



**WHAT IS
CUSTOMER
EXPERIENCE?**

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The brands that stand out are those that have the courage to pursue purpose beyond profit, to engage, entertain and educate their audiences; and who see their customers and employees as members of a like-minded community. These brands succeed because they provide an experience that is not just different, but dramatically different*

Defining customer experience

Customer experience as a concept has been around for over fifteen years now but it is still often confused with CRM or considered to be a fancy name for customer service.

Search the web for a definition of customer experience, and you'll be overwhelmed by a myriad of carefully crafted, and sometimes agonizingly verbose offerings. But essentially, they all come down to the same thing: customer experience is the customer's perception of a brand determined (consciously and subconsciously) by every interaction they have with your organisation. It is in effect, determined by everything your brand does.

As our research for our book *'BOLD - how to be brave in business and win'* points out, the brands that are transforming markets today and creating real differentiation and loyalty, do so because they see everything they do as part of the customer experience.

Never before have customers had so much choice. And because of fierce competition and the efforts of organisations to improve their performance over the past few years, the service and products which customers get are generally good.

But good is not good enough.

To win share of mind, the experience you provide has to be different to your competitors. In fact, it has to be dramatically different. Only then will you put your brand at the forefront of your customers' minds whenever they need the kinds of products or services you offer.

The challenge for organisations is how to define and deliver this kind of experience so that it works every day across every touch-point.

Whilst it is evident that customer experience management is high up on the leadership agenda, there is still much debate as to the best approach to take. Throughout our website, you will get a good understanding of the smith+co approach, and the steps we take to help organisations define their customer experience.

We hope that you find the resources on our site thought-provoking and of value. We look forward to your contribution to the developing concept of Customer Experience Management!