

The Ideal Customer Experience Journey

How to Make it a Reality Every Time



Student Course Book

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Introduction

How do you offer truly excellent customer service that turns each buyer into a loyal, lifelong advocate and fan? You do it through maximizing the entire customer experience. This doesn't mean simply customer service, although obviously customer service is part of it; rather, it means the overall experience your customer has with your business, which starts with their first hearing its name.

Businesses must consider the customer experience through the eyes of their customers and manage this experience to make sure it's as valuable as possible for the customer. In this course, you'll learn how to do this. By the end of the course, you'll have a detailed understanding of the customer experience you offer and legitimate ways you can improve and streamline it.

Learning Objectives:

By the time you complete this course, you'll be able to:

- Define what the customer experience is and why it's so important.
- Map the customer experience that you currently offer your customers so that you can identify weak areas that need improvement or areas where there are potential problems.
- Describe the elements that make a good customer experience, as well as examples of these elements in real life.
- Re-create your business's customer experience map so that you can make improvements at each point that will impact the experience as a whole.
- Identify trouble areas you're likely to have in your map so that can figure out ways ahead of time to prevent the customer experience from breaking down.

- Walk away from the course with goals, specific tasks, and deadlines for getting the improvements done.

The customer experience has gained a great deal of attention in the business world in recent years, with many businesses seeing firsthand the tremendous difference it makes when they take control of the experience and maximize it. Understanding and maximizing the customer experience is what separates decent companies from those that build strong, loyal relationships with their customers.

This course is broken down into 6 modules to take you step-by-step through The Ideal Customer Experience Journey.

The modules follow a logical order, so while you can skip around if you want, it's best to work through them one at a time.

As you go through each module, use your Action Guide to help you complete the Action Steps at the end of each.

Action Steps:

Before we start the course, take a minute to think about what you want to get out of it.

In the Action Guide, write down three skills you expect to gain.

Now that you're clear about what you want this course to deliver, we can get started.

Module 1 - What is the 'Customer Experience'?

Let's start by defining exactly what we mean by the customer experience, also known as CX. To get a good grasp on this somewhat difficult concept, let's look at a few different definitions for comparison. There are many definitions given below, but we'll summarize at the end with a simple, clear definition useful for this course.

The company [Beyond Philosophy](#), which leads organizations to create good customer experiences, defines it as, "a Customer's perception of their rational, physical, emotional, subconscious and psychological interaction with any part of an organization. This perception affects Customer behaviors and builds memories which drive Customer Loyalty and affects the economic value an organization generates."

[Avaya](#), a specialist in this field, calls it, "the discipline of managing and treating customer relationships as assets with the goal of transforming satisfied customers into loyal customers, and loyal customers into advocates of your brand."

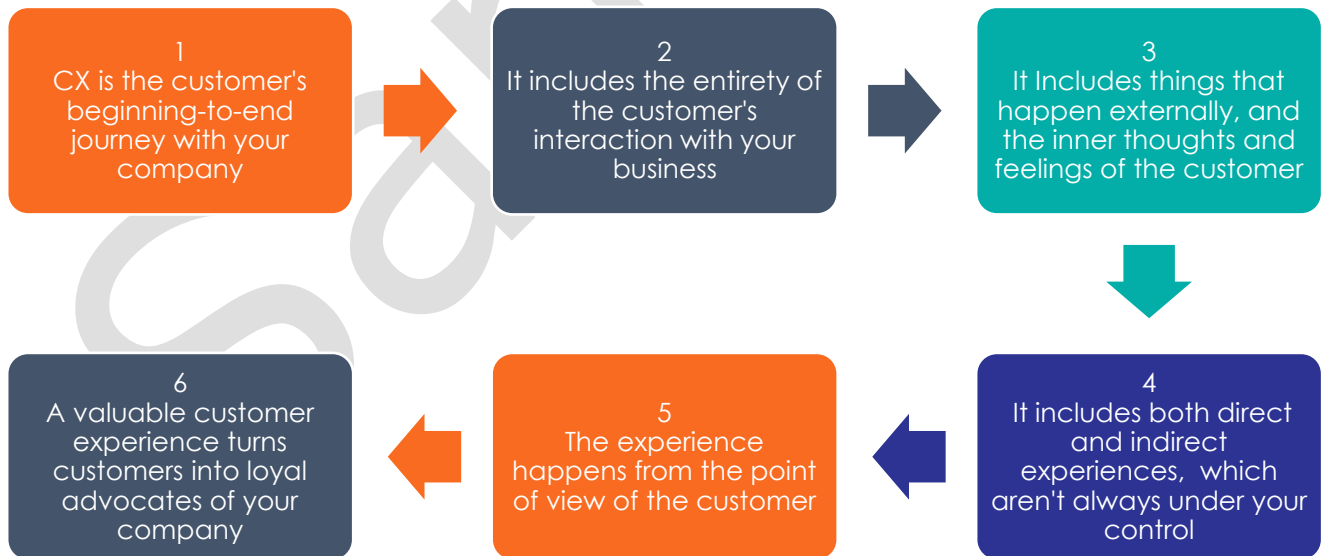
The [Harvard Business Review](#) defines it as the journey the customer takes with your company from the very first time they become aware of it until the very end. The HBR definition emphasizes that it is more than just the many touch points a customer has with you or the life of just one sale.

According to [Zendesk](#), a leader in providing customer service solutions to businesses, the customer experience (CX) 'is all the interactions customers have with your company at all stages of the customer journey—even if it doesn't result in a purchase. It focuses on the relationship between a business and its customers. Whether it's a call to customer service, observing an ad, or something as simple as paying a bill, every exchange

between a customer and business builds—or damages—the relationship. Most importantly, customer experience is how customers view those experiences collectively.'

Finally, we can look at [Wikipedia's](#) definition: "In commerce, customer experience (CX) is the product of an interaction between an organization and a customer over the duration of their relationship. This interaction is made up of three parts: the customer journey, the brand touchpoints the customer interacts with, and the environments the customer experiences (including digital environment) during their experience. A good customer experience means that the individual's experience during all points of contact matches the individual's expectations.

So, what can we deduce from all of these definitions? To summarize:



1. The CX is more than just a routine interaction or one sale, but the customer's beginning-to-end journey with your company.
2. It includes the entirety of the customer's interaction with your business.
3. It includes things that actually happen externally, as well as the inner thoughts and feelings of the customer.
4. It includes both direct interactions and indirect experiences, such as when a customer hears about your brand which aren't always under your control.
5. The experience happens from the point of view of the customer.
6. Good interactions with your customer help them buy from you, but a valuable customer experience turns customers into loyal advocates of your company.

Why Customer Experience Is So Important

"Customers remember experiences, not your brand logo." - *Martin Zwilling*

The customer experience is important because every aspect of your relationship and interactions with the customer spring from it. It's the "big picture" view of this complicated relationship. To drive home just how important it is, here are some things to consider:

- According to a [Walker study](#), customer experience will overtake price and product as the key brand differentiator by 2020. It found that 86% of buyers will pay more for a better customer experience.
- According to Beyond Philosophy, a good customer experience makes acquiring customers easier, drives customer loyalty and helps companies effortlessly improve their customer retention.

- A good customer experience applies the "wow factor", which means that it exceeds customer expectations. This is a proven way to keep customers coming back for more.
- It also keeps your customers from going to one of your competitors to get their needs met. People like to buy from places that make them feel good. Since the customer experience is closely associated with the customer's feelings and psychology, it's effective at retaining customers.
- With a good customer experience, you don't have to try so hard to develop an advantage over your competitors. You don't have to lower your price because customers will gladly pay more for a good customer experience.
- If you offer an outstanding customer experience, this helps to differentiate you from other companies. It's very powerful in branding your company. You can use this point of differentiation to your advantage.
- The investment you make in customer experience research will pay off in real results. Analytics and sales data can help a great deal in developing your strategies, but there's nothing as effective as direct feedback from your customers themselves.

The importance of the customer experience is growing and has become one of the most important things in retaining customers. If you invest in your CX, you'll have a great advantage over others.

And that's not just for businesses who serve consumers. It's equally important for B2B companies!

ATTENTION:

This is only an excerpt from our full course **The Ideal Customer Experience Journey**. The full, customizable course contains 5 major modules and Action Steps.

When you purchase a license for the course, you'll receive the editable files for the Course Book, Action Guide, graphics, social posts, and other resources.

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