

THE PULSE OF GREAT CUSTOMER EXPERIENCE

Great customer experience depends on a number of crucial variables: having products that foster emotional connection through positive interaction; having marketing, sales, and other supporting functions for purchasing the products to be as effortless and useful as possible; and by ensuring that word-of-mouth communications aren't held with too tight of a grip, and fostered on existing online and real-world communities.

Great companies know how to "pulse" their experiences, so their customers experience above-average products, services, and marketing experiences across the board, punctuated by frequent bursts of high-quality brand interaction that help customers to overlook any uncontrolled failures.



IDEAL

The value of planning the best possible experience is the advantage of fostering long term repeat customers instead of always looking for quick wins. For each experience that your audience has with your products or services, you have an opportunity to further cement customer loyalty and increase the chance of a referral or a repeat sale. A fumble like the one shown above, handled with grace, can make a major impact on the lifetime value of your customer.



REAL

Customers take note of the consistency of a company's actions, both consciously and subconsciously. If they feel that the company is not in control of their own actions, they're more likely to find one that satisfies their needs in a more stable manner — especially if there's no 2-way communication with the company. Most companies falter regarding consistent customer experiences because their internal policies and bureaucracy inform the structure of a customer's experience, rather than molding all company behaviors and activities around what the customer may apprehend.