MARKUS ELSEN

Trust Gravity™ Check

Printable checklist

Name _____ Department _____ Date _____

This check provides the five scores for the Gravity Index in Chapter 16. It consists of 25 questions, five each on Product, Experience, Community, Leadership, and Consistency. Filling it out on your own takes about 20 minutes.

The picture gets sharper when several people from different departments answer it separately, senior management included. Then all the results go on the table. Where the answers differ widely, you often have your first insight.

Answering honestly is harder than it sounds. People who work inside the company every day see it in a kinder light than customers do. Remember the finding from Chapter 16: 80 percent of companies believed they offered a superior experience, but customers agreed for only 8 percent of them. So one simple rule applies: no full score without evidence.

> **0** no · **1** hardly · **2** partly · **3** mostly · **4** yes, with evidence
>
> Evidence means a number, a customer's own words, or a concrete example. Without evidence, the maximum is 3 points, however sure everyone is. If no one knows the answer, the score is 0. Each question earns 0 to 4 points, so each block earns 0 to 20.

Product (P)

Total _____ of 20

This block measures whether the product itself deserves trust. Customers who stay only because canceling is a hassle are trapped, not attracted. More on this in Chapters 2, 3, 5, and 8.

1	If our customers had to decide from scratch today, would they buy the product again?	0 1 2 3 4
2	After a year, do customers get more out of our product than on day one?	0 1 2 3 4
3	If customers had to say in one sentence what our product does better than others, would their answer match ours?	0 1 2 3 4
4	In everyday use, does our product live up to what our advertising and sales team promise?	0 1 2 3 4
5	When complaints increase, do we change the product in response?	0 1 2 3 4

Experience (E)

Total _____ of 20

Every contact counts here, from the first quote to the invoice, from support to cancellation. A single weak spot weighs more than a single outstanding one. More on this in Chapters 12, 14, and 18.

6	Do customers get the same care from support as they did during the sale?	0 1 2 3 4
7	Can customers understand our prices and invoices without having to ask?	0 1 2 3 4
8	Are employees who deal with customers allowed to fix a mistake on the spot, without checking with a manager first?	0 1 2 3 4
9	Do we know which touchpoint costs us the most customers?	0 1 2 3 4
10	Do we treat customers as well when they leave as when they arrive?	0 1 2 3 4

Community (C)

Total _____ of 20

The question here is whether customers recommend our offering of their own accord. Paid reach doesn't count. More on this in Chapters 4, 17, 19, and 21.

11	Does a significant share of our new customers come from referrals rather than paid advertising?	0 1 2 3 4
12	Do customers help one another with questions about our offering?	0 1 2 3 4
13	Do we regularly ask satisfied customers for a referral?	0 1 2 3 4
14	Do experts and trade media cite us as a source without our asking them to?	0 1 2 3 4
15	Do customers speak well of us in public without being asked?	0 1 2 3 4

Leadership (L)

Total _____ of 20

Leadership shows in decisions. Stage appearances and social media posts therefore don't count. More on this in Chapters 11, 14, and 15.

16	When we have to cut costs, do we protect the budget for service and customer experience?	0 1 2 3 4
17	Are our managers also measured on customer loyalty and referrals, not just on quarterly revenue?	0 1 2 3 4
18	Do marketing, sales, and service work with shared metrics?	0 1 2 3 4
19	When we make mistakes, do customers hear about them from us first?	0 1 2 3 4
20	Would our employees recommend us to friends as an employer?	0 1 2 3 4

Consistency (Co)

Total _____ of 20

Consistency decides how much of the four dimensions' strength reaches the customer. It grows only over years and can't be rushed. More on this in Chapters 8, 9, and 17.

21	Is our core promise today the same one we made three years ago?	0	1	2	3	4
22	Would our sales team fully stand behind the promise of our latest campaign?	0	1	2	3	4
23	Do long-standing customers still get the same attention as in their first year?	0	1	2	3	4
24	Do we keep our commitments even in a weak quarter?	0	1	2	3	4
25	Do our most important programs run for years rather than being replaced every year?	0	1	2	3	4

Your Results

P _____ **E** _____ **C** _____ **L** _____ **Co** _____

1. Base score. Multiply P × E × C × L, take the square root twice (the fourth root), and multiply by 5.

Base score _____

2. Consistency factor. Divide Co by 40 and add 0.5.

Consistency factor _____

3. Gravity Index. Base score × consistency factor, rounded.

Gravity Index _____

Gravity Index = $5 \times \sqrt[4]{(P \times E \times C \times L)} \times (0.5 + Co \div 40)$

Levels

Level 5 (80–100): Gravity System. Demand largely generates itself. Priority: protect consistency and keep building the strongest dimension, provided none is lagging. See Chapters 9 and 17.

Level 4 (60–79): Self-Reinforcing. Customers come back and expand their use. Priority: build up the strongest dimension deliberately, provided none is lagging. See Chapter 17.

Level 3 (40–59): Integrated. The first reinforcing effects are visible. Priority: raise the weakest dimension and close the gaps where departments meet. See Chapter 14.

Level 2 (20–39): Coordinated. Touchpoints are managed deliberately, but growth is still mostly bought. Priority: raise the weakest dimension and introduce shared metrics. See Chapters 11 and 14.

Level 1 (0–19): Reactive. Business runs from campaign to campaign, and growth depends on the budget. Priority: map the touchpoints and set up basic metrics. See Chapters 12 and 18.

The check is also available online. It calculates right in your browser and stores no data.