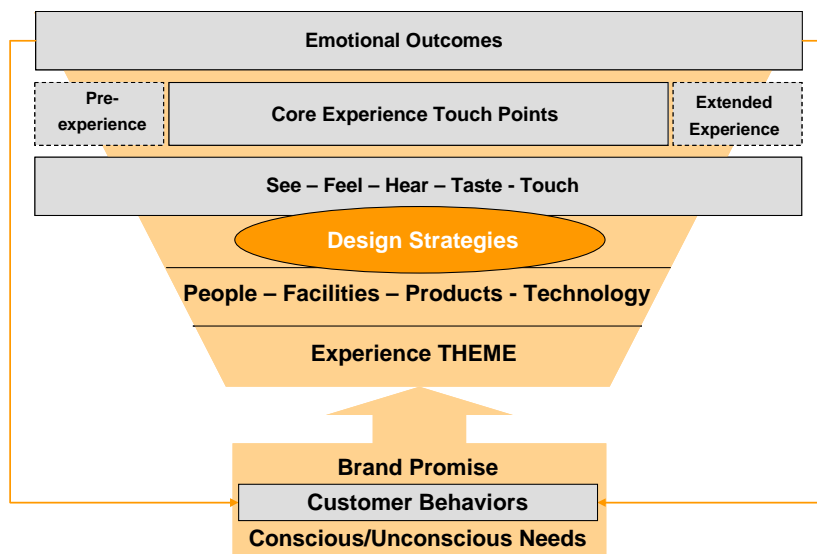


# Designing a Branded Customer Experience

“Customer experience is bigger than customer service in that it is the full, end-to-end experience. It starts when you first hear about Amazon from a friend, and ends when you get the package in the mail and open it.”

- Jeff Bezos, Amazon

We like to build on Jeff Bezo’s excellent definition of the customer experience and suggest that it actually ends once that person has told someone else about their experience. This standards, of making key customer Touch-points both ‘significantly memorable’ and ‘emotionally attaching’ is what separates the ‘category-killer’ customer experience. We apply a 10-step process to partner with a client to re-design or enhance their customer experience.



It begins by setting clear business objectives, followed by research into rationale and emotional needs of your target customers. As each step unfolds, the opportunity to create a differentiated customer experience that will define your industry emerges and becomes clear. We set the bar high:

A Branded Customer Experience must:

- Consistently and intentionally deliver on the Brand Promise in a way that creates competitive differentiation and significant value for the target customer
- Positively influence those customer behaviors that have the greatest impact on the desired business results
- Create a ‘significantly memorable’ and ‘emotionally attaching’ experience that satisfies the conscious and unconscious needs of the target customer
- Leverage value for customers over operating costs

Which means:

- Delivering a differentiated Customer Experience
- Lowering labor costs by staffing with fewer, better people that are more efficiently scheduled with lower turnover
- Increasing *Throughput Capacity*
- Reducing non-labor operating expenses
- Maximizing the return from marketing spending

Over 17 design strategies are applied and tested to ensure the results we achieve create a tangible difference in the business that can be sustained over time.

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|---------------------------------------|--|
| Step 1 –<br>Project Definition        | Step 6 –<br>Designing the New Experience         |
| Step 2 –<br>Research & Analysis       | Step 7 –<br>Testing Key Elements                 |
| Step 3 –<br>Mapping & Measuring       | Step 8 –<br>Piloting & Evaluation                |
| Step 4 –<br>Identifying Opportunities | Step 9 –<br>Integrate Operations, HR & Marketing |
| Step 5 –<br>Benchmarking the Best     | Step 10 –<br>Phased Implementation               |

As a result, our clients’ build a customer experience that is sustainable, results-driven and that leverage customer value over operating costs. Both art and science come into play as we seek to escape the limitations ingrained by industry players to see the result customers want with a sharper focus, with deeper insight, and a passion for delivering a great experience while reducing expenses as a percentage of revenue.