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**How to create a great customer
experience**





"Customer Experience is often passed by just as 'customer service or satisfaction' – but customer experience is about much more – it's about understanding the customer and their pathway through the organisation, from first awareness to after sales delivery. Every time they interact with the company, in whatever way, they get a consistent experience that is memorable.

Why is that so important? Because then they come back, spend more and - more importantly - become an advocate for your service or product. What better marketing is there than that!!"

Mel Sallis
Consultant

How to create a great customer experience

In a truly competitive and crowded market place, providing a great customer experience can give your business one of the last true differentiators between you and your competitors.

How often have we called a customer support line with the hope that all our problems would be solved, but then found the frustration has just begun? Can you remember back to your last great experience in a shop, restaurant or bank?

1. Identify and map the customer journey

As a starting point, identify every way your customers come in to contact with your organisation or business.

By identifying and understanding key 'touch-points' on this journey, an organisation can actively manage each interaction, align its practices and staff to maximise their impact and establish a profitable long-term relationship with the customer.

Create a 'map' of your customer's journey, from finding you in a publication or visiting your website to a personal sales meeting. Every interaction needs to be identified in order for you to track and understand the customer route.

2. Measure & assess every touch point

Now you understand each of the touch-points measure and evaluate the experience at each stage. Customers may use some or all of their five senses: touch, sight, hearing, taste and smell to make views about how good or bad you are. In addition, they will add in personal values to the equation: their own levels of expectations based previous learning or experience.

Get in touch today to see how we can help you on **0845 201 1618** or email us at enquiries@totalmarketingsolutions.co.uk or visit our website at www.totalmarketingsolutions.co.uk



"We have worked with a significant number of clients to help them better understand how to give their customers truly fantastic service. As customer experiences are now shared so openly online, it is absolutely critical for companies to be focussed on creating great customer experiences at every point of contact."

Mark Brewerton
Managing Director, Total Marketing Solutions

They will aggregate their experiences at each point and make an informed decision about your brand.

Your product maybe fantastic and reliable – but if they see negative publicity, or receive poor service when visiting or calling you, they will form a mixed opinion – and are unlikely to recommend you to friends and colleagues.

3. Get personal feedback

Understanding your customer experience is more than ticking a questionnaire – it is about understanding the customer and what they are their feeling and expectations at that moment in time.

Spend time talking to your customers, watch them and understand how they interact with your business and staff. What are their drivers and pressures at each stage – this helps you to develop the right level of service to meet that exact need. If you can take down their views verbatim, these quotes can be used to bring their views to life later in the process.

4. Use your staff to make change

This process of reviewing the experience can be threatening for staff, but without them the experience will never happen. Creating a relationship cannot be done through automated systems– much of the time it is about a human interaction.

Get staff on board – let them hear the feedback from customers, let them come up with solutions and take ownership for making the changes.

5. Make the processes support your staff – rather than cause a barrier

How often have your heard, "I am sorry but the system won't allow me to do that, can you ring back at another time and speak to..." Automation of systems has the potential to make the customer experience work – but in

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more cases than most, it gets in the way. Focus on making the system support the experience - not get in the way and become a scapegoat! With the speed of the internet and technology – customers no longer expect out of date information or late replies.

6. Exceed Expectations – make it memorable

This becomes a powerful marketing tool – to get customers talking about your business. Meeting expectations is good, but it won't get customers talking. Think about what else you can provide that will make the customer smile, or appreciate the response.

Your customers are busy; they want to do things quickly – but they still want to be appreciated and listened to. Customer Experience management is about understanding this and making your staff and processes match these needs.

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