

7 Characteristics of a Great Customer Experience

The HCLTech logo is a square with a vertical gradient from purple at the bottom to blue at the top. The text "HCLTech" is written in white, bold, sans-serif font in the center of the square.

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From the article
Crafting a Better Customer Experience
by Braden Kelley

<https://www.hcltech.com/blogs/crafting-better-customer-experience>

1. It's Easy to Get to Know You



2. Clear Communication

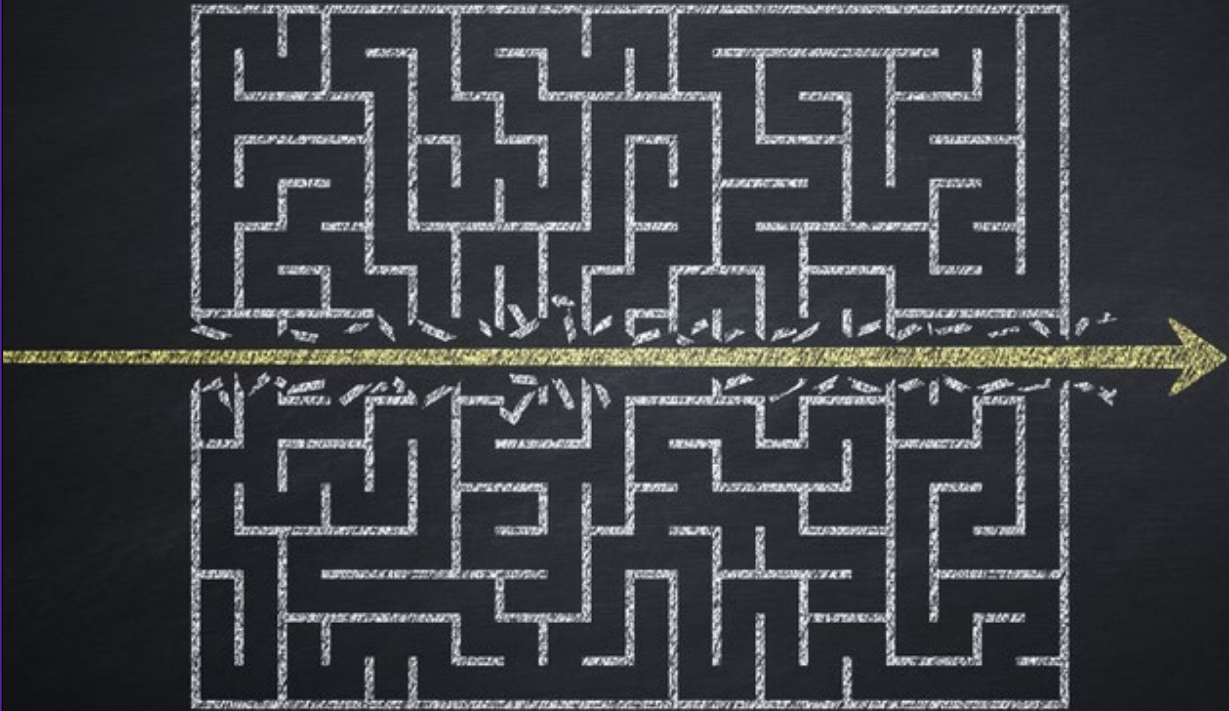


3. Transparency in What to Expect



4. Effortless Transactions

(not just shopping, but problem solving and troubleshooting too)



5. Intentional Friction

(don't over-optimize ALL transactions, sometimes waiting actually creates value by teasing the senses)



6. Interactions That Make You Feel Valued Not Just as a Customer, But as a Person Too



7. Occasional Unexpected Moments of Delight





**Let us help you supercharge
your customer experience!**

Read the article and reach out to us at:

<https://www.hcltech.com/blogs/crafting-better-customer-experience>