

Customer Experiences: Week 4

Improving Customer Experiences.

What is it:

In the last video of this series we will be looking at how to improve the customer experience. We will go beyond good customer service and look at how we can leave a lasting impression.

Common problems/mistakes:

- Not much thought or care is given to the customer experience;
- They miss opportunities to leave a lasting impression;
- Unable to retain customers and lose them easily to competitors.

Why is it important?

- Ensures your brand is remembered;
- Encourages customers to share their positive experiences;
- Builds trust and raises your profile and the perception of the brand.

How does it work?

I am now going to walk you through the customer experience checklist.

SCREEN SHARE

Tips for success:

- Do not be disheartened by complaints, understand them and use them as opportunities to grow;
- Think about all the memorable experiences you have had and see how you can incorporate those into what you do.

Template/Checklist

- Customer experience checklist

Task:

Download and review the customer experience checklist and identify your own areas for improvement.

