

Customer Experience

Research has shown that a staggering

68% of customers leave a business because of a feeling of indifference;

14% are dissatisfied with the products or services;
9% move to another supplier who they consider to offer better quality or value;
5% are influenced by friends or family and change supplier;
3% move away;
1% die.

There are only three ways to increase your turnover:

- to sell more (add value)
- to sell more often
- find new customers (do you know how much each new customer costs you to find?)

So, it is even more important than ever that you don't thwart your efforts to bring in new business by not giving your existing customers the very best experience they could possibly want. Really WOW them and develop a good relationship with them and one where you 'deliver' when you promise - be it simply a phone call/email or your next delivery.

When did you last call your own business as a 'customer' to see what the experience was like? Or maybe ask a trusted friend to do so for you? Order something on line. Phone with queries to the customer help desk and ask lots of questions. You need the feedback, warts and all.

Sometimes businesses find it difficult to ask their own clients/customers for honest feedback... Call me if you would like to explore using a '3rd party' to undertake this for you **and discover the many other benefits such a survey could bring you. Why not test and measure with a sample to start with?**

I enjoyed this article by Peter Merholz on the Harvard Business Publishing Website...

Do you put the customer experience at the top of your priority list when you think about marketing new products or services? Customer experience is an organizational mindset - it's not something a business buys - it's something a business becomes.

Customer experience refers to the totality of experience a customer has with a business, across all channels and touch-points. Embracing customer experience is a process, one that requires fundamental shifts in how your business behaves and is organized.

So let's get started: Where is your company when it comes to embracing customer experience?

Peter Merholz Becoming a Customer Experience-Driven Business

Harvard Business Publishing

[Click here to read Peter's article](#)