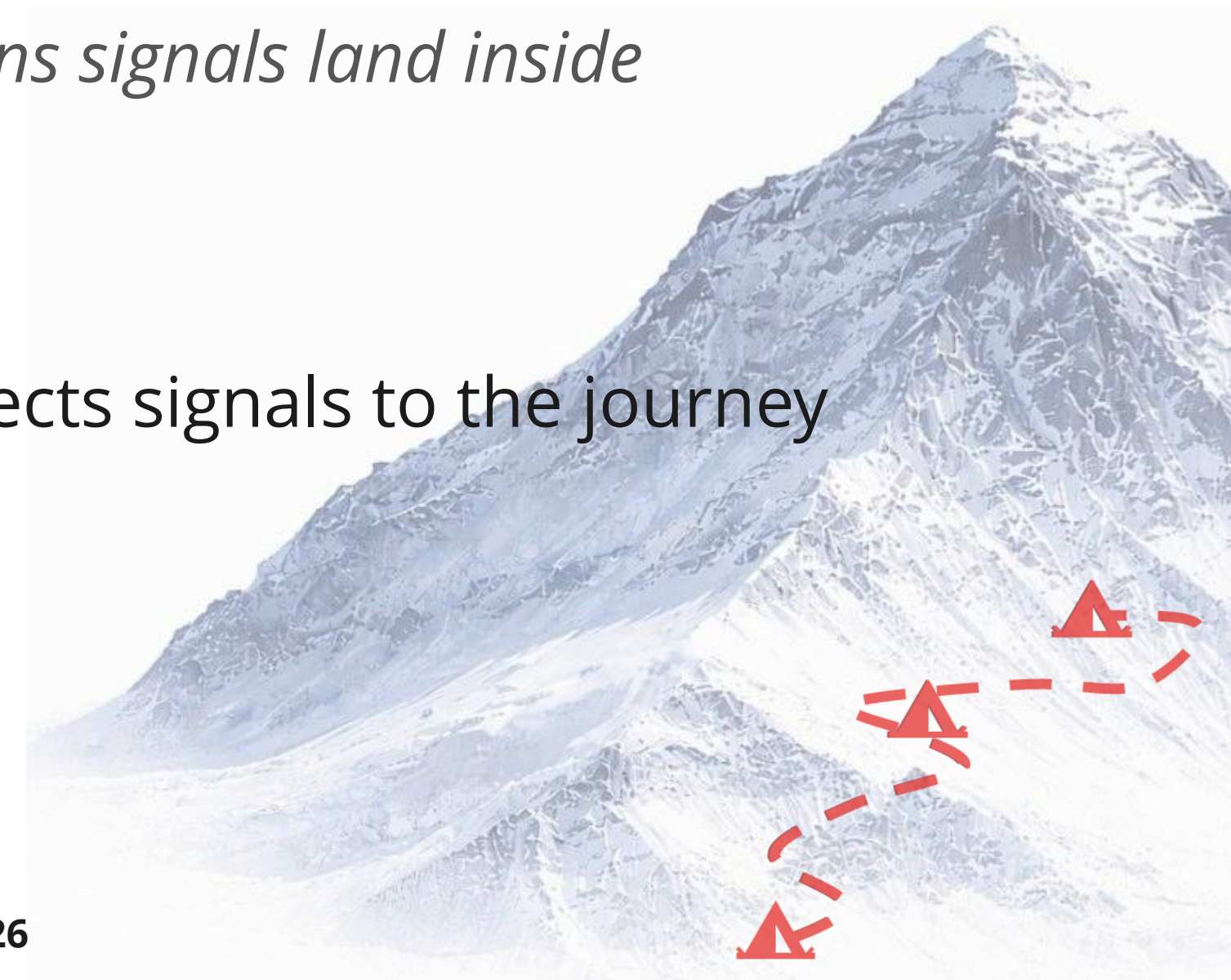
Shared context across the route

Static maps are history. Journey management means signals land inside shared context, not as noise.

37% report a single customer view that connects signals to the journey

34% track real-time journey performance

***“Understanding
the route”***



CAMP 3: WHERE ARE YOU?

Rate your organization's Journey Management maturity (1–5)

★ 1

Journey maps exist as static documents. Teams don't share a common route. Issues are addressed reactively.

★ 2

Some journey awareness, but signals don't connect to journey moments. Teams still debate where issues live.

★ 3

A shared journey view exists. Some signals are anchored to touchpoints. Real-time visibility is limited.

★ 4

Journey context is used regularly to interpret signals. Friction patterns are visible and acted on with ownership.

★ 5

Live journey management. Signals land in context automatically. Teams act on patterns, not anecdotes.

Rate where you are today using the Slido poll →



Journey Mapping & Management

INSTRUMENTS vs INSTINCT



Watch Your Instruments

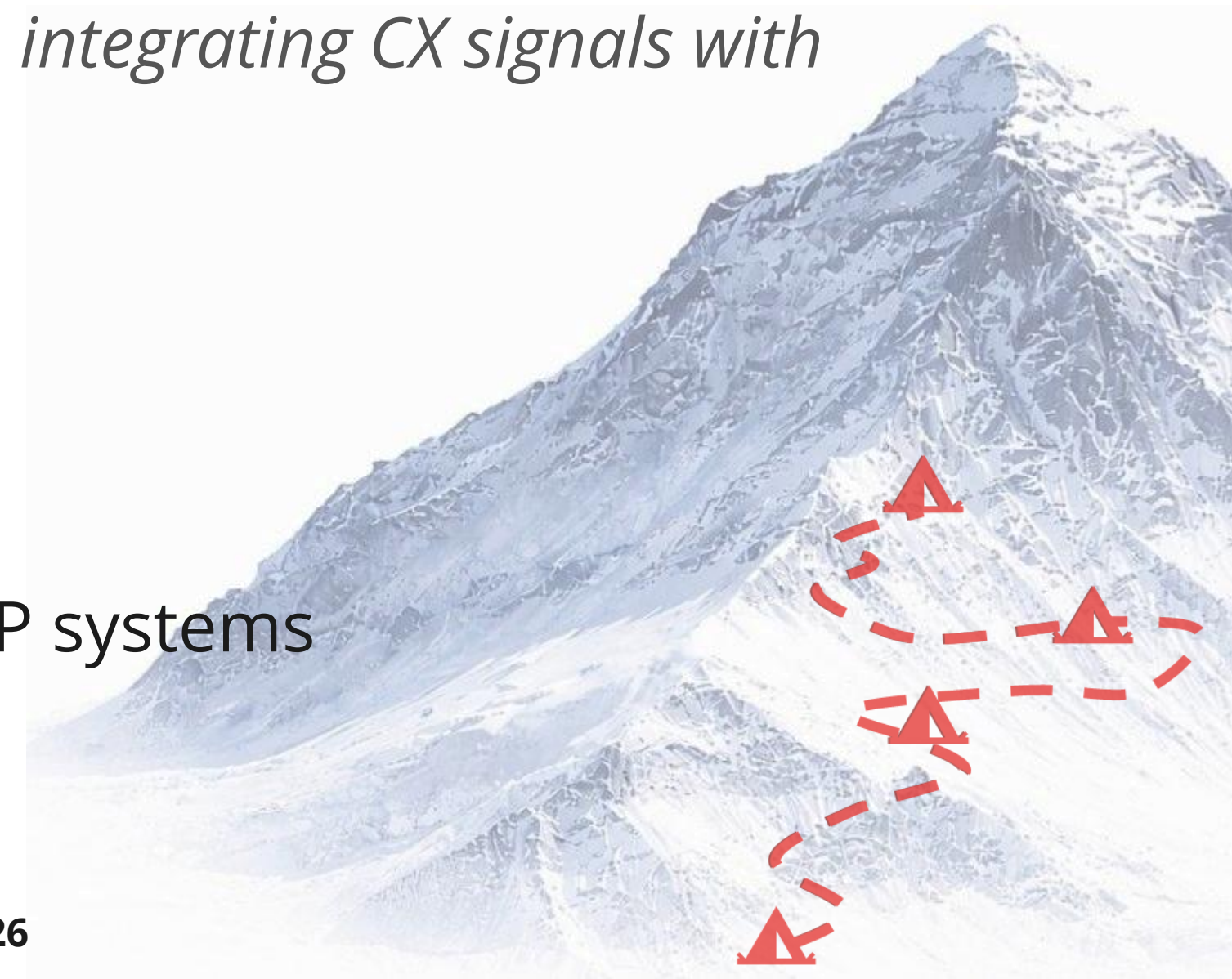
Customer Health is the instrument panel

Health is not a single score. It's a diagnostic system integrating CX signals with operational and financial data.

63% have CX dashboards

27% have integrated CX data with CRM or ERP systems

***"The moment you
stop guessing"***



CAMP 4: WHERE ARE YOU?

Rate your organization's Customer Health maturity (1–5)

★ 1

No integrated customer health view. Risks surface after customers feel the damage. Data lives in silos.

★ 2

Dashboards exist but are not integrated. Leaders debate which data is real rather than deciding what to do.

★ 3

Some integration of CX, operational, and CRM data. A health view exists but is not yet trusted enterprise-wide.

★ 4

Integrated health panel tied to journey moments. Leaders use shared data to make timely, coordinated decisions.

★ 5

Customer health is a live, trusted instrument panel. Risks are detected early. Action is triggered proactively.

Rate where you are today using the Slido poll →



Customer Health

INTELLIGENCE ENGINE



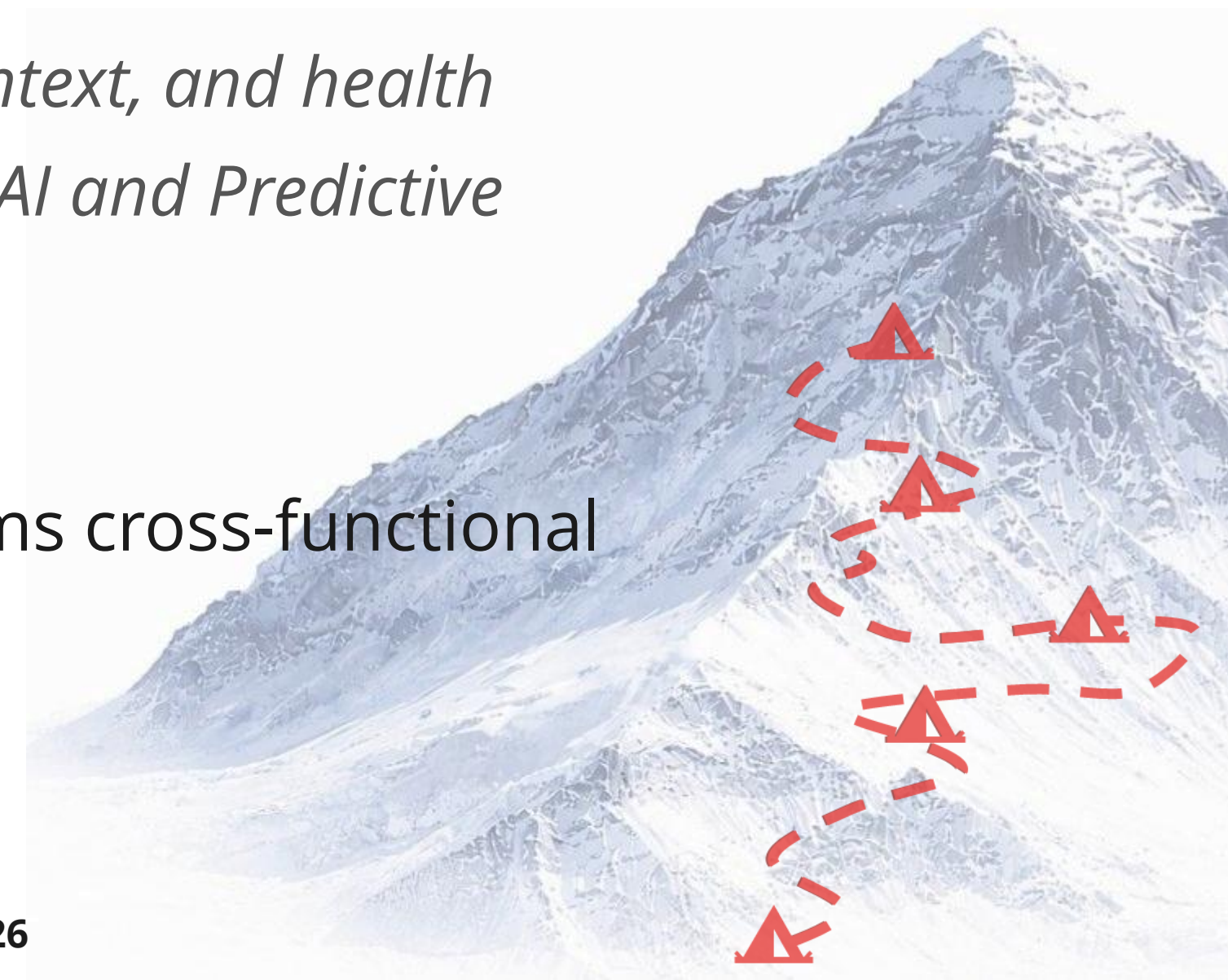
Engage the Operating System

The Experience Engine turns truth into action

The operating system is where listening, journey context, and health connect into coordinated decisions. All powered by AI and Predictive Analytics.

37% report a single customer view that informs cross-functional decisions

“The platform that works”



CAMP 5: WHERE ARE YOU?

Rate your organization's Experience Alignment Operating System maturity (1–5)

★ 1

Insights pile up without movement. Tools are siloed. Feedback rarely triggers visible action.

★ 2

Some connections between systems, but no shared operating environment. Teams still interpret signals independently.

★ 3

Listening, journey context, and health exist but connect inconsistently. Some AI-assisted synthesis in place.

★ 4

Integrated operating environment. Signals connect. Outputs are decision-ready and owned by specific teams.

★ 5

Full operating system live. Proactive recovery before damage is visible. Shared truth enables coordinated execution.

Rate where you are today using the Slido poll →



Experience Alignment Architecture

REPEATABLE EXECUTION



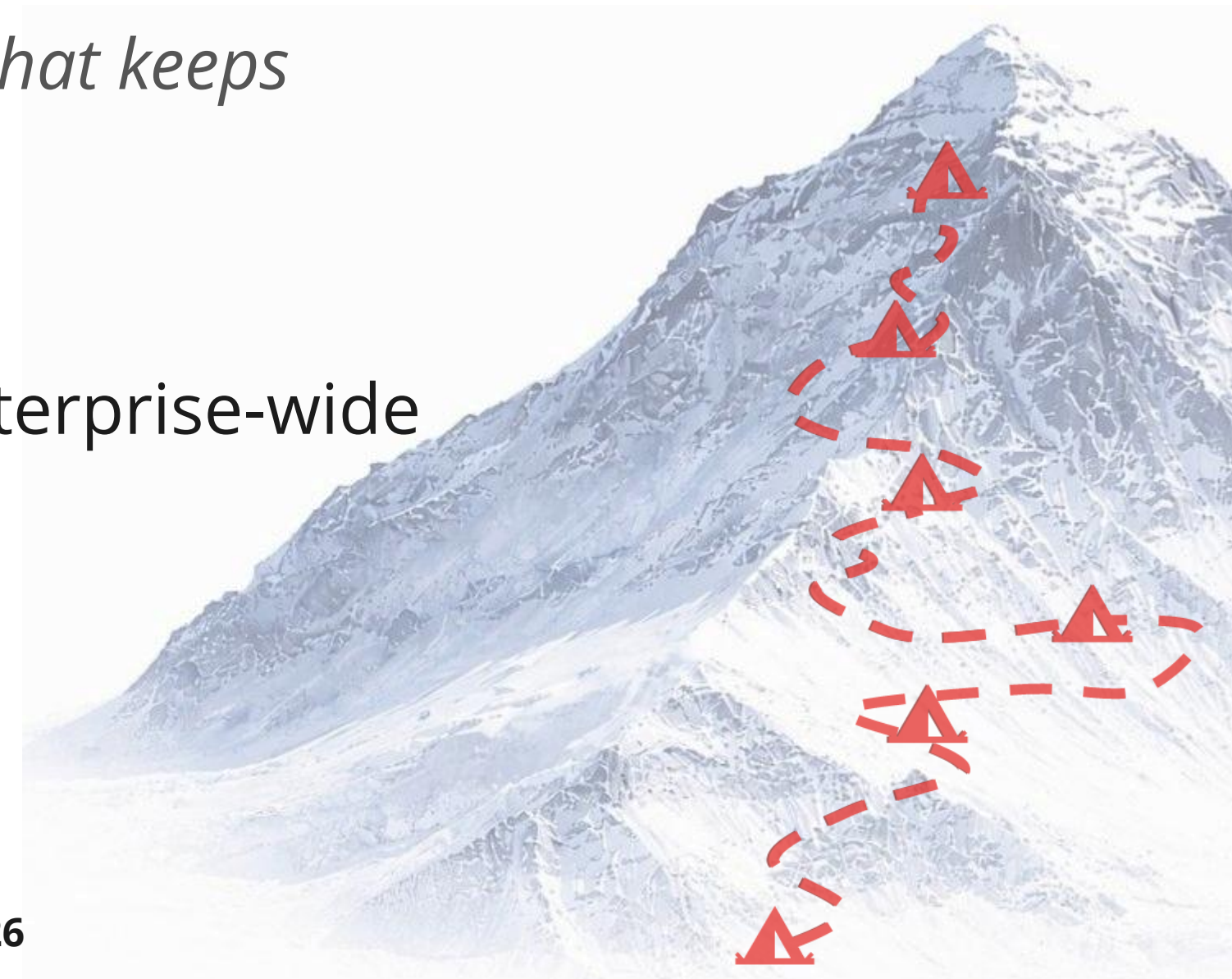
Run the Rope Lines

Governance that holds execution

Governance isn't bureaucracy. It's the holding line that keeps decisions from evaporating after the meeting.

41% actively track CX initiatives over time; enterprise-wide monitoring remains the largest gap

"The work that makes progress repeatable"





THE SUMMIT

- The win is not one summit
- The win is climbing without resetting every quarter

“Readiness, not recovery”



720-576-6969



AlbertsonSpeaks.com



Sean@cx4rocks..com

THE HANDOFF

Download the eBook:

- Full route map
- Expanded conditions report
- Deeper self-checks

