



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 User Experience/Customer Experience (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".

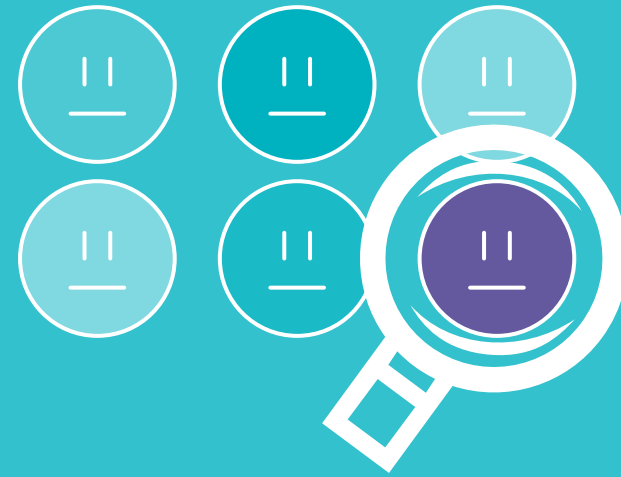
What is a personae ?

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"

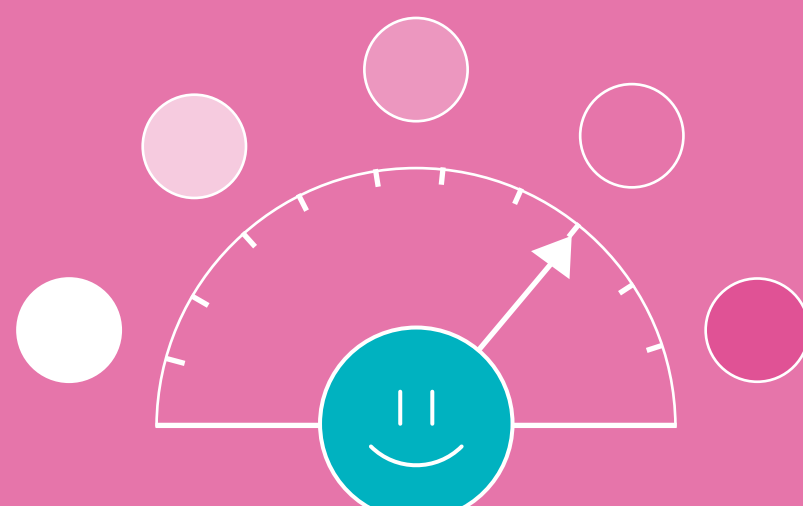
What degree of criticality?

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...



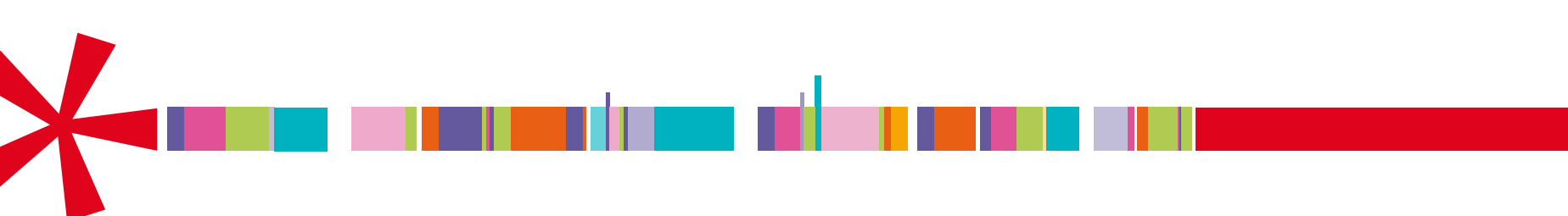
Construct your multi-channel, memorable, unique, value-creating customer experience!

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

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BEYOND KNOWLEDGE*