



Helping companies become obsessive about their customer experience.

What is Customer Experience?

Customer experience is the sum total of the interactions a customer has with your products, people, environments and processes.

IS YOUR CUSTOMER EXPERIENCE STRATEGICALLY DESIGNED OR IS IT LEFT TO CHANCE?

You can't afford to wait...

Research indicates that 80% of buyers have stopped doing business with a company because of a bad experience and 20% of those buyers will never do business with such a company again.

Studies reveal that 80% of companies believe they deliver a superior customer experience, but only 8% of their customers agree.

Most customers say an outstanding experience - not the lowest price or the best quality - is the reason they choose one business over another.

The best investment a company can make is to deliver a customer value experience that emotionally engages and bonds customers to its brand, consistently and repeatedly.

Customer Experience BY DESIGN™

Invest in your customer experience today.

Call: Marsha Steed @ 513-305-1273
www.customerexperiencebydesign.com

Are You Ready?

Delivering a superior customer experience is the next competitive frontier.

What we do...

With an outside-in approach, we:

- + Help companies create superior customer experiences that build customer loyalty, drive profitability and secure long-term growth.
- + Compare an organization's "inside perception" to the customer's "outside reality."
- + Create a strategy for designing an experience where customers feel valued, confident, engaged – even surprised.
- + Help businesses focus on "emotional capital" that transforms behaviors and feelings into "promoters" and "lifetime" customers.
- + Create a catalyst for change.

How we do it...

STRATEGIZE

We research your organization's "inside perception" of your current customer experience and examine how it impacts your business goals, your brand and your bottom line.

EXPERIENCE

Using our Customer Experience Mapping Tool™, we "walk in the shoes" of your customers and evaluate the physical, social, intellectual and emotional components of your current customer experience.

DOCUMENT

We record and analyze the "outside reality" of your customer experience and capture the presentation, definable moments, strengths and value gaps.

DELIVER

We help you design a systematic, repeatable roadmap for your customer experience. We report experiential and quantitative outcomes, offer recommendations and link customer experience to your business objectives, innovation design and profitable growth.