



# CUSTOMER EXPERIENCE

## The 6 keys to make customers go WOW



Product quality and customer satisfaction are no longer enough...  
It's the customer experience that makes the difference!

### 1 Listen to your customers

Adopting a UX/CX strategy is about being customer centric. So the first thing to do is to listen to your customers, to find out what they experience, think and feel.

UX/CX strategies talk about the "customer voice".

#### How do you listen to your customers?

**Assessments:** Analyse complaints, but also the views that customers publish spontaneously... Not forgetting that new comms channels mean **standards are changing:** NPS measurement...

**Surveys:** Use a range of methods: satisfaction, polls, user tests, face-to-face interviews, focus groups, etc. Look behind the figures to **what people actually say** and allow customers to express their views freely.

**Feedback from the field:** Don't neglect feedback from your customer advisers, such as calls, e-mails or extracts from chats. And **roll out the approach across the business:** sales executives, maintenance staff, etc.

To understand what's important to your clients, solve their problems and even improve your products.



**IMPORTANT**  
Your customers don't only express themselves through the channels controlled by the business: listen to social media, sites and forums. Don't hesitate to start a conversation and manage the debate

### 2 Imagine your customer profiles

Based on what your customers say, imagine your target customers and try to understand what's important for them and how to solve their problems...

UX/CX strategies talk about "personae".

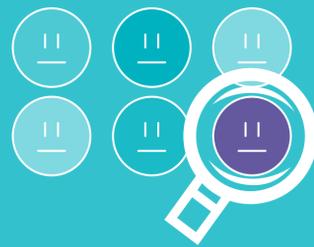
#### What is a personae ?

A persona is an **imaginary customer** inspired by real examples (from listening to customers).

A sort of **identity card** created around their needs, habits, behaviours and the way they interact with the business.

Create as **many personae as you have customer profiles** to simulate their needs and specific requirements in terms of the customer experience.

To offer each of your customers an experience that aligns with their needs, habits and behaviours.



**IMPORTANT**  
Personae are not business functions or customer segments.

### 3 Describe your customer journeys

To really understand your customer's overall experience, identify all their points of contact with your products/services, throughout their customer journey.

UX/CX strategies talk about the "Customer Journey"

#### What is the customer journey?

The customer journey is presented in the form of a timeline and describes **all the processes and interactions** between your customer and your business.

The customer journey gives you a **clear overall view** of all the points of contact throughout the relationship.



To map your customer experience pathway and pinpoint all the steps your customer takes.



**IMPORTANT**  
The customer journey begins even before the need emerges and ends after they have used your product/service.

### 4 Identify key moments

Identify the key moments that count for your customer at each stage of the customer journey.

CX/UX strategies talk about "moments of truth".

#### What is a moment of truth?

A moment experienced by your customers, which **creates a long-term, positive or negative emotional response** to your business.

A clear vision of all these moments is essential for **ensuring the coherence** of the whole experience.

It's also essential to identify the most sensitive moments and **focus your efforts** on these

To produce a map of key points for improvement and the best opportunities you can seize to establish customer preferences.

"Essential" or "must have" moment: the minimum expected by the customer, resulting in severe disappointment if not achieved.

"Critical" or "pain point" moment: needs rapid improvement because disappointing and likely to generate negative criticism.

"Wow" or "nice to have" moment: expectations exceeded, surprise... creates delight and therefore customer loyalty.

### 5 Indicate the level of criticality

Each stage of the customer journey, each point of contact and each moment of truth can be experienced and perceived differently by customers.

CX/UX strategies talk about "criticality"

#### What degree of criticality?

**Low / Neutral:** No engagement from the client, low emotional intensity.

**Sensitive:** Moderate engagement from the client, average emotional intensity.

**Very sensitive:** Strong engagement from the client, high emotional intensity.

To identify the most sensitive points and deal with them as a priority.



### 6 Specify your interactions

At each stage of the customer journey, specify the nature of the interaction between the customer and the business: the communications methods used and the people the customer wants to talk to.

CX/UX strategies talk about "channels"

#### What is a channel?

A channel is the means through which the customer interacts with the business: it can be **digital or not**: shop, catalogue, advisers, phone, text messages, website, etc.

**Mobile, connected** customers want **simple, fluid journeys** that meet their needs, using the channels they want, to get information, buy and receive their purchases (click & collect, web-to-store), return a product, etc.

To identify the channels you want and integrate them to make the customer experience fluid and consistent.



**IMPORTANT**  
The ideal customer journey is multi-channel: it should offer multiple, complementary, simultaneous channels.

You now have all the information you need to create the ideal scenario  
**Design your target customer experience**

Offer purchasing pathways that fit your customer profiles, choose the right channels, deal with irritants, secure the essentials and increase the wow effect...



**Construct your multi-channel, memorable, unique, value-creating customer experience!**

The customer experience is a process that concerns everyone

**Make the customer experience a key priority for your development & motivate your teams to engage with it**

**Contact-us**

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