

Strategic Recommendations

Sample Customer Experience
Assessment

E-commerce Brand



An anonymised sample of a larger assessment prepared by The Customer Connexion. This sample has been adapted and anonymised from a client engagement. Certain business details, findings and recommendations have been modified to protect confidentiality.

Objectives

Following discussions with the leadership team, three primary objectives were identified to guide the Customer Experience Assessment and recommendations.

01

Increase Customer LTV and Revenue

Current AOV: \$262

Business Ambition: Grow monthly revenue from approximately \$250k to \$1m within 12 months

02

Increase Repeat Customer Rate

Purchase Frequency: 1.09

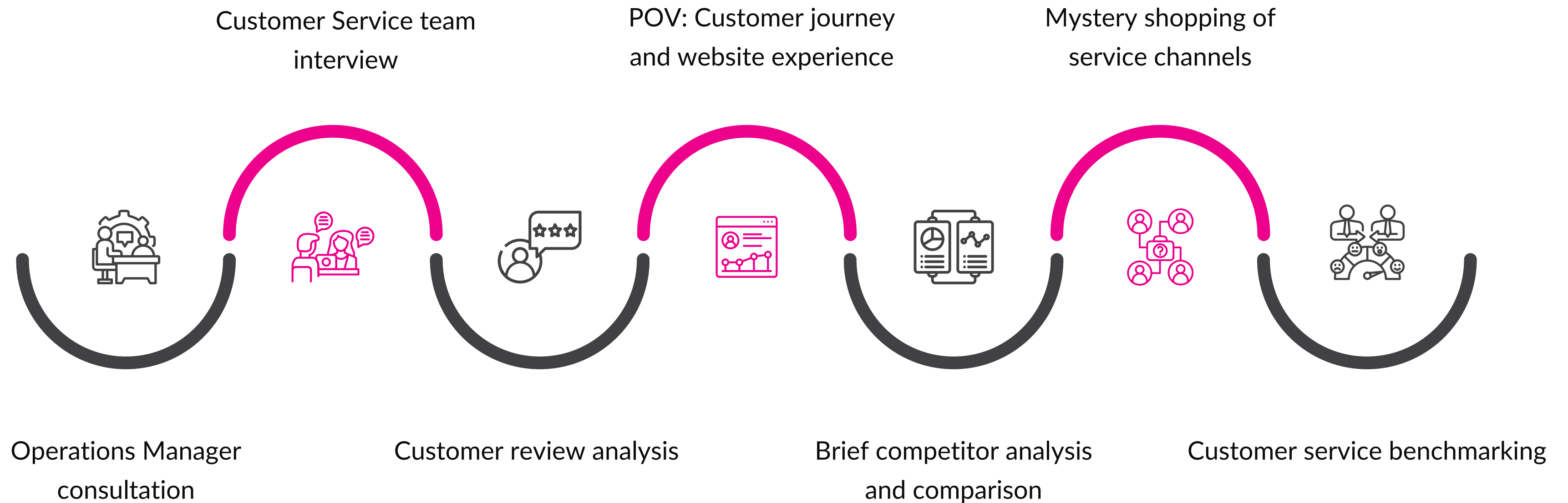
Current repeat customers: 20-25%
Target: 50%+ repeat customers within 12 months

03

Build a Measurable CX Operating Rhythm

Introduce customer surveys, establish a VoC framework, define service KPIs, and create customer service workflows that support consistent improvement.

Customer Experience Assessment Approach



A multi-source assessment combining internal insight, customer evidence, journey review and competitor comparison.

CX Strengths Identified

These strengths provide a solid foundation to build customer trust, increase conversion and improve repeat purchase behaviour.



Website Experience

- Easy to use
- Key information is easy to find
- Smooth buying process
- Clear customer pathway



Branding

- Strong domain authority
- Clear and concise messaging
- High quality brand presentation



Price

- Competitive for similar products
- Supports quality positioning
- Perceived as fair value



Updated Returns Policy

- Reduces buyer hesitation
- Builds trust and legitimacy
- Supports confidence in the product

Book a CX Assessment

Find out where your customer experience is creating friction, costing revenue, and limiting repeat business.

- Identify the biggest gaps in your customer journey
- Understand what is affecting conversion, loyalty, and service consistency
- Receive practical recommendations linked to commercial outcomes

[Book a 30-min Discovery Call](#)

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