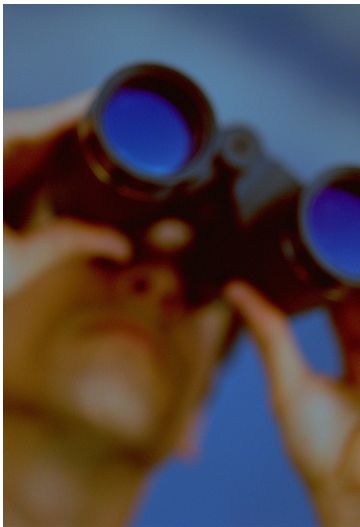


## CUSTOMER EXPERIENCE PARTNERS

## Improving the Customer Experience -- No Easy Choices



The “experts” of customer experience seem to be split in their improvement advice. Some tell us that one ought to improve every interaction of the customer experience in order to retain customers and develop their loyalty. Others (perhaps just coincidentally those with relevant services to sell), suggest focusing on the service in which they specialize: training, call center management, website functionality, or some other individual facet of the experience. In reality both groups are wrong! Behavior is driven by the customer’s evaluation of their **total** experience with the product or service. But saner heads recognize that it is physically impossible and fiscally irresponsible to attempt to improve every component of each and every customer interaction point. Prioritization is the key. But using management’s intuition of what is important rather than what customers actually value, is misguided focus.

We think we know why the “experts” haven’t gotten it straight. It’s because customer interactions are far more complicated than previously acknowledged. Each interaction is composed of *touchpoints* and their experiential components. Take for example a night’s stay at a hotel. Likely *touchpoints* are: 1) calling to make the reservation, 2) receiving an online confirmation, 3) entering the parking area, 4) entering the lobby, 5) being greeted by the doorman upon entering the lobby, 6) checking-in at the front desk, 7) getting the help of the bellman, 8) entering the room for the first time, 9) re-entering the lobby later that night, 10) having breakfast at the hotel restaurant, 11) checking out, 12) interacting with housekeeping staff, and 13) receiving the bill.

### Identifying the Best Targets for Optimization

While touchpoints 1-13 may sound like the contents of a conventional customer satisfaction questionnaire, the truth is this list is only partially representative of a customer’s **total** experience. Within each of these touchpoints one’s senses will probably capture much more additional data. For example, when entering the room for the first time: how it smelled, the lighting, how the temperature felt, the feel of the sheets when turning down the bed, the color of the walls and the rugs, and much, much more. Whether consciously or sub-consciously, each of these factors ultimately impacts one’s: decision to return, the frequency of returns, and the quantity and quality of the word of mouth that is generated about the property.

Learn how the **total** customer experience can and must be measured and manipulated to select the optimum mix of priorities for change. Call **Customer Experience Partners** at 203-655-0090 or visit us at:

[www.customerexperiencepartners.com](http://www.customerexperiencepartners.com)

CUSTOMER  
EXPERIENCE  
PARTNERS

P.O. Box 574  
Allendale, NJ 07401  
Phone: 203-655-0090  
Email: [pruden-vavra@customerexperiencepartners.com](mailto:pruden-vavra@customerexperiencepartners.com)

Unsubscribe: [unsubscribe@customerexperiencepartners.com](mailto:unsubscribe@customerexperiencepartners.com)