



## 10 Steps for a Killer Customer Experience

- 1. Invest in infrastructure.**
  - a. Must be able to review what your team is doing
    - i. Recording calls
    - ii. Evaluating texts and emails
  - b. Must be able to know what your customers really think
    - i. Surveys
    - ii. Reviews
    - iii. Focus groups
  
- 2. Standardize your customer experience.**
  - a. Outline
    - i. What you say and what you don't say
    - ii. What is possible and what is not possible
  
- 3. Document your customer experience.**
  - a. Put yourself in the customer's shoes
  - b. Map the experience, not the process
  
- 4. Design the experience for your top 10% of customers.**
  - a. Consider your most profitable customers, not the average customer
  
- 5. Train your team.**
  - a. Standards
  - b. Infrastructure
  - c. Systems
  - d. Initial training
  - e. Weekly training
  - f. Ongoing training



- 6. Empower your team to resolve problems.**
  - a. Outline which tools team members can use to solve problems
    - i. Budget
    - ii. Discounts/free services
  
- 7. Communicate clearly your intent.**
  - a. Share examples of what not to do with your team
  - b. Tell hero stories when someone goes above and beyond
  
- 8. Test your process.**
  - a. Have friends or secret shoppers test your customer experience
  - b. Fix problems as you identify them
  
- 9. Pay attention to changing customer preferences.**
  - a. Identify your most profitable customer segment
  - b. Survey the most profitable customers looking for changes in their preferences
  - c. Adjust service to lead those preferences
  
- 10. Always look for ways to learn more.**
  - a. Book recommendations:
    - i. [The Effortless Experience: Conquering the New Battleground for Customer Loyalty](#)
    - ii. [Uplifting Service: The Proven Path to Delighting Your Customers, Colleagues, and Everyone Else You Meet](#)
    - iii. [Super Service: Seven Keys to Delivering Great Customer Service...Even When You Don't Feel Like It!...Even When They Don't Deserve It!](#)