



Free Marketing & Communications Buzz For Your Biz

# Business Brew's Prioritize Customer Experience

*The sum of every interaction your customer has with your business or organization.*

## Why Focus on Customer Experience

- Research by American Express found that **60% of customers are willing to pay more** for a better experience
- According to a recent Harvard Business Review study titled "The New Science of Customer Emotions," emotionally engaged customers are at least **three times more likely to recommend** your product or service and **three times more likely to re-purchase**
- Customers **expect every interaction to be the best** experience they have with any company

## What is a Customer Experience Strategy

The actionable plans you put in place to deliver a consistent, positive, meaningful customer experience - Build the Know, Like & Trust Factors

### 5 Key Areas of Customer Experience:

- **Reachability:** How reachable are you? What channels are your business active on? How are these channels being used?
- **Service Convenience:** Can customers self-serve? What types of channels are being used to provide service?
- **Purchase Convenience:** Is there friction in the purchase process?
- **Personalization:** How well does your business know, meet or cater to individual customer needs?
- **Simplicity and Ease of Use:** Are service/informational channels optimized for mobile? Is the customer journey bogged down or straightforward?

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## How to Find Your SEO Keywords

Wednesday, June 26, 2019 @ 8:00 to 8:45 AM

Schedule 1-on-1 Consults @ 7:00 AM or 9:00 AM

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