

Top 10 Reasons for Creating a Customer Experience That Is So Irresistible Price Doesn't Matter!

1. **Customer Experience First:** Customer experience should be intentionally designed and serve as the foundation of your business. It comes before strategy, technology and people.
2. **Show Me the Value:** No amount of marketing, advertising or public relations will make a difference until customers experience an emotional connection to your brand.
3. **Be a Rebel:** Dare to compare your “inside perception” to your “outside reality.” It doesn't matter if you have the best product or the most outstanding service, if the customer doesn't value it, it has no value.
4. **Solution Selling:** Most customers make buying decisions emotionally, not logically. Position your products or service as the best solution, regardless of price. Customers will gladly pay more for an experience that not only meets their needs, but also is emotionally rewarding. Create value. Avoid commoditization.
5. **Get Out of the Stone Age:** Being lean has its limits. Competing on price alone is a dead-end. Lead your company into the next competitive frontier by designing customer experiences that build customer loyalty, drive profitability and secure long-term growth.
6. **Why You?:** Customers are fickle and have short attention spans. The reason a customer should choose your company has to be clear and compelling. Your business, your brand and your employees need to constantly demonstrate the value exchange to the customer.
7. **Top of Mind:** Do you really know what your customers feel, think and desire? Deliver value across your entire customer experience by focusing the whole company on your customer experience. Ensure effective delivery by creating and motivating cross-fuctional collaboration – from sales, to marketing, to management, to operations.
8. **Avid Advocates:** Irresistible customer experiences are rare and surprising. When we do encounter one we are compelled to share our good fortune and excitement with others. This kind of viral phenomenon creates positive buzz in the marketplace, often generating more value than traditional marketing strategies.
9. **The Loyalty Effect:** What is it that makes a customer stick with a company through thick and thin? It's all about creating maximum value for customers. Revenue from repeat customers makes it easier to bolster the bottom line. Think “value” rather than “profits.”
10. **Moments of Truth:** Sophisticated insights regarding customer behavior and lifestyles give companies an edge in developing great customer experiences. Creating “moments of truth” may not always make business, operational or even financial sense, but the payoff can be powerful.

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Let us help you become obsessive about your customer experience.

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