

# CREATING AND DELIVERING TOTALLY AWESOME CUSTOMER EXPERIENCES

The Art and Science of Customer Experience Mapping

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**MAIN IDEA**

The key challenge in business is not to merely satisfy your customers but to genuinely delight them on a consistent and repeatable basis. In other words, to package and deliver an experience to each customer which they will have no hesitation in describing as “totally awesome”.

When customers are delighted:

- They become more loyal to your business and will go out of their way to recommend you to their friends and associates.
- They deepen their relationship with your firm – allowing you to sell them more products and services in the future.
- They come to know your brand, and it means more to them.
- You differentiate yourself from all your competitors simply and powerfully.
- You lower your marketing and product development costs – because loyal customers will tell you what they really want and need.

In essence, any organization’s immediate success and long-term viability depends entirely on the quality of the relationship formed with each individual customer. The more customers have a great experience in dealing with you, the more loyal they become and the more follow-on business they will do in the future. Developing, delivering and then evaluating the level of delight in each of your customer’s experiences are critical business building activities.

*“Never has the opportunity been greater to create loyal customers. In today’s business environment customers are more in control of how they think, feel and act than ever before. The norm has delightfully become the old Burger King tagline, ‘Have it your way’. The reality is, customers will continue to gain increased access to greater numbers of offerings through different mediums over the next decade. This increased access will only accelerate the customer’s influence and control over the offerings they wish to receive and accept. Customers will want offerings that not only fill their unique needs, desires and dreams but also delight them – quickly.”*

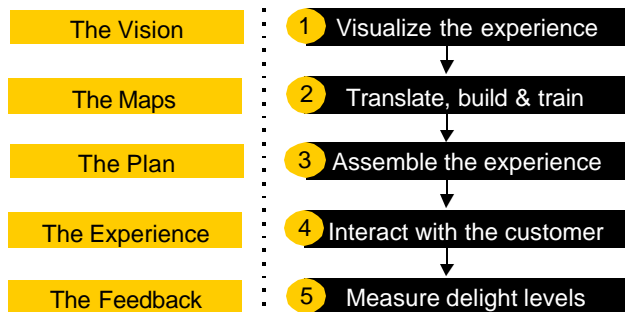
– Gary Millet and Blaine Millet

**1. The Key To Awesome Customer Experiences – Customer Experience Maps . . . . . Pages 2 - 3**

Customer experience maps are the framework and building blocks for planning exceptional customer experiences. When a number of customer experience maps are linked together in a coordinated fashion, a comprehensive and complete customer experience can be planned.

**2. How to Structure, Create and Deliver a Totally Awesome Customer Experience . . . . . Pages 4 - 5**

Creating and delivering a totally awesome and memorable customer experience is a five-step process:



**3. Customer Focused vs. Customer Manipulative . . . . . Page 6**

Some businesses focus on getting customers to do whatever is most efficient for them – a subtle form of customer manipulation. By contrast, a customer-focused business will organize itself to consistently deliver whatever experience is needed to create delighted customers. They build trust and use that as their main differentiator.

**4. The Keys to Becoming an Experience-Based Organization . . . . . Pages 7 - 8**

To become an experience-based organization:

1. Never lose sight of the fact customers vote.
2. Realize the first step is for the leaders to become committed to the concept.
3. Understand becoming experience-based is a four step process:
  - Step 1. Understand where you now are.
  - Step 2. Decide where you need to be in the future.
  - Step 3. Have a case study for whether it’s worth the effort.
  - Step 4. Rollout and get moving.
4. Understand the absolute need for customer privacy.
5. Set appropriate customer experience expectations.
6. Match employee performance expectations with the customer experience expectations.

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