



What Kind Of Experience Are You Delivering To Your Customers?

by Vince Burrano

703-399-4345

practicalsaleswisdom@gmail.com

<https://www.practical-sales-wisdom.com>





It is no longer sufficient to just have an excellent product or service offering; you have to ensure your customers become clients. A customer may buy once, but a client buys over and over again. It's time to focus on the customer experience. Every business should consider the experience a customer has when interacting with every element of their company.

What is customer experience?

Customer satisfaction was based on the premise that you delivered a product or service that met a specific need. The customer received what was promised. That used to be sufficient to earn their loyalty. Today, customers are seeking a better experience. Not only does a product or service have to fulfill the need, but the way in which you interact with a customer needs to promote a sense of fulfillment for the buyer. It is about creating a positive feeling.

Emotion is a key part of the process of realizing an exceptional experience. Customers want a great interaction that includes ease of purchase, access to knowledgeable staff, fast delivery or implementation and access to ongoing support, all while exceeding their original expectations for how they thought the interaction may proceed.

Why should you care about the customer experience?

Today, buyers expect more. They are a demanding group with alternatives. They are no longer forced to purchase from the closest supplier since the global supply chain can deliver products and services quickly and efficiently.

The cost to switch suppliers has been dropping and will continue to do so as the world evolves and as companies establish a foothold in new markets. And with unlimited access to information, buyers are much better informed about what is available, which also makes them less loyal to the original company providing a product or service. Now, with the click of a button, they can find alternatives, compare benefits and prices and select the best option for their business.



Who is responsible for customer experience?

Previously, the sales and customer service departments were primarily responsible for the customer experience. Your front-line employees in these groups were the primary people responsible for interfacing with the prospect or customer. Now, everyone in your organization who may interact or be involved in the delivery or implementation process is a key component of the customer experience.

This includes everything from the receptionist or call center who answers the phone to the clerks working in accounting generating invoices and payments to the driver making the delivery. Each of these people who either directly interacts with customers or plays a role in their experience can impact the quality of the experience.

Is your team ready to deliver a wonderful experience?

Historically, you could focus your attention and training efforts on just the few people who had the responsibility to interact with the customer. Now that everyone plays a role, do they understand and have the skills required to deliver an exceptional experience? In most cases, unfortunately, the answer is no.

Top-performing organizations today have recognized this disparity and have been working diligently to upgrade the skill set of all employees. Everyone in your organization should understand how they can contribute to a wonderful experience or how a lack of attention, while at first appearing insignificant, can ruin the customer's experience.

Take an inventory of your organization and understand the role each department plays in delivering on your commitments and the likelihood they



will have to directly interface with a customer. Evaluate the skills of this group first, and develop a learning plan or engage an expert to help ensure their skill set is ready to go. Then, you can expand the customer experience mindset throughout the rest of the organization to ingrain it into the culture.

There are no trivial things. Every aspect of the interaction is important and works to either strengthen the perception of an experience or detract from it. Your team needs to understand and appreciate how they can create an exceptional experience and how that is important to the company and their own future as a member of the team.

How can you improve the customer experience?

In the end, you want clients and not just customers. You want people to come back repeatedly. But even more importantly, you want to create raving fans. You want clients to tell others about the exceptional experience they had with the product or service they received from your company.

These testimonials help spread the word, especially on social media, but also through direct contact, creating memorable stories that are more powerful than a well-directed marketing campaign. And, even better, if done well, these shoutouts are free. They cost you nothing while generating goodwill and encouraging new customers to come your way. Now that is powerful!

Conclusion

Do not assume your company is delivering an exceptional customer experience. It requires analysis and a continual investment of time and resources to cultivate and perpetuate the right mindset. Remember, customer experience is about creating a positive and memorable interaction between you and the customer. These testimonials help spread the word, especially on social media, but also through direct contact, creating memorable stories that are more powerful than a well-directed marketing campaign. And, even better, if done well, these shoutouts are free. They cost you nothing while generating goodwill and encouraging new customers to come your way. Now that is powerful!