

## CUSTOMER EXPERIENCE PARTNERS

## Wishing You a Delightful Holiday!



One discovery we made a number of years ago, is that simply satisfying a customer isn't enough to get that customer to become a truly loyal customer. We based this finding on lots of observation and on several documented trials. This is a unique perspective and isn't fully understood throughout the customer satisfaction community. We found that to truly "bond" customers to a business, it has to perform at very high levels, far surpassing *mere* satisfaction. Our learnings became the basis for our ***Customer Delight Principle***. Even before our book was published, we governed our own consulting practice with this guideline: *delight* the client and they'll not only come back, but they'll tell others as well.

With the year-end Holidays, we all become a bit more sensitive to how we're treating others and how we're being treated in return – this awareness is usually generalized to our customers as well. We become more conscious of treating customers fairly and providing them a superb product or service. In short, either consciously or unconsciously we may goal to delight our customers – in the spirit of the season. This awareness also serves as a good reminder of how we ought to be conducting business the remaining 51 weeks of the year.

We hope this heightened sensitivity to goodwill transcends the Holiday season and becomes an accepted component of your organization's mission statement. (We'll tell you more about managing for delight in weeks to come.) And so we wish each of you not just a *satisfying* or a *merry* Christmas, but a ***truly delightful*** holiday; one that because of your delight you'll remember for many years to come.

To learn more, visit our website: [www.customerexperiencepartners.com](http://www.customerexperiencepartners.com) or call us to discuss.

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