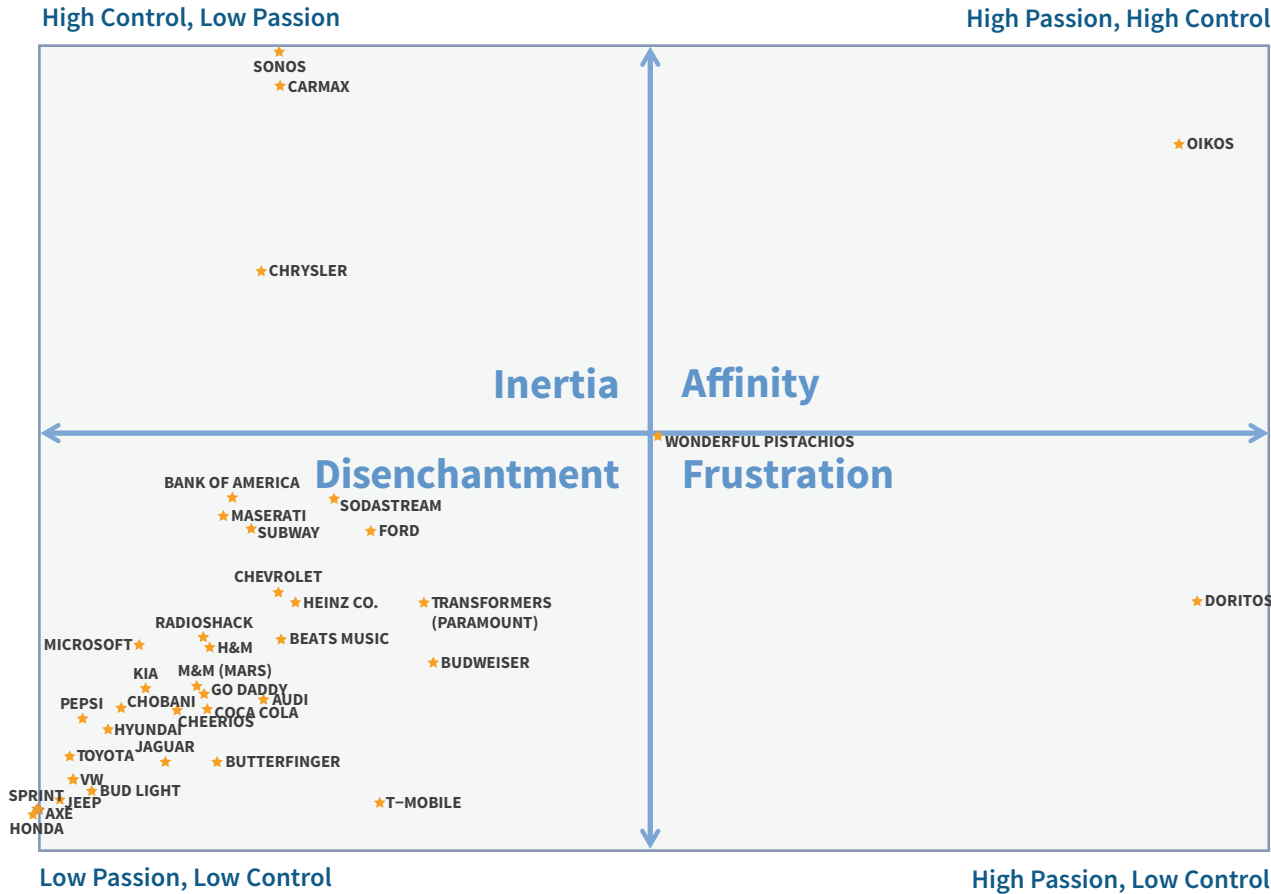


WHAT DEFINES A GREAT CUSTOMER EXPERIENCE?

A great Customer Experience is defined by minimizing the effort they need to expend, making the experience relevant to their identity and reaching them in their context. **Your brand is at best an afterthought.**

95%

OF SOCIAL MEDIA CONVERSATIONS DO NOT MENTION A BRAND.



In a recent customer experience study conducted by Tahzoo, the vast majority of brands studied delivered an experience that left their customers Disenchanted.

Inertia
These companies have given their customers control but have not tapped into the customer's passion, they will struggle with being motivated to purchase let alone advocate.

Affinity
These customers are in a state of "Flow" making them much more like to purchase, advocate and share their experiences with others.

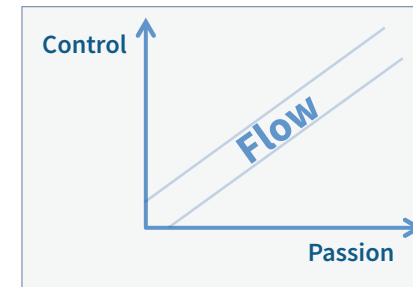
Disenchantment
People are at best neutral about this experience, customers will choose solely on price and discounts and will be high cost to serve.

Frustration
These companies have made the experience important but not easy to control, there may be barriers to making a purchase or the company may be generating undue friction in the experience.

Creating great customer experiences takes...

...giving customers **control** over their experience and tapping into their **passion** for your product. When you do that the customer's experience will, like all great experiences, simply **Flow**. This is the idea behind **Flow Theory**, a psychological concept exploring those **effortless** and **powerful** moments of our experience where everything comes together perfectly.

Customer experience flow



Two factors define a "Flow" customer experience:

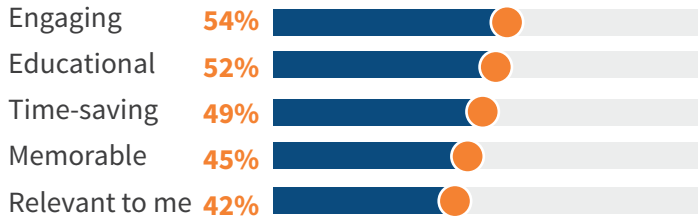
Control: The degree to which a customer is empowered to own and shape their interactions.

Passion: The extent to which a brand or product connects to an area of someone's life they truly care about. This is what drives the relevance of the customer experience.

HOW CUSTOMERS PERCEIVE PASSION AND CONTROL

Control means tailoring the experience to the customer.

Compared to one size fits all experience, customers say that personalized experiences are more...



“A brand is no longer what we tell the consumer it is—it is what consumers tell each other it is.”

– Scott Cook, co-founder, Intuit

Passion means appealing to their context and tribe.

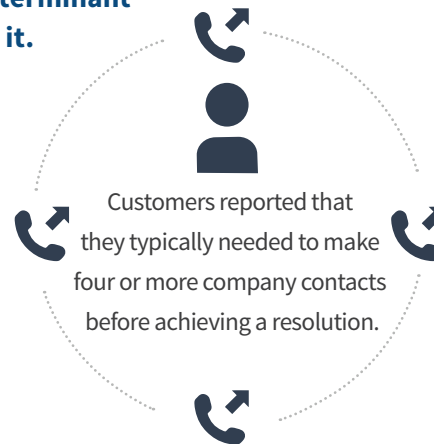
71% of social media users say their buying decisions were directly influenced by their friends’ posts.



EFFORT IMPACTS EVERYONE.

How hard you make it to interact will be the most powerful determinant of their customer experience. And companies are really bad at it.

JUST 21% of customers had their issues resolved at first point of contact.



“Delighting customers doesn’t build loyalty; reducing their effort—the work they must do to get their problem solved—does. Second, acting deliberately on this insight can help improve customer service, reduce customer service costs, and decrease customer churn.”

– Matthew Dixon, Karen Freeman, and Nicholas Toman
Harvard Business Review

MOVING FROM SERVING TO EMPOWERING THE CUSTOMER

To ensure that you are offering a mutually beneficial customer experience ask yourself these questions:

- ★ To what extent are you connecting to an **area of passion** for your target audience?
- ★ Are you reacting to current market conditions or are you measuring the **trends that will predict your future?**
- ★ Whose **context drives how you engage** with customers, yours or theirs?
- ★ How can you remove the friction from their experience and **minimize customer effort?**

To discuss receiving a free insight audit get in touch with us at insights@tahzoo.com