

CUSTOMER EXPERIENCE PARTNERS

Customer Experience; Much More Than Satisfaction!

Customer Experience is fast becoming a new buzzword, but seldom is it discussed in its fullest sense. More often than not, it's used in the same context as "customer satisfaction" was in the past. But *the* Customer Experience really implies a much greater aspect of customers' interactions and exchanges with a business entity than conventional customer satisfaction! As an example, consider two US Casinos. The Borgata Hotel Casino & Spa in Atlantic City and the Mandalay Bay Resort and Casino in Las Vegas are organizations who understand how to reach their customers on many different levels. These Companies recognize that the experiences they deliver to their customer extend beyond the tangibles of food, décor, entertainment, and service. One of the additional, experiential "hooks" these two employ is the smell of their properties! Upon visiting either, one is enveloped in a wonderful and distinctive fragrance that subtly pervades the entire facility.

Advance Beyond Satisfaction!

Not only are marketers behind in their grasp of the true opportunities involved in the concept of Customer Experience, they're equally lagging in strategically manipulating elements of the Experience. Conventional customer satisfaction surveys, a relatively recent addition to the CEO's scorecard, are heavily biased towards operational issues. These surveys tend to overlook the more aesthetic aspects of customers' reactions. Yet, customers consider a wide array of attributes in their assessment of value. They literally "capture data" with all of their five senses in every interaction (*touchpoints*) with a brand. As marketers begin to recognize this broadened view of Customer Experience, they'll be confronted with a "dizzying" multitude of informational needs and improvement opportunities.

To help manage this seeming impossible task, Customer Experience Partners has developed a tool called **Customer Experience Optimization™**. This discovery and management process identifies the most critical *touchpoints* in which performance is lower than direct competition, causing the greatest detriment to perceived value. Then, it dissects those *touchpoints* into *experiential components* to facilitate change. For further insight the process identifies, in customers' words, what needs to be done and provides an action plan to improve processes, training, communications and/or other deficient elements.

To learn more visit our website: www.customerexperiencepartners.com or call us.

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