

The Customer Experience Revolution

Imagine a line on a graph that rates your customers' sentiment at every touchpoint where they interact with your company, goods, or services. This illustrates the concept of customer experience. While traditionally a company might build a business model around superior quality or value, in 2024 the impetus is to ensure that every single interaction and experience makes the customer smile. This means personalized marketing that delivers what they need at the right time, on-time delivery, frictionless setup and installation, and efficient problem resolution. It's becoming increasingly common for companies and brands to appoint a Chief Experience Officer to ensure these principles are fully integrated into all business strategies.

J.D. Power & Associates states: “Delivering extraordinary customer experiences is becoming more and more important. We know from the data that people will pay for it.”

This customer experience revolution is taking place because of several factors including:

- The need for companies to find new ways to be different and more valuable to customers.
- The expansion of the Internet and the mobile devices that access it, and the displacement of traditional ways of shopping.
- The rise of social interaction technology that allows individuals to instantaneously share their experiences with other people.

Customer experience includes all the interactions people have with or about a company's messages, processes, people, products, or services. It includes:

- How customers find out about a company (advertising, social media)
- What other customers think about the company and their experience with it (social networking)
- How companies present themselves (especially website presence)
- How consumers interact with products the companies create (user experience)
- All interaction points with the company before, during, and after becoming a customer (promises in messages, transactions, sales, returns, support)

Keep Making It Personal

Small businesses have the advantage of being able to provide a more personal and customized customer experience than a larger brand that cannot possibly know its millions of customers personally. This can be as simple as remembering a customer's name or preferences or going the extra mile to resolve an issue.

The possibilities are endless: An owner of a small chain of boutique skin care shops can keep track of its clientele's preferences and send an email or text message when a customer's favorite French soap is back in stock. A mobile pet groomer can send an alert when it's time for Rover to get his claws trimmed with a link for Rover's person to set up an appointment. By personalizing the customer experience, small businesses can build a stronger relationship with their customers and create a sense of loyalty that goes both ways.

- With the rising significance of extraordinary customer experiences, how can we, as small business owners, seize this opportunity and incorporate personalized strategies to gain a competitive edge in the market?
- What are some of the ways your business is using personalization, like remembering preferences or sending custom alerts, to build stronger customer loyalty compared to larger brands?

*Excerpts taken from [Forbes](#) by **Bernard Marr** [CXRevolution](#) by [Jeofrey Bean and Sean Van Tyne](#)
and [Forbes](#) by [Ilja Gorelik](#)*

