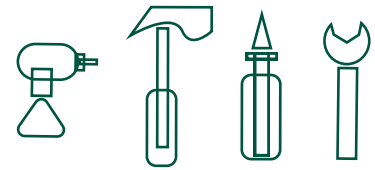# Interviews
Reflecting and Reacting

We have collected metrics, now what? How might we use this information to see where we currently are and where we can improve and act on this information?

Consider creating a journey map to help identify these answers and to communicate your metrics to stakeholders and leadership. For more on making journey maps, see the dedicated "Journey Mapping" section in the CX Toolkit.

What areas of improvement can you identify?

How might you use these metrics to inform decision-making to improve customer experience?

When do you plan to measure this again to check for improvement?